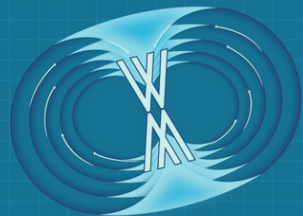




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# BRANDING YOUR VIDEOS AND YOUR VIDEO CHANNEL FOR GREATER CONVERSIONS TO REVENUE.



A LOREN WEISMAN TALK TITLE

# **BRANDING YOUR VIDEOS & YOUR VIDEO CHANNEL FOR GREATER CONVERSIONS TO REVENUE.**

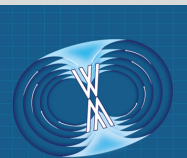
## **TALK TITLE DESCRIPTION**

**Video marketing is often overlooked, simplified and not given the due attention it deserves.**

**Businesses tend to jump to one spectrum or the other of either spending way too much on videos and putting up well-produced videos that do not convert or they don't put up any because they think it takes a professional video to convert.**

**The most successful videos and video channels do not require a camera crew, but they do require a branded strategy to allow all the different working pieces to work for you and your message.**

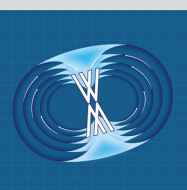
**By having a solid branded plan for your videos, signatures, content that will be added to each video as well as a customized and personalized template, every video can in a sense help every other video.**



# BRANDING YOUR VIDEOS & YOUR VIDEO CHANNEL FOR GREATER CONVERSIONS TO REVENUE.

## TAKE AWAYS

- **How to create a video channel that will allow for the best results in SEO and being found online.**
- **The branding rules to video uploads from time length to title length.**
- **How to create, organize and optimize playlists.**
- **The effective content and signature plans for videos**
- **How an iPhone can create a video just as effective as a top notch camera**
- **Psychological elements and engagement tips to bring in to your videos.**
- **Best practices and tips to create a template that will be easy to apply to every video you post moving forward.**





**BRANDING YOUR VIDEOS &  
YOUR VIDEO CHANNEL FOR  
GREATER CONVERSIONS  
TO REVENUE.**

## **BRANDING STRATEGIST AND KEYNOTE SPEAKER LOREN WEISMAN**

**Branding Strategist and Keynote Speaker Loren Weisman delivers down to earth talks, fun presentations and humorous lectures with an audience to create engagement & enjoyment while sharing experience, knowledge & direction for those in the mailroom to the boardroom and everywhere in between.**

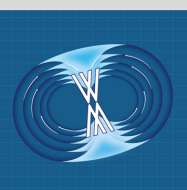
**Always keeping a rooted focus in the fundamental ideas of organizing, developing & sequencing for conversions.**

**For more information or to book Loren to speak, email [weismanloren@gmail.com](mailto:weismanloren@gmail.com)**

**<https://facebook.com/lorenweisman/>**

**<https://youtube.com/lorenweisman/>**

**<https://instagram.com/lorenweisman/>**



**Branding Strategist and Keynote Speaker Loren Weisman**  
**[www.lorenweisman.com](http://www.lorenweisman.com)**