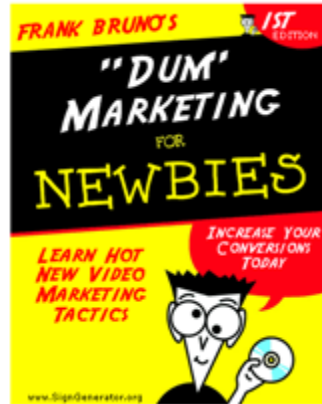


Frank Bruno

# Video Marketing Tactics

## Bum “Dum Marketing”

A Lesson From A Dummy



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There's so many things you can learn from everyday life that you can apply to Internet marketing that it blows my mind!

In fact I've been keeping a list...

Every time I get "[sucked](#)" into taking an action or I buy something from a person or company, I take an instant mental note of the process I went through. If I think its clever, then I jot it down on my list when I get home.

Let me ask you a question....

Are you like me?

Do you keep your eyes an ears open when your "out an about"?

Do you analyze every sales process that you go through as a buying consumer either online or offline?

Are you analyzing marketing tactics that surround you each day?

If you've been keeping your eyes and ears open then you know that many of the Offline marketing techniques can also be applied to Internet Marketing and vise versa....

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Earn Instant Cash By Giving Away This Report- [Click Here For Details](#)

Many of the billion dollar companies have already invested and tested millions and millions of dollars on marketing and you can get all their marketing tactics for free just by keeping your eyes and ears open!

Here's an example of how I recently got a million dollar marketing tactic for free.

Here's how it went down...

The other day I went down to my local "Target" store with my kids tagging behind me like little ducks, to pick up a few items that we needed.

If your like me I prefer to leave my kids at home especially when their under 10 because Targets a kid haven, "Dad can we buy this", "Dad can we buy that" lada da da da...

Ok yea, Targets got good prices, and I'm pretty good at getting just what we need, but somehow Target always manages to suck dad into spending more than he wants...

Anyway, As soon as we step into the store Target starts sucking on dad right away...

What's the first thing my kids see when we walk through the front door of Target?

They see slightly off to the right a special area that Target setup in close proximity to the entrance door, that has deep discounts on smaller miscellaneous "useful" items for \$1.

What was interesting about this is that not only did it catch the attention of my kids but it also caught the attention of me as an adult.

Why was this?

Well, Target made sure that they had an assortment of items suitable for all ages at a deep discount ready to "suck" unsuspecting people directly into that section as they were walking by.

Oh no, this was no mistake at all, but a clever marketing tactic by Target.

Hmmm...Target sounds like they know how to "target" people...

While my girls were excitedly rummaging through the bins of discounted items, dad was doing a little rummaging himself when a little familiar yellow book caught his attention.

Unless you've had your head buried in the sand for the last several years then you've no doubt seen these little yellow books before too. Except your probably use to seeing them a little bit bigger.

Well, maybe quite a bit bigger....

What I'm referring to are the "How to" Dummy books.

Yea, you know the ones I'm talking about, the books you see like "Windows XP for Dummies", "PhotoShop for Dummies", "Basket Weaving For Dummies", or "Get a Trillion Visitors To Your Website For Dummies" ok, I made the last one up....

These books are everywhere.

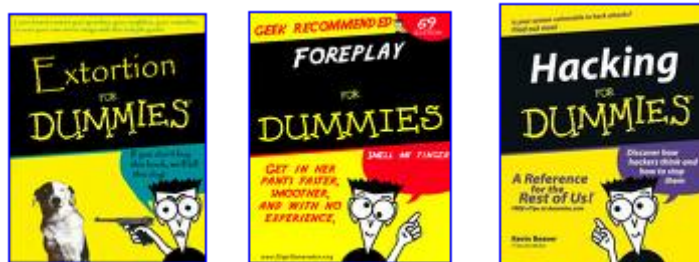
I've seen them at Barnes & noble, the grocery store, the mall, etc.

But what's interesting is that not only have they branded themselves with the bright yellow books with black lettering, but also with the catchy titles too.

But no it doesn't stop there....

They also have "mini" versions of their "Dummy" books available too. I guess you would call them booklets.

Basically their mini dummy booklets are 4"x6" condensed versions of their larger more expensive books. Here's some examples-



Ok, These are silly examples but you get the idea....

Anyway, after dad noticed that the little "dummy" booklets are only \$1, dad picks one of these little yellow booklets up and starts flimng through it, thinking "hey", this is a pretty neat little book and it's a condensed version of the larger book for only a \$1!

So where does the clever "Dummy" marketing come in?

Here's their clever marketing trick...

In the back of those cheap \$1 mini dummy booklets they have a list of their other products too. These list of products contain the larger more expensive full versions of the mini dummy booklets.

But its doesn't stop there...

They also have an exclusive discount code hidden in the back of the book listed along with their other larger more expensive full versions books. ~~Dummies~~ I mean people, can use the discount code to get a higher % off on their larger fuller versions of their Dummy books found online.

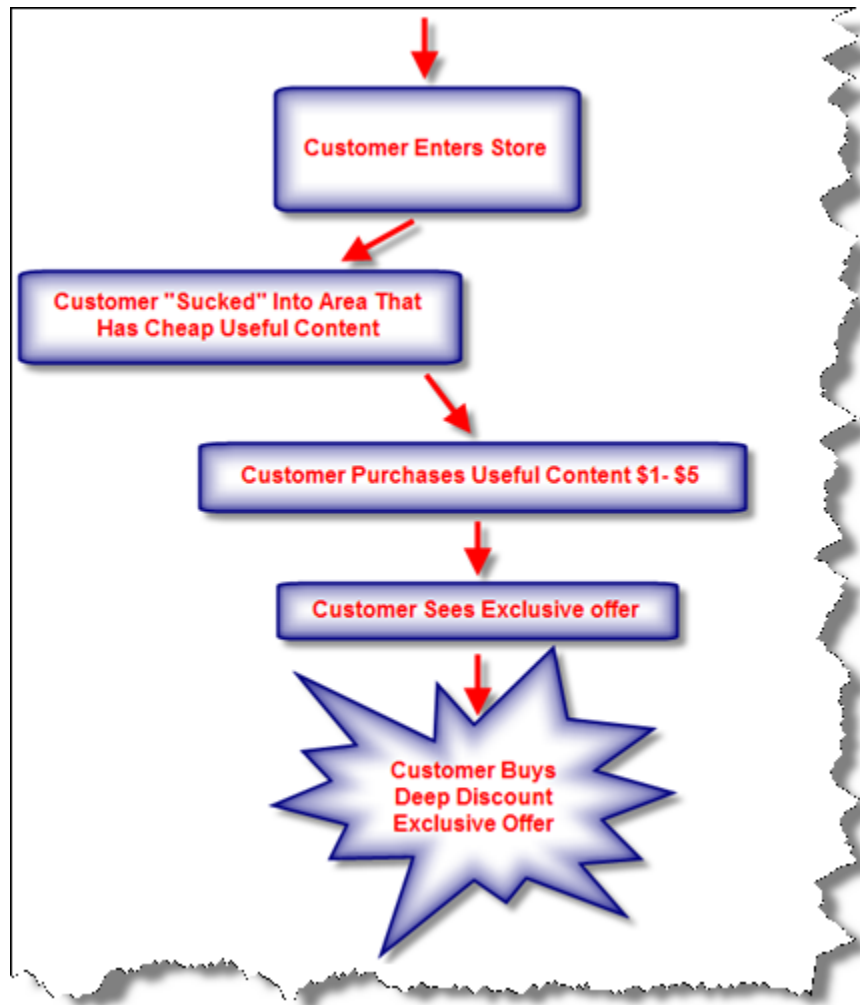
So are you seeing the whole enchilada here now???

No?

Lets re-cap....

- Customer enters store
- Customer is "[sucked](#)" into an area that has cheap useful content
- Customer purchases useful content with Low entry price \$1-\$5
- Customer gets Immediate benefits and value
- Customer sees Exclusive offer
- Customer buys the exclusive up sell to a larger price item getting deep discount off normal costs

**Here's a flow chart that you can take a look at:**



## **How to Apply The ~~Bum~~ “Dum” Marketing Technique To Internet Marketing**

Ok, so how can you apply the same ~~dummy~~ “dum” ( for short) marketing to your Internet marketing you ask?

You can apply this same marketing tactic that the “dummies” use, to your Internet marketing arsenal by duplication and tweaking.

I don't mean duplication as in go out and start making your own copies of the dummy booklets. What I'm referring to is how you can duplicate the idea or methodology of what makes this such a powerful marketing idea.

Here's an example how you can use this marketing strategy....

You can sell or give away short "how to" special reports in your niche and have a discount code or special offer not visible to others, and only seen in those reports which will lead to your larger more expensive full versions of your "how to" special reports.

The only way anybody can know about your exclusive discount code or special offer is if they have purchased or received your inexpensive "how to" or special report.

If you sell your special report or e-book by requiring your lead to make a small purchase, you're essentially pre-qualifying your prospect by getting them to make a Psychological commitment as a buyer. This critical step in the buying process has a dual role.

**First-** They have made a Psychological commitment to you as a buyer in your sales process.

**Second-** Now you need to Reward them as a seller for their commitment as a buyer by offering them value in return as well as an exclusive discount on your immediate or backend products/services.

To make this effective there must be some sort of exclusiveness to your offer and it must provide immediate value and benefit to the customer. It also should compliment what they have just purchased from you.

When you combine exclusiveness, value, benefit, and a complimenting product to the equation, you can resonate a volatile splurge of rabid buyers that will take you up on your backend offers over and over again.

Without exclusiveness, value, benefits, and a complimenting product there will be nothing for the customer to look forward to or take action on. This is the critical key to making this work.

### **Things Not to Do:**

- Don't stop with just selling your customer one special report and that's the end of the customer's path in your sales process. Continue to provide value to them. As you continue to provide value to your customer you can incrementally increase your price in correspondence to the value that you provide them.

- Don't initially try to sell your product to your lead for too much money either. I can't remember the last time I actually purchased a one off \$47 or \$97 e-book. But I can remember the last time I purchased a \$27, \$17, \$10, or \$7 report

The word out on the Internet Marketing “street” is to over deliver.

Instead of trying to sell the world to your lead in one shot with a high price item because your afraid they will leave and never come back....

Sell them a lower priced intro product and then increase price and value to them as they go through your sales process.

It’s a whole lot easier to sell a lower priced intro product than it is to sell them a higher priced product initially.

It’s also a whole lot easier to sell to an existing customer than it is to a brand spankin new lead. So treasure your buyers and over deliver to them and they will keep buying from you over and over again.

You can easily create special reports out of your larger e-books and then sell these smaller special reports individually and incrementally through your sales process.

## **How to Apply The ~~Bum~~ “Dum” Marketing Technique Using Video**

You can apply the same ~~dummy~~ “dum” marketing methodology not only with your e-books and special report promotions, but by also using videos too.

Here’s some examples of how integrating video into “Dum” marketing would work....

You can use video as a pre-sell to your “dum” marketing process when selling your e-book or special reports

**Example #1-** You’ve just created a hot little special report and instead of giving the report away, you create a short video explaining to your readers what’s in the report.

Tell them what the report is about, why you wrote it, and about how your report can benefit them by downloading and reading it.

Do not be afraid to mention price, and to tell them to download the report for only \$1 -\$5 before you change the link to a higher price (whatever you choose).

In your special report place a link or links to additional products/services that are priced exclusive to your readers only.

Make sure you tell them that it is exclusive only to them as a reader and those who have not read your report will never see the offer because it is not publicly

available. Very important! You can either indicate this in your special report or have a link going to a second short video where you're telling them about the exclusivity of your offer.

In this second video make them feel special, because they are, by taking action on your first offer. Then you can have a special order link under the video to your exclusive offer.

To get people to watch your first video you can send a note out to your list, make a post to your blog, or link directly from other areas on your site (or off site) to your short video clip that you have placed on a page by itself.

Then you can either place a link under the video to an order link, or to another page where they can order and download your special report.

You could also have the video automatically forward to a new page after the video ends where they can order and download your special report.

**Example #2-** Another great way is to make a short video similar to the above example and in the video tell the readers what they should be doing to accomplish xyz.

*Example-* To build your list, you should be getting JV partners, doing article marketing, social networking, etc, etc.

Then in your special report priced at \$1 -\$5 you show them in details **how** to accomplish xyz.

*Example-* To build your list from JV partners you need to call them on the phone and this is how to find their number.... you need to e-mail JV partners and this is how your e-mail should be formatted.....

To use social networking to build your list you need to make comments on other profiles by searching under these terms in the networks....

Submit articles to article directories to build you list and your author bio box needs to be formatted like this to get the most actions....

Once the lead clicks on your author bio box to come to your squeeze page it needs to be formatted like this to get the best conversions of visitors to optin in.....

By following the example I have here, you can then place links near the bottom of your special report with an exclusive discount code, or link(s) to a special offer to additional product(s)/service(s).

Again make sure you tell them that the offer is only exclusive to them as a reader and that those who have not read your report will never know it exists.

**Example #3-** You can convert the contents of your special report into a video and sell the video for \$1- 5.

To do this just make a “teaser” video explaining what’s in your full video, which is the video you just converted from your special report.

Then when they access your video for \$1-\$5 make sure you have additional video content available with exclusive discount prices.

Since they’re now a committed buyer and hot for more of the same content, there is a higher likelihood that they will take you up on your offer by clicking on your special discounted order links to your additional videos.

**Example #4-** Shoot short video clips or produce screen cam videos with inexpensive (example; \$1-\$5) “teaser” content videos and then make the larger fuller versions available for higher prices only available with an exclusive offer.

The exclusive offer can be by using a discount code, a special discount price not found anywhere else on your site, or by offering a bonus which can be your own or someone else’s.

**Example #5-** You can also just make a downloadable report either free or paid without using video on the front end leading to the special report.

Then have a link in your special report take them to your exclusive offer.

Have the link go to a page with a short video explaining why you have made this exclusive offer to the readers of your report only, and that others will never get to see the hidden offer unless they read your report.

Place an order link under the video on that page to your discounted product.

As you can see these are just examples of how you could integrate video into your own “dummy” marketing strategies.

The Scenarios Are Endless....

But you get the idea of how you can integrate free or small fee special reports, using video, and exclusive offers all in one ...

Guys this is kick butt stuff!

If you have never used these tactics before I guarantee that if you start using them today your sales will start to increase.

## Why These Types of Tactics Work So Well

The reason these tactics work so well is because It's all based on the Psychology of human emotion;

- Fear of Loss- If they don't act they will lose out, and nobody likes the fear of loss
- Belonging- Wanting to be a part of something and knowing they are being acknowledged for belonging
- Exclusiveness- Getting something that not many other people are getting that includes great price and value.

We all know (should know) that by using as many human emotions as possible in your marketing that you can have a significantly higher chance that you will convert more leads into sales. I won't get any deeper into the Psychology of marketing because that's a whole new topic that would require quite a bit more explaining.

But the advantages by integrating video into this marketing process is **compounded** because video is a form of entertainment. Whether a specific video is viewed as actual "entertainment" or not, video can still capture all the senses that a human has, dependant on if there is also audio.

Video can trigger higher levels of human emotion than static web pages, putting "Dum" marketing tactics on overdrive. Thereby increasing your overall sales.

Again don't sell the "farm" to the buyer with the first sale. "Romance" them into an initial smaller purchase to build trust with you. Then after you provide value to your buyer, It will be much easier to sell to your buyer again than it will be to a fresh lead. This can all happen within minutes.

## Putting a Cap On The "Dummy"

Here's a re-cap of the flow and how you can apply the lesson from a "Dummy" into your Internet Marketing

### **Time Frame- Minutes**

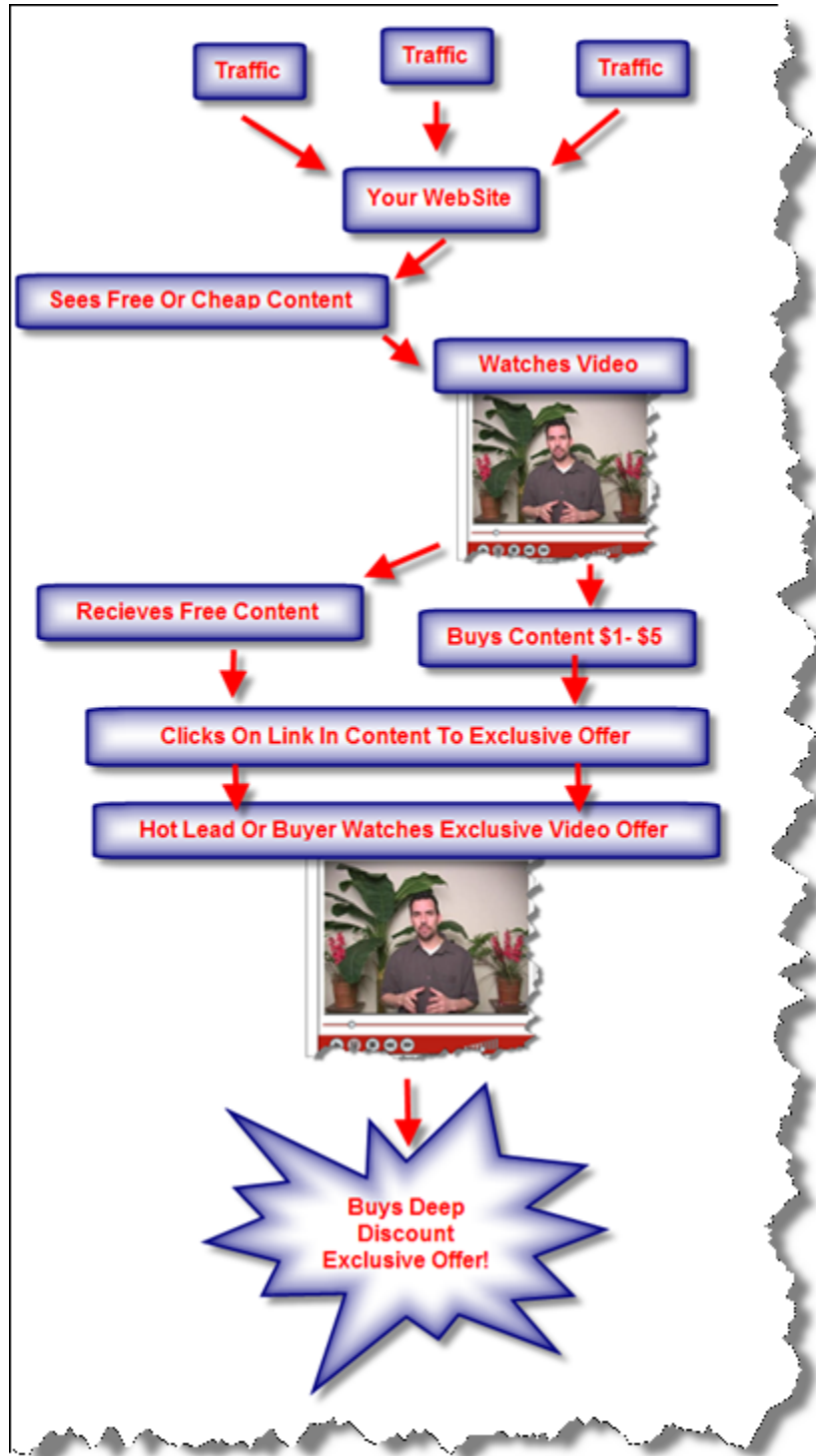
- Customer enters store- Your website
- Customer is "sucked" into an area of your website that has free or cheap useful content- This can be through your e-mail optin, or through links to the specific section of your website.
- Customer gets free useful content or purchases with Low entry price \$1-\$5- You get fresh lead or get hot instant buyer who paid \$1-\$5 for your useful content

- Customer gets Immediate benefits and value- You provide solid benefits and value with your content
- Customer sees Exclusive offer – Your highly targeted lead or hot fresh buyer sees your special discount code or offer.
- Customer buys exclusive up sell to a larger price item getting deep discount off normal costs- You provide exclusivity combined with continued value and make the up sell instantly

To put this marketing tactic into overdrive make sure you integrate video into this process as I suggested and combine it with an immediate exclusive offer only available to the buyer or lead.

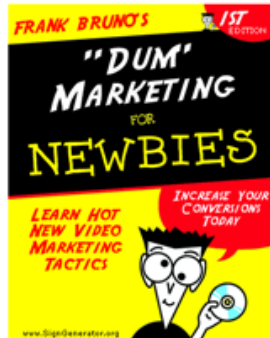
You can take a look at the flow chart I have below on the next page....

## Flow Chart:



**- Exclusive Offer -**

**[Click Here To Rebrand The  
“Dum Marketing” Report  
And Earn Instant Cash!](#)**



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