



Emotion Strategy

- *“People purchase with emotion and justify with logic.”*



- This is an unshakeable law of sales and marketing.
- No matter what you buy, there is a certain human need or want associated with it that makes you want to buy it.
- Sometimes it isn't obvious.
- If you're talking about breakfast cereal, it might be a habit to buy it for you, in which case it isn't very emotional.



- How would you feel one morning if you didn't have that cereal to eat?
- What if it was your favourite cereal?
- What about if it was your children's favourite cereal?
- What sorts of emotions are associated with those sorts of thoughts? It's only when you stop and think about it that you realize how big a deal it actually is.

VIDEO MARKETING TYCOON





- It's also to note that the emotion of avoiding something (fear) is a lot stronger than the emotion of gaining something (pleasure).
- The negative emotion is the stronger motivator and this is something you should keep in mind if you wish to make money in the Internet Marketing industry.
- How does this relate to Video Marketing?



- Videos provide a medium through which the strongest of emotions can be incited, causing a rush of visitors to your site.
- These visitors can be subscribers, they can be buyers, they can be whatever you wish, depending on how you make them feel.



- Even this video that you're watching is making you feel a certain way right now.
- What are some examples of videos that use emotion that have generated a lot of visitors?

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YouTube

Search

Browse

Upload

Free Hugs Campaign - Official Page (music by Sick Puppies.net)

PeaceOnEarth123

4 videos

Subscribe



0:24 / 3:39 360p

PeaceOnEarth123 — September 22, 2006 — Download the "Free Hugs" soundtrack here: Sick Puppies New Album Tri-Polar Available Now! [http://www.itunes.com/...](http://www.itunes.com/)

59,077,464 views

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communitychannel

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Profile

Name: natalie

Channel Views: 33,179,487

Total Upload Views: 256,669,559

Style: VLogging

Age: 23

Joined: September 12, 2006

Last Sign In: 4 days ago

Subscribers: 686,784

256 M !





**Now let us see how you can
monetize the Emotion Strategy...**



1. Start vLogging!

- This is probably the easiest option in terms of technicality but not one that's chosen often because it involves showing your face to the world.
- The appeal of Internet Marketing lies in the belief that you don't have to do a lot of marketing to make something well, when that is far from true.



- It's a shame that most people still don't know what marketing means even when they consider themselves Internet Marketers.
- They identify a demand for something and supply whatever it is to that audience.
- Simple as that.
- Naturally, there is going to be competition so you have to stand out.



- One of the best ways to stand out is to form a relationship with your customers online.
- This can be done by simply writing about yourself and blogging regularly but imagine if you made a simple, short, 1 minute video about yourself and who you were.
- Which would you prefer, watching the video or reading an “About Me?”



- This sort of trust takes time to earn and this is a proven way to accelerate that consolidation of trust.
- People engage with people.
- They don't engage with websites.
- Show your face and your audience will come to trust you over other people.
- This will take time to turn into money, but you will have something there that most marketers crave for: traffic.



2. Let's Get Personal

- This is really a continuation of the previous suggestion but it works well.
- If your site is particularly focused on one aspect, like business or blogging, throwing in the occasional video about something else tends to bring in more visitors.



- It shows you are human and enjoy going off topic from time to time and it's a bit of relief from all the meaty stuff.
- To really take this technique to the next level, you can throw in the occasional personal vlog about yourself.
- Talking about something like a failure you had recently and relating it back to the topic of your website will bring in droves of visitors.
- That's how you combine personality with professionalism.



3. Read Between The Lines

- This last tip doesn't actually involve making videos. One of the best parts about YouTube is being able to comment on a video.
- It allows users to voice their opinions about something.
- If you want to conduct some effective market research, just go to YouTube and look up videos to do with your niche.



- Look at the other videos that other people might have posted up and scroll down to the bottom to read the responses.
- Have a general scan of the comments and look for anything that might jump out at you.
- Look for emotions like fear, desperation, anger, frustration and see if this is something you can incorporate into your market strategy. There's a big chunk of your market research done right there.