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The Future that is NOW...

...or if over 4 BILLION videos on YouTube are viewed daily... what are you waiting for?

by **Elizabeth Harrington**

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Reuters recently reported that North Americans are willing to go longer without friends and sex than without the Internet. We spend more time on our computers, Blackberries, smart phones, and iPods than we do with each other or even with ourselves. Using these technologies becomes a compulsive action rather than a creative process and instead of increasing our productivity, the multi-tasking is stressing us out!

I digress, that is a topic for another article!

What I do know for sure is that video is a powerful channel for getting people to know you, like you and trust you enough to hopefully, over time, take you up on your offer and BUY from you whatever you're selling! (also in our industry look at joining our brand /team/downline)

"Ubiquity is the next exclusivity."

-Arianna Huffington

Yes I am a word "nerd." Ubiquity means "being everywhere."

Video is really a great way to use new media as a way to attract people to your company, your brand –YOU- from everywhere!

In my consulting practice, I help small business owners, entrepreneurs, authors, speakers, consultants, coaches AND network marketing leaders build their platform. Video is an ideal way to bring your point of view, your

unique perspective, your experience, your message, to the rest of the world.

Why is this a great marketing tool?

For one thing, by having a platform, you immediately increase your value and authority, so you can get paid more, extend your influence, gain access to powerful people and stop trading your time for money.

Pretty appealing, isn't it?

Why buy cold leads from outdated co-op lists? You have to spend a lot of time manually calling people and asking them the same questions and often it is expensive, time consuming, and tedious. (frustrating too as those human pearls are hard to find!)

> **Today you can attract people to you. When you use video, people can go from a cold to a warm lead with a short 2 minute video. This short video has a welcome message, and a smile from you. They get to see you, your smile and your eyes.**

Remember that old saying "the eyes are the window to the soul?" Well this is the power of video. People get to hear you, listen to your words, watch your eyes, and feel your emotion. So the senses are engaged.

If done properly, then the right people will resonate with you and your message and when you offer them something they value, the people who like you and are interested in what you're offering, well they are the ones who will give you their contact information too. How can it get any easier than that?

Simply put, video marketing, done the right way, can be the best lead generation tool available. (more information on the right way at my new Social Media fan page:

https://www.facebook.com/pages/Elizabeth-Harrington/120882981374924

I have a saying... why handle 100 of the same questions from 100 different people? Video has a way of automating that process. Now I get to answer 1 common question and spread that answer to 100 or 1000 or 10000+ people. (remember that phrase- “stop trading your time for money?”)

Here are some interesting tips if you need more of a push into why video is important to you in your business.

- 3 Billion Videos are being monetized by YouTube every week.
- More Video is uploaded to YouTube in one month than the 3 major networks created in the past 60 years
- 60 hours of video are uploaded every minute or one hour of video is uploaded to You Tube every single second.
- Over 4 Billion videos are viewed each day (incredible isn’t it!)
- in 2011, YouTube had more than 1 trillion views!
- 100 million people take a social action on YouTube every week (likes, shares, comments, etc.)
- 70% of YouTube traffic comes from outside the USA. (which means that a whopping 30% is in the USA) It also means that it is an incredible way to connect with a global reach)

Global Reach
Is your business global? Do you want your business to go global? There isn’t a better, faster, more efficient way to get people around the world to find you and your message than on a global distribution channel.

Leverage
With the proper video series, you can set yourself up to get an ongoing source of qualified leads and put your list-building in overdrive!

Team Building
One of the most challenging things for a leader to do is to teach duplication past the first two or three levels.

Video is one of the most powerful tools to convey you, your message, your leadership traits... and be able to consistently share the right information and training throughout your organization - the true power of duplication!

To wrap up, I can't think of a more powerful method than using video to position you as the go to person in your niche, in your company, in your business. You have a compelling and meaningful story to share with the world, don't you?

If you are looking for a way to stand out, and to tell your story to a bigger crowd then:

…"the story arts have become humanity's prime source of inspiration as it seeks to order chaos and gain insight into life. Our appetite for story is a reflection of the profound human need to grasp the patterns of living, not merely as an intellectual exercise but within a very personal, emotional experience."
Robert McKee, STORY

To find out more about how to use video and other new media channels, consider signing up for one of my free webinars on getting started in the brave new world of NEW and Social Media to market you and your business and for some of you... become a ROCK STAR in your company and in the industry!

go here: http://www.elizabethharrington.com

There is also more information on the right way to use Social Media Marketing at my new Social Media fan page: Click Like to join our Tribe. Copy and Paste the Facebook address below into the search bar:

https://www.facebook.com/pages/Elizabeth-Harrington/120882981374924

For more of these startling statistics on the power of Video Marketing, just click on this link to see what we call in new media circles, an INFOGRAPHIC:

YouTube Facts and Figures
Infographic
Produced by: www.techwelkin.com
YouTube was founded by
Chad Hurley, Steve Chen, and Jawed Karim
in Feb 2005
In Oct 2006 Google acquired YouTube for
$1.65 billion
Google
Today
As per Alexa, YouTube is
3rd most viewed website
after Google and Facebook
60 HOURS of video gets uploaded
on YouTube every minute
4,000,000,000
4 billion videos are watched every day
800 million
visitors
per month
3
billion hours
of video watched
per month
YouTube traffic
30%
U.S.
70%
Rest of
the World
YouTube
is localized in 39 countries
... and in 54 languages
In 2011
more than 1 trillion views took place
i.e about 140 views for each person on earth!
3 billion
videos
YouTube is monetizing
every week
30 percent of videos
account for 99 percent of views
Most Popular
video of all time
(as on 3 March 2012)
Justin Bieber - Baby ft. Ludacris
YouTube Mobile gets
600 million
views every day
500 years
of YouTube videos are watched every day on Facebook
700
YouTube videos
are shared on Twitter every minute
100 million people
take a social action on YouTube
(likes, shares, comments, etc) every week
1
First Ever Video on YouTube
"Me at the Zoo" by co-founder Jawed Karim
on April 23, 2005
URL: www.youtube.com/watch?v=jNQXAC9IVRw
More than 50%
videos are rated
or commented upon
by the users
120 million+
videos have been claimed by
YouTube Content ID
Tens of thousands
full length movies are available
Infographic Produced by
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Elizabeth Harrington
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Social Media expert, entrepreneur, author and happy network marketer!

Elizabeth Harrington - A writer, international speaker and passionate networker, both as a leader and a student. Elizabeth is inspiring to the many 1000's of people in the teams she has created in the 16 years she has been in network marketing! Passionate about marketing to women, she is leading the conversation about how to make our businesses more female friendly and focused on what women really want!