

# The Prophet (Profit) of Viral Video

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The online video market is exploding, with an incredible surge of consumer-generated videos being shared and viewed, and dramatic changes among the online properties like YouTube, Yahoo Video, AOL Video, Revver and Metacafe. Online video has surpassed cable television as a medium and will soon merge with traditional television viewing in ways we can hardly anticipate.

**Online video is the most visceral of all forms of consumer-generated media, and can drive a brand or bring it to its knees.**

Marketers can no longer rely on creative advertisements that are thrust on consumers "interruption style." Advertisements have to do more than hold attention; they must entertain and engage or die alone. As we consumers take control our viewing habits through online video and time-shifted viewing (TiVo), the *only videos we'll elect to watch* (when we have an option) are those that inform or entertain us.

Viral video creator Kevin Nalts has shared more than 550 short videos online that have been viewed more than 20 million times and featured on prominent sites like YouTube, Yahoo and Google. He is one of the most subscribed and watched YouTube comedians, and his videos have appeared on ABC Nightline, Good Morning America, CBS News, CNN and BBC.

In this book, Nalts shares his learnings from two years of creating viral videos, helping brands (like Mentos, Cox Communications and Holiday Inn) market online, and covering the rapidly maturing industry via his blog, WillVideoForFood.com. His background in television and marketing gives him unique insight into what works and doesn't in the new age of short-form, demand-driven video. He also makes a side income by creating sponsored videos and sharing in the advertising revenue generated by his videos.

**In "The Profit (Prophet) of Viral Videos," Nalts provides the tips you'll need to:**

- Understand the impact of online video to advertisers, marketers and brands
- Create appealing viral videos that get forwarded and shared
- Identify ways to identify and respond to issues and problems related to your brand by understanding the many *unwritten rules* of the online-video community
- Market your promotional and entertainment videos through prominent online video channels
- Develop ways to measure the views and impact of your videos
- Profit from vehicles that share advertising revenue with video creators (like Revver and Metacafe)
- Build your own video site without any technical expertise
- Stay on top of the rapidly changing online-video landscape

**Target Audience:**

1. Marketers and advertisers looking for ways to leverage consumer-generated video to market products.
2. Video content creators (amateurs, media owners, filmmakers) looking to understand online video and protect and profit from their work

## Chapters

1. **Forward**
  - a. Breakthrough in sharing since 2006
  - b. Enormous growth. Protecting rights of content creators
  - c. What's ahead...
2. **Introduction**
  - a. Background of author (television, video production, online, marketing)
  - b. "Lay Me Off" story
  - c. The butt-crack and farts seen by millions
3. **Viral Video Case Studies:**
  - a. Mentos & Diet Coke
  - b. Justin Laipply- most viewed, zero profits
  - c. Eepybird- first breakthrough profiteer
  - d. Rocketboom- vlogging with ads
4. **The Online Video Landscape: The Players and Payers**
  - a. Growth trends and rankings (Hitwise, Nielsen, Alexa, etc.)
  - b. Popular sites (YouTube, MySpace, Yahoo, AOL, MS, Break.com)
  - c. Consumer-generated video sites (Google Video, Metacafe, Yahoo Video, AOL Video (Uncut))
5. **The Television & Internet Collide**
  - a. Viewing online content via devices (from "leaning back" with television to "leaning forward" with computer and mobile devices).
  - b. Roles of players, and why how "following the money" helps predict the future
6. **The Least a Marketer Needs to Know:**
  - a. Consumers are saying more about your brand than you can. Harness don't fight or hide from it.
  - b. Engage customers through video, and help drive "word of mouth" marketing using the richest communication tools available online.
  - c. Why nobody cares about your stupid "unique selling proposition."
  - d. Viral video contests and beyond- more viral content with low production costs and virtually no variable costs to market.
7. **How to Produce Videos for Online and Mobile Viewing**
  - a. Duration of video
  - b. Shooting for compressed image
  - c. Getting smaller... impact of mobile viewing on consumption and creation habits
8. **Breaking Through the Video Clutter: Marketing Your Videos "Grassroots" Style**
  - a. Submitting video is just the beginning
  - b. Promoting to sites
  - c. Harnessing other social-media tools (Digg, MySpace)
  - d. Branding your videos and driving traffic to site
9. **Creating Your Own Online Video Site (but fish where the fish are)**
  - a. Make additional money by hosting your own site
  - b. Building and hosting on a shoestring
  - c. Revenue sources
10. **Advertising to "Generation ADHD":**

What online video means to agencies, marketers and brands

  - a. Word of mouth marketing
  - b. The end of "interruption marketing"
  - c. Case studies in viral video marketing
  - d. Video contests
11. **Measuring Your Impact: Getting your video seen is just the start.**

How can you assess the impact?

  - a. Conversion rates to visiting site
  - b. Soft metrics (unaided/aided recall)
  - c. Limits of measuring total views and who views
12. **A Guide for Independent Film Producers: Tips for promoting your films and distributing them in innovative new ways**
  - a. Adapting to new distribution channel
  - b. Promoting your film online
  - c. Serializing your story