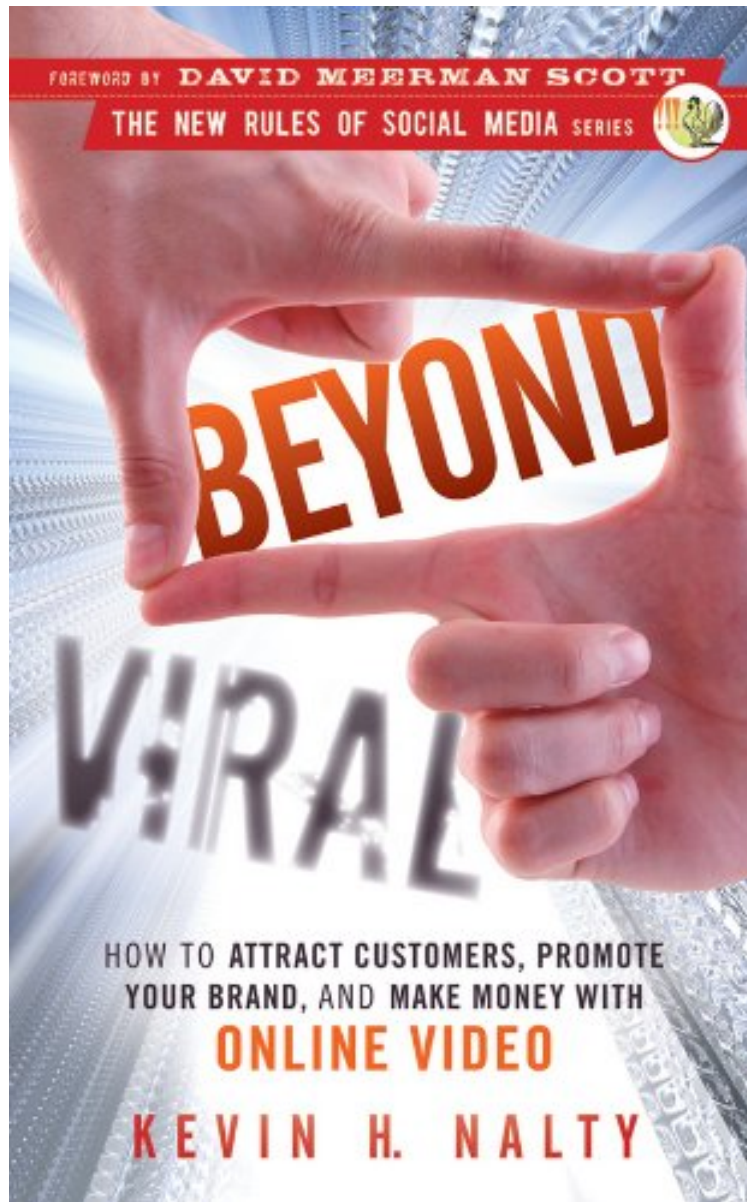


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Beyond Viral: How to Attract Customers, Promote Your Brand, and Make Money with Online Video (New Rules Social Media Series)

Kevin Nalty

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Kevin Nalty : Beyond Viral: How to Attract Customers, Promote Your Brand, and Make Money with Online Video (New Rules Social Media Series) before purchasing it in order to gage whether or not it would be worth my

time, and all praised *Beyond Viral: How to Attract Customers, Promote Your Brand, and Make Money with Online Video* (New Rules Social Media Series):

0 of 0 people found the following review helpful. Kevin "Nalts" Nalty delivers an, at the time, apt and thorough look at viral video marketing. By Matt Walker Kevin "Nalts" Nalty was an expert of YouTube before it was believed someone could profess expertise in YouTube. I remember watching his videos as a budding online videomaker myself. "Whoa! This guy has 500,000 views!" At the time, in around 2006, that was amazingly impressive. Since then, of course, YouTube "celebrities" have gone on to earn more than a million views in less than 12 hours, but at the height of his game, Nalts really WAS the "Viral Video Genius." His insights to the marketplace of internet video are extremely useful, applicable, and challenging. However, don't pick up "Beyond Viral" expecting a book that will tell you how to make it big on YouTube, or how to even make a viral video (or a video at all, in fact). This book is more of a marketing, business application how-to than any of those things. It assumes, one, you know how to make videos (or have a team/department that know how to), and two, that you are searching for some financial benefit/gain/profit from online video. In that sense, when I first picked up this book at age 17, hoping to figure out how to accumulate millions of views, or how to get web celebrities to share my creations, I was disappointed. Now, though, about six years later, I've re-read and re-read this book over the years and have learned a ton about marketing and the subject of viral video, and even business subjects like demographics, targeted ads, and more. I'd definitely recommend this book for ANY business owner looking to branch out into the exponentially expanding horizon of online video. Who knows, it could just make you a "genius" too. 7 of 7 people found the following review helpful. Video Marketing Bootcamp By Dave G Shows you the money. If you want to understand the BUSINESS of YouTube, then get this book. As the owner of an upstart, local video production firm, I found this book to be just what I needed; I could see that producing videos for SMBs wasn't going to mean early retirement. This book has helped me shape where I am headed now based on a good dose of money reality and what is working for other people. In essence, it's video marketing boot camp with heavy emphasis on how YouTube partners are succeeding. The book covers money, branding, tactics, strategies, and the author's own personal experiences. It's a fun read. It covers how online video is being used by amateur content producers to build a following and how established brands and their agencies are either "getting it" or blowing it. Thoroughly enjoyed it. 2 of 3 people found the following review helpful. Not Quite By Cinquain Truthfully, this book deserves about 2.5 stars, but since hasn't yet allowed that featured, I settle on giving it three. Now I have certainly read much worse materials, however, considering the price of this book, not much value is given to the reader. This book certainly does not help much when it comes to giving you insights on how to create better videos and attract customers. Instead, you mostly get the following recommendation: "Use us webstars to promote your brand". While this recommendation might certainly be valid, that advice is definitely not worth the price I paid for this book. This book is much more valuable on a business perspective than as a tool to help you create superior videos and attract customers. The author speaks as a businessman and marketer, not as a creator and innovator. I also found his chapter covering interviews of webstars quite ridiculous... No offense but I don't really care about how webstars have made their local fame nor how they feel about it. I purchased this book with the goal of acquiring an education, not out of curiosity about the lives of others. I find the concept of "Youtube Stars" quite dubious as well. For an example, I am heavily involved in the world of technology and finance. Each of these niche (tech and finance) have their respective local stars. If I began dropping names of famous investors or scientist, I am sure that would turn many people off if I don't consider the crowd. The frequent stress of the importance of webstars throughout the book becomes quite annoying. In conclusion, I felt that this book serves as a business strategy guide for online video marketing, not as an aid in creating superior videos. Some of his insights are good but nothing worth the price tag that comes with this book. As far as the writing quality, the author does fairly well. The reading is not dull nor academic, so definitely a plus on that side. I also found the author a bit humble considering his accomplishment so that was definitely a plus. This book is ok but it could have been much better. The author should consider a revision so that he can include more value into the book to back its steep price. I have read so many cheaper books that gave me a much stronger punch in substance and valuable information. I also recommend a change in title. I assume the author created the title from a marketing viewpoint, which in turn, makes the title a bit deceiving.

Promote your product using the most visceral form of social media-online video Learn how to create cost-effective videos, engage your customers, compel them to measurable behaviors (awareness, intent, and purchase), and sustain your brand online. *Beyond Viral* gives you the tools and tricks to successfully use online video to reach your business goals. Author Kevin Nalty is the only career marketer who doubles as one of the most-viewed YouTube comedians. Foreword by veteran vlogger David Meerman Scott. First-hand case studies of leading brands include Microsoft, Starbucks, GE, MTV, Mentos, Holiday Inn, and Fox Broadcasting. Learn from the successes of top companies and startups as well as the pitfalls and mistakes many of them are making. Online video has huge potential, mostly untapped. Put your business at the forefront of this important medium with the proven methods described by *Beyond Viral*.

From the Back Cover Proven methods for promoting your business with online video What would one of the most viewed YouTube comedians have to say about effective online videos? What would a highly respected marketing professional say? Kevin Nalty happens to be both—;he’s a sought-after marketer for major clients as well as “Nalts,” whose mischievous videos have been seen by millions. Now, in *Beyond Viral*, Nalty reveals winning techniques for making and promoting videos that will build customer loyalty, increase brand awareness, and boost sales. Go behind the scenes of Nalty’s online video success and find out: Why viral video is dead—;and why that’s a good thing for your business How online “stars” are born and how they can help you Measuring ROI and performance of online videos If you can make money from online video (yes, you can!) And much more! Praise for *Beyond Viral* “Kevin Nalty is and has been my go-to guy on all things viral video. You’ll learn and laugh as Nalts shares his experience and unique expertise.” —Michael Donnelly, Group Director, Worldwide Interactive Marketing, The Coca-Cola Company “This is a must-read for marketers and those interested in learning more about the evolving world of video and social media.” —Del Ross, Vice President, U.S. Sales and Marketing, InterContinental Hotels Group (Holiday Inn, Crowne Plaza) “Nalts is a gentleman, a scholar, and a lunatic. Read his book and then destroy it immediately.” —Tom Green, comedian, actor, and host of TomGreen.com “Kevin has two things going for him: the experience to know what really works in the online video space and the guts to share his secrets.” —Joe Michaels, Senior Director, MSN and Bing, Microsoft Corporation About the Author KEVIN H. NALTY, known as “Nalts” on YouTube, is the only career marketer who doubles as one of the most viewed YouTube comedians. Formerly a marketing director at Merck and Johnson Johnson, Nalty currently helps leading brands—including Fox Broadcasting, Microsoft, InterContinental Hotels Group, Cox Communications, and Coke—market via online video. Visit NaltsConsulting.com.