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Start a Video Strategy

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2 Introduction

These strategies and those in future strategy reports are based on my thoughts of what Record Label 2.0 is. What is Record Label 2.0 you may ask? Well just as the internet gives you more tools to expand your music career so also music fans have more tools to find the band that is just right. Thus record labels need to expand into the realm of fan interaction. All this goes into building your cross platform community around both your music and you.

In fact if you think about the community building aspects of all of this you may realize that community building happens offline too. I remember standing in line for hours to get Metallica tickets 15 years ago, or was that longer, all those people in line were a community. Thus the internet was not needed it just gives you more tools. So as you get the chance to meet your fans offline do so.

A video strategy is important to have while getting yourself known. This can range from simply giving your current and potential fans more. To working towards a range of additional products to sell. In fact with the ever decreasing value of music having multiple streams of income becomes very important. So maybe a future direction will be selling your videos.

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In this E-Report I would like to talk about a few video strategies. If you the reader have any ideas you would like to share leave a comment at [my blog](#). It may even make it into a future update with your name mentioned. This obviously also means that there is more areas to test out then what I have laid out here.

3 Getting Your Fans Involved

Using Bare Naked Ladies as an example. The [fan based video](#) they did very cheaply and not at all professional was a big hit amongst their fans and added to what they could use for promotional purposes. This allowed word of mouth marketing to increase their fan base (already having a large fan base I wouldn't say it was huge). However when it came to getting a video done for that same song to use in the media such as MTV they had a professional video done.

I think a [non professional video](#) is a great promo tool and unless you know you are going to be on MTV you can wait to do the professional video. Along with that you never know when MTV or another media will like the low amature video.

[Mysti Mayhem](#) of [Spellbox](#) had this to say "If you are looking to do this as more of a simple

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promotional plan, YOUTUBE, your own DVD's compiled of the footage, & a site dedicated to your videos is all you need."

From my [Social Awareness post](#) I mention having a new video every month. This is so that you have something new each month to give to your fans thus keeping your connection with them. The stronger you connect with your fans the more they will talk about you.

So now how do you get your fans involved so that you can focus on your music? There are actually a number of ways and this list is not complete.

1. Run a regular contest using a different song each time.
2. Offer to pay for accepted submissions.
3. Include it into an interactive promotion, where your fans get points for doing different things. These points could be exchanged for albums and or other merchandise.
4. Video tape a live performance and include a few of the fans that are there. This one could build your live gig attendance all by itself.
5. Create your own idea here and let the world know at Timelineonline.org

If these ideas get too time intensive you can get one of your [fans to operate](#) it for you within guidelines you develop yourself.

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4 Promote Your Videos

Tube Mogul allows you to upload your videos to 17 sites such as Youtube. For free you can have a total of 150 video deployments. Each site you upload to counts as 1 deployment. Thus by uploading 1 video to all 17 sites you can almost upload 6 videos every month.

I want to thank [Spellbox](#) for permission to [explode a few videos](#). [Mechelle's 1st tattoo](#) is the video that I [exploded](#). In essence I signed up with Tubemogul.com along with 9 of the sites you can upload to through them. Mind you at the free level there are a total of 17 I just wanted to explore so as to have better information for anyone who wants it. A few things I like about this site are.

1 site to load them all
1 site to tag them all
1 site to manage them all
and in the light bind them

Though I don't think [Tubemogul.com](#) will be going into the pits of doom anytime soon.



Moving away from Tolkien's writings, you can upload so easily to all these sites it is pathetic. If you don't have an account with a site you can sign up from within [Tube Mogul](#) itself. After a

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few days you also get to see the number of views for each site and handle comments too all from 1 interface. Did you think of a few more tags you would like to add, well you can do that too from within [Tube Mogul](#).

Along with this are the following benefits you can get for free.

Cross-Site Analytics - We provide you with a powerful reporting dashboard to view, compare and contrast viewership information on your videos across video-sharing sites. Analytics include views, comments and ratings trended over time.

Email and Embed Charts & Widgets - Schedule any of your charts to be emailed to you for a quick look at your video trends. Email charts to colleagues or embed them on your own site to share your progress with others. In other words, show that boss or client of yours that you're on top of it.

Submit to Social Bookmarking Sites - At the click of a button, submit your videos to social bookmarking sites and content recommendation engines such as StumbleUpon, Reddit, Spurl, and more.

Link Intelligence - See which blogs and websites are linking to your videos according to sites like Technorati and Google, and Digg. Know how remarkable your content really is!

Comment Manager - Manage your viewer's comments across video-sharing sites from one central location... because being popular ain't easy.

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Video Transcoding - Upload FLV files and we will transcode and compress them to the optimal specifications for each video-sharing site. We're happy to automate your burden!

So as you can see from the above list Tube Mogul is a site worth looking into if you handle videos and not necessarily just music videos either.

5 Sell Your Videos

Now that is great for promotion but what if you wanted to earn a dollar or two? Well the first thing to do is work out with the creators a commercial use deal. Of course if you own the full rights to the videos then no problem. Now putting together a DVD, you will want to have exclusives on it. This can range from 2-4 videos not available anywhere else. To Interviews that have been video taped. If you go the interview route have your fans send in questions to be answered.

Selling your videos you may want to look into a site like Paydotcom.com. This allows you to set up your fans as affiliates. The way I would suggest doing this is setting your video compilations as a zip digital file. Set the price somewhere above \$10, and offer affiliates 50% commissions.

When deciding on a price there are a number of things to consider. Each video should be

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valued at \$0.75. The DVD itself has a value I would say \$2.00. Then add in a 20% mark up for the extras. With 10 videos and a couple of extras this should come to about \$11.40. Using the Paydotcom.com idea above you would be earning between \$4.00 and \$5.00 for each copy sold by your fans. Then offer a physical copy to be sent out for \$5.00 - \$8.00 more.

6 Random Ideas

Tons of things can be put to video. Here is a list of my own ideas feel free to add your own. Working on an extensive list of ideas for report part 2.

1. Behind the scenes of your practice
2. Live gigs at your local venue
3. Promoting products or services the band stands behind
4. Add your own idea here.

I look forward to an increase in options. Here are things I think will be coming in the future.

1. Compiling videos for your own Digital Television channel

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2. Movie theater quality on your home generated videos
3. Customized channel guides based on the channels you subscribe to
4. Scheduled video showcases this one ties into number 1 above
5. Live casting of panels from events such as SXSW with interactivity
6. What do you think could be coming in future years?

7 Videos Sell your Music

To conclude this report I want to let you in on a secret. When you place an URL in your description on Youtube it becomes clickable. So why not make that URL link to where your music is being sold? Obviously you may want a shorter URL so use Tinyurl.com 1st.

Now that you will get about 3% of those viewers buying 1 song why not get your fans and believers to tweet your video at least once a week? Those tweets on Twitter will add up to additional sales over time.

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8 Get the Updated Report

There are 2 ways to know when an update is out.

1. Check out my blog link at the top of every page and subscribe to the E-Mail
2. Head over to [Evolution Coop](#) and sign up for the newsletter.

Each month I will be providing a free Music Industry E-Report from some of the top thinkers of the new directions in music business.