

# Introduction to Video Marketing for Accountants

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[www.VideoMarketingForAccountants.com](http://www.VideoMarketingForAccountants.com)

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# Video Content Strategy

- Full Complete Technical/Educational
- Thought Leadership / Information Sales
- Commentary/Editorial
- Educational Videos (Multi-Part Series)
- News / Updates

# Delivery Methods

- YouTube (Pre-Recorded)
- YouTube (Live)
- Facebook (Personal Profile)
- Facebook (Business Page)
- Facebook (Group)
- Webinar (Gotowebinar / Zoom)
- Educational Platforms (Udemy, Teachable, Thinkific)



# Styles

- Talking Head
- Interviews
- Group Discussions
- Podcast (audio Only)
- Slides and Talking Head
- Screencapture (Tutorials)
- Smartphone/Tablet Tutorials
- Outdoor/Casual, Book Readings, @ Events
- Commercial / Professionally Produced

# Talking head



# One on one interview



# Group discussions (3 or more)



# Audio only (podcast style)

## **Advisor's Corner Podcast**

Hector Garcia CPA interviews Ronald J Baker

Pricing, knowledge, and the business practices in today's knowledge economy.



Advisor's Corner Podcast: Interview with Ron Baker about pricing & effectiveness for knowledge firms



# Slides + talking head

TOP UNIQUE FEATURES

**QUICKBOOKS ONLINE**

- Web-based (no need for servers, remote access, etc.)
- Very powerful bank feeds (bank downloads)
- Mac/PC/Tablet access
- Easy collaboration with accountant (no need to copy files around)
- Form and report e-mail automation

**BEST FIT:**


Service-based businesses, cash-basis accounting businesses, light inventory management, and/or any company that wants fast data entry via bank feeds, high mobile capabilities, and no need for complex reporting, job costing, and/or inventory management

**QUICKBOOKS ENTERPRISE**

- Granular permission structure
- Highly customizable fields in forms and overall design of forms
- Highly customizable reporting
- Advanced inventory and pricing capabilities

**BEST FIT:**

Wholesale, Manufacturing, Professional Firms with Project Management needs, Construction, Non-Profit... and/or any company that wants robust reporting, inventory management, wants to manage multiple businesses with a fixed software price, or customization without having to add additional apps



14:27 / 49:50

CC HD

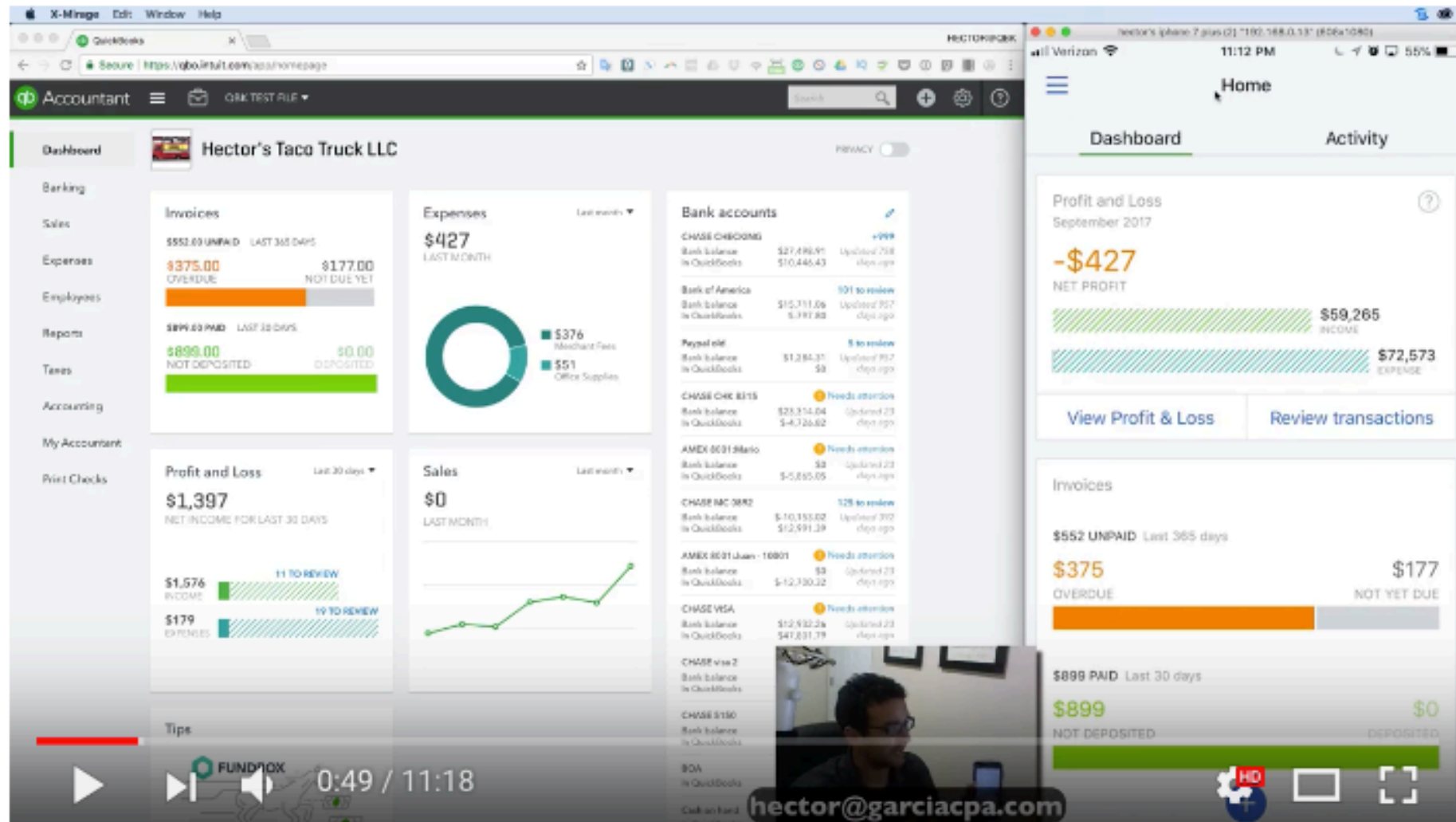
hector.garcia@pac.com

# Screen capture / software walkthrough

The screenshot displays the QuickBooks Online interface. The top navigation bar includes the QuickBooks logo and a menu icon. The left sidebar lists various sections: Expenses, Employees, Reports, Taxes, Accounting, and My Accountant. The main content area shows the 'Expenses' section with a 'Filter' dropdown set to 'Last 365 Days' and a 'Batch actions' dropdown. A table of expense transactions is displayed, with columns for DATE, TYPE, NO., PAYEE, CATEGORY, TOTAL, and ACTION. The table contains several rows of data, including transactions from 08/05/2017 to 07/16/2017. A video player overlay is visible at the bottom, showing a person's face and the text 'hector@garciacpa.com'. The video player includes a progress bar, a timestamp of 4:21 / 11:59, and icons for closed captions (CC), HD, and full screen.

DATE	TYPE	NO.	PAYEE	CATEGORY	TOTAL	ACTION
08/05/2017	Credit Card Expense			Automobile	\$34.00	
07/25/2017	Credit Card Credit			Checking	\$900.00	
07/23/2017	Credit Card Expense		Squeaky Klean Car Wash	Automobile	\$19.99	
07/17/2017	Credit Card Expense		Hicks Hardware	Job Expenses: Jo	\$42.40	
07/16/2017	Credit Card Expense		Squeaky Klean Car Wash	Automobile	\$19.99	
			Bob's Burger Joint	Meals and Entert	\$18.97	

# Phone / tablet screen capture





# Outdoor / Casual

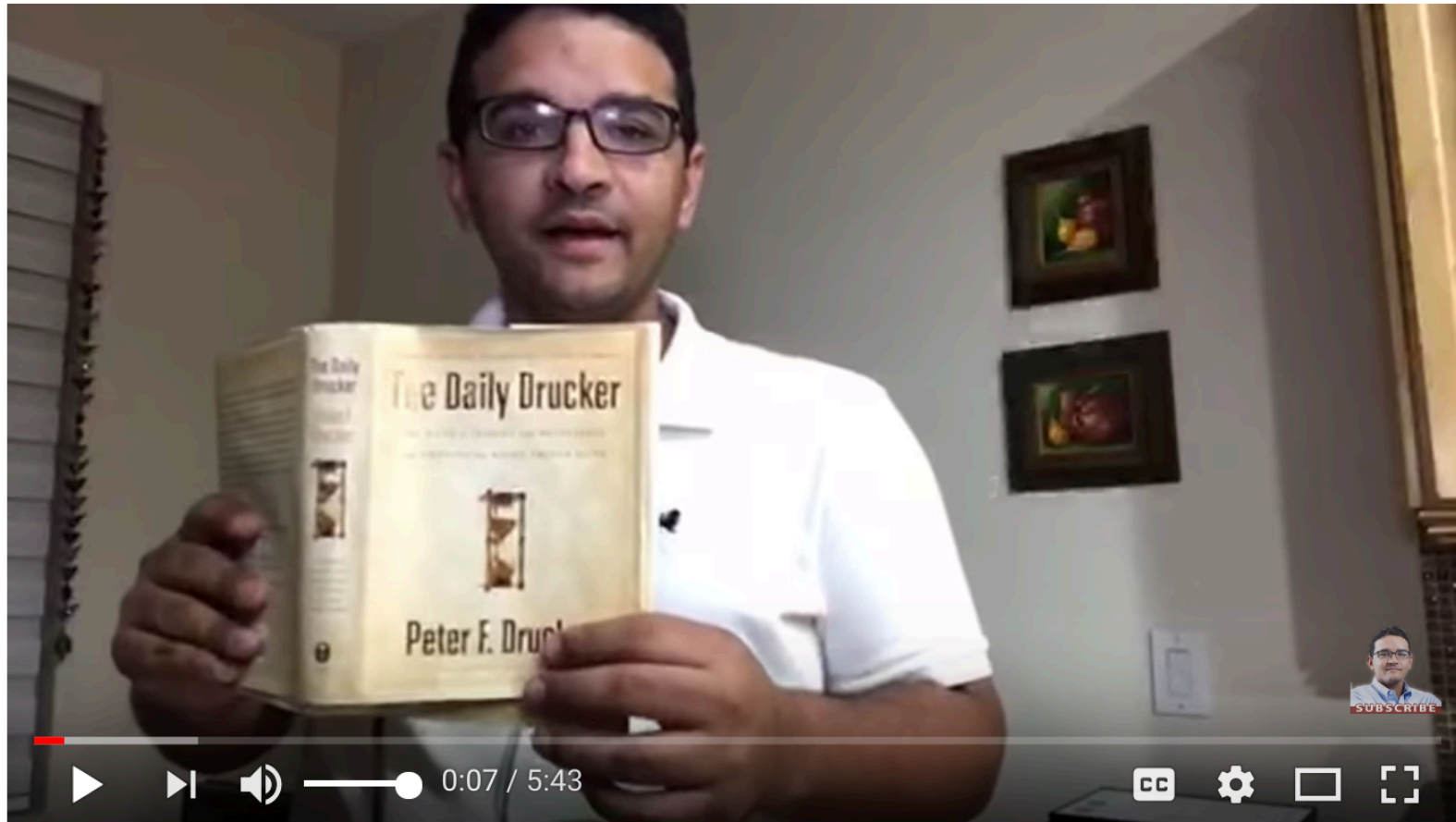


<https://www.youtube.com/watch?v=uQi06sg3gE4>



[https://www.youtube.com/watch?v=F39hjA4MI\\_U](https://www.youtube.com/watch?v=F39hjA4MI_U)

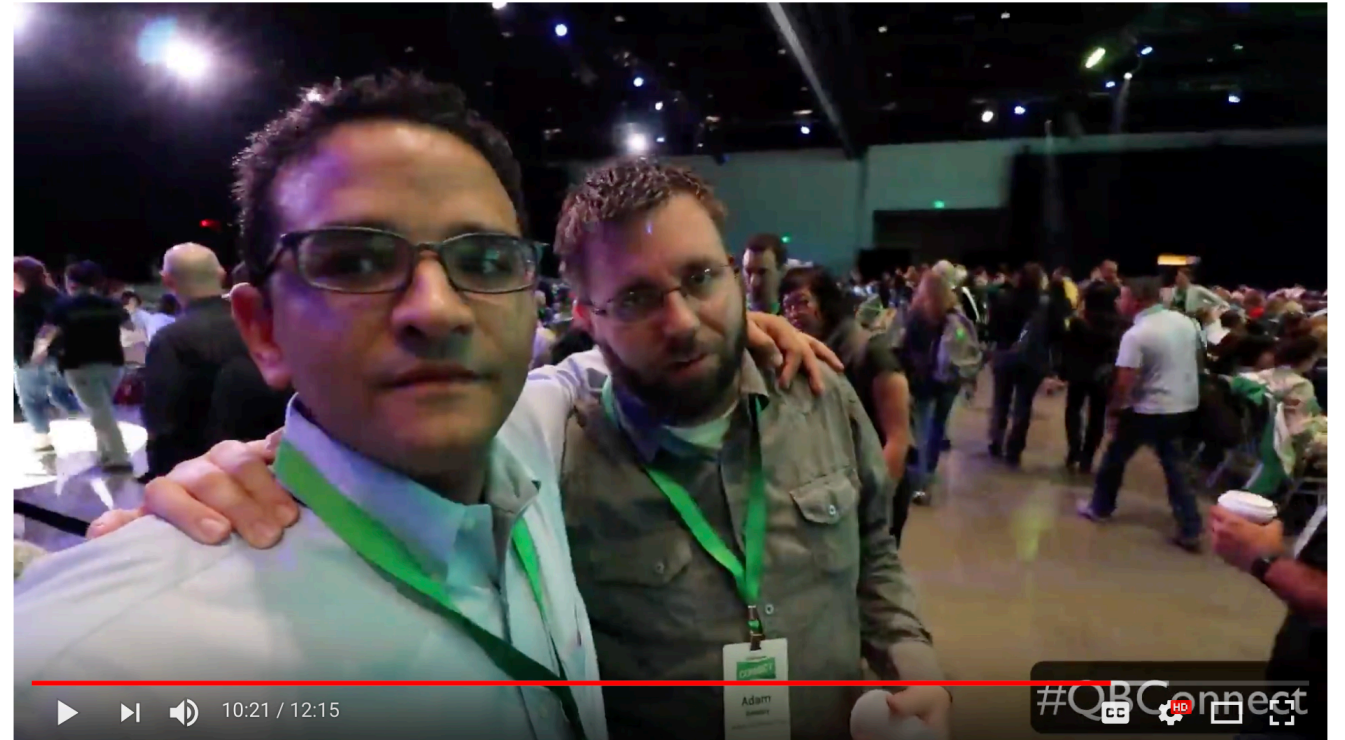
# Book Readings



<https://www.youtube.com/watch?v=dGeKjDWcF9I&list=PL8LZsiw8a1zvWGfSJAu02CALYIzQ-QB5x>



# @ Events



[https://www.youtube.com/results?search\\_query=hector+qbconnect](https://www.youtube.com/results?search_query=hector+qbconnect)

# Commercial / Professionally Produced



<https://youtu.be/w3Uu0ZanN38>

# Choosing Topics or Themes

- Accounting & Bookkeeping (Academic Theory)
- General Business: Operations, Finance, Management...
- Marketing, Branding, Sales, etc...
- Software Tutorials
- Lists (Top 10....)
- Personal VLOG (Daily story telling)
- Opinion Other Videos
- Target Industry News / Updates

# Facebook

- Go Live on Facebook

# YouTube

- Go Live on YouTube

# Zoom

- Record a Screen-share video
- Go LIVE with Zoom (Covered on VMAP 2 Class)



# Tips

- Audio quality > Video Quality
- Lights > Camera
- Narrow > Broad
- Consistency > Variable (Length, Style, Content, etc...)
- Once a Week or Daily > Unpredictable Frequency
- Complete Content > Tease
- **Record you client sessions!**
- **Engagement (Comments, Shares, Likes, Embed, etc...)**
- **6 Minute Videos**

# Measuring Success

- Branding
- **Collaboration & Opportunities**
- Leads Generated
- Social Media Buzz
- Reputation
- Reducing Client Support Time
- Educating your team

# Resources

- **Kathy's Article:**  
<https://www.firmofthefuture.com/content/video-marketing-for-your-practice-how-to-get-started/>
- **VMAP Facebook Group:**  
<https://www.facebook.com/groups/videomarketingforaccountants>
- **Create a YouTube Channel:**  
<https://www.youtube.com/watch?v=Y5wa1acz4JY>
- **New Video Checklist:**  
<http://hectorgarcia.com/wp-content/uploads/2017/05/Creating-Videos-for-YouTube-handout.docx>

# Advanced Video Marketing for Accountants

WEBINAR/Course \$299

FRIDAY 04/27/2018 @ 1pm ET 3-HOURS (+ *Recording for Unlimited Access*)

- Building a content campaign strategy and a content calendar
- When not to sell and when to sell your videos (and how to sell them)
- Recording your mobile device for live screencast and pre-recorded videos
- Advanced Video Editing (Camtasia) - Annotations, Animations, Cursor Effects, Voice-overs, etc.
- Low-Cost Equipment recommendations to get started
- Using Zoom Webinar to go live on YouTube or Facebook
- BONUS: Video editing on your iPhone
- **ACCESS TO PART1: Camtasia Video Editing Basics & A/V Equipment Basics**

[WWW.VIDEOMARKETINGFORACCOUNTANTS.COM](http://WWW.VIDEOMARKETINGFORACCOUNTANTS.COM)

# Advanced Video Marketing for Accountants

PRICE \$299

(COUPON CODE: **HECTOR15**)

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