



EXPORT ONLINE VIDEOS TO MARKET YOUR BUSINESS FOR FREE

Online videos showcase your expertise and promote your business. Owner of BusinessSmiths.co.uk and small business expert Simon Ellingworth explains how they can work for you.

Many business owners have heard about using You Tube to market their businesses and drive traffic to their websites, but are put off by the perceived technical difficulties of creating and posting them to You Tube and other online video sites.

It's important to understand that the video mustn't be a blatant advert, but a useful or entertaining clip that gently lures users to your website.

How-to guides are a great way to do this. Think about your customers and the most frequent questions they ask, or you could impart some useful specialist knowledge that'll reinforce your credibility as an expert.

Take this article, for example. I could post it as 'How to promote your business on You Tube' and at the end add 'Visit www.BusinessSmiths.co.uk for FREE tools to create and post your first video.' There is a good chance that viewers will be interested enough to visit our site without feeling pressured to buy anything.

Before you create a how-to guide, check out my favourite sites, which welcome contributions. They will publish your video and drive traffic to your website: www.videojug.com and www.lifehacker.com – or just Google 'how to videos' to see the potential.

So, why not [click here](#) to test the market with this great FREE tool to produce your first video (you didn't think I could resist tempting you to our website did you?)

Why not visit www.BusinessSmiths.co.uk for a range of FREE business resources and tips?

Simon Ellingworth
Business Smiths Ltd