

“The 7 Key Benefits of Facebook Video Marketing Social Proof”

Special Report

A lot of people are under the impression that Facebook videos are hit or miss affairs. They think that at the end of the day, there's really not much they can do in terms of their campaign's success. A lot of these people are fatalistic. They put too much thought in concepts like luck.

I'm here to let you in on a very important truth. The harder you work, the luckier you get. You have to understand that successful marketers that use Facebook video weren't born successful. I know it's shocking because a lot of these people seem to print money out of thin air.

They just run one video after another and whatever website they're promoting, maybe it's an e commerce drop shipping sight, a blog or a typical online catalog website, start making money hand over fist.

It's very easy to look at these people as somewhat mythical or nearly magical beings that simply possess skills way beyond the command of mortal men. Well, it would be easy to think that way but it would also be extremely lazy to think that way.

The truth is these people pay the hard way to learn what they needed to know to succeed. The good news is you don't have to go through the hassle that they went through. Let me break

down the 7 key benefits of Facebook video marketing social proof.

Social what? If you're puzzled or confused, now you understand why you're failing with Facebook video marketing. Before you even launch your Facebook video ad campaign, you probably already failed.

I don't say that to spite you. I don't say that because I'm being a jerk. I say that because it's the truth. When you look at the statistics of people running campaigns on Facebook, most of them flat out fail. It doesn't have to be like that.

It definitely doesn't have to be that way when it comes to your specific campaign. Most people drop the ball because they miss one special ingredient that determines success. I am, of course, talking about social proof.

What is social proof? When was the last time you ate at an empty restaurant? I would like to bet that the answer is probably close to never. This is a safe bet because most people don't want to be the guinea pig. They don't want to be experimented on. They don't want to be the first person to try something that is not tried and not proven.

This is why people beat a path to McDonald's all day, everyday. This is not a testament to the superior culinary quality of the food service at McDonald's. Instead, this highlights the fact that people will always go for something that is already proven.

There is already social proof with McDonald's because they've served billions of sandwiches throughout the world. They serve billions every month. Month after month, year after year.

There's no surprise there. Unfortunately, when you launch your video and it shows less than a thousand views, people are not going to care. Why? Not enough people have seen your video. "I'm really busy. Do I really have time to blow 2 minutes of my life on a video that I know nothing about?"

Of course not. The empty restaurant effect is brutal. It really is just a variation of the chicken or egg problem. You need viewers, but you need viewers to get even more viewers. It's hard to get past 0. do you see how this works?

This is why you need to wrap your mind around video marketing social proof. The first benefit is obvious.

Benefit #1: You beat the empty restaurant effect

When you show a video that has ten thousand initial views, people are more likely to take a gamble on it. They say to themselves, "Ten thousand people have already thought that this video was worth watching. I'm in. Let's give it a shot."

You have to understand that you might think that your video is the best thing since sliced bread, but nobody will know for sure unless they watch that video. You have to get them to overcome their initial reluctance by getting marketing social proof.

It doesn't get any simpler than that because the empty restaurant effect is always in effect.

Benefit #2: Videos with social proof help you get better page cross promotion partners

If you truly want your Facebook video marketing campaigns to succeed, you have to ensure that your campaign has legs. I'm not talking about physical legs. I'm talking about long lasting effects.

You might be thinking to yourself, "Aren't paid ad campaigns supposed to be short term? Don't they have a fixed lifetime?"

That's what most people think. But the real advantage of a well run Facebook video marketing campaign is that its effects far outlive the actual promotion time or the campaign duration on Facebook.

How? Facebook pages will post your ad. Facebook groups will talk about your ad. People on twitter will link to you and on and on. I can give you a list of the possibilities and it's going to be close to endless.

But for this to happen, you have to have something your cross promotion partners are looking for. You have to have an audience.

Remember, they already have audiences. That's the whole point of cross promotion. They give you access to their audience and you pay them or you give them access to yours. But if you don't use social proof boosting or you have no indication of viewership, it's very easy to see that they're going to be on the losing end of the bargain.

Do you think they're gonna jump at the chance? Fat chance. Good luck with that.

Benefit #3: Your videos are more likely to draw organic engagement

When you watch a video on Facebook, you're probably more likely to click like or leave a comment if you see the thousands upon thousands of people who have already engaged with the material.

We're not just talking about viewership. We're also talking about likes, comments and other forms of engagement. If you think that a piece of content gets shared a lot, you're probably more likely to share.

You're probably thinking at the back of your head, "Since so many other people before me have shared this content, it's probably safe to share. There's a high chance that there's actual value in this content. Compare that with the empty restaurant effect.

The thumbnail looks good. The length seems right. But I don't want to view it because I don't know what's in it. It might be a waste of time. So I just keep scrolling down my Facebook app."

Benefit #4: You can benefit future campaigns based on your videos enhanced comments

Make no mistake. When your video gets a lot of comments and engagements, it's a learning opportunity for your brand. A lot of people are under the impression that comments don't really matter. These people are just the same ones who are saying "I like it." or "This reminds me of what happened to me."

They think that such comments are just useless. Think again. There's a reason why people took their time to post something. You're not paying them. They're doing it out of their own free will. This means that your video, at some level or other, spoke to their needs. There's enough value there.

Your job is to pick apart these comments and come up with a composite of values that you can then emphasize in your future videos. That's how you play the game to win.

Sadly, a lot of marketers think that video comments are just a waste of time. They think their video comments are basically unnecessary. Think again.

You can actually optimize the success of your paid ad campaigns based on the comments that your current videos get. But here's

the thing, they can only get a lot of comments if they have social proof because you have to push people past that empty restaurant effect.

Benefit #5: Better shout out opportunities

Have you ever noticed that a lot of Facebook pages blow up almost overnight? They go from 0 likes to 100,000 likes in no time flat. Sure, a lot of them buy likes. But paid likes are easy to spot. These pages remain dormant.

When you pay close attention to engagement levels, you know that these overnight successes are the real deal. So, what gives? Well, a lot of the times, the reason why they get so many likes and followers and fans in no time flat is because somebody who's already famous in their niche put out the word.

Did you know that by a simple shout out saying that people should check out your page is often enough to drive tens of thousands of people to your page. Sure, a lot of them are showing up because of curiosity. But a lot of them are showing up primarily because somebody they trust and somebody who's an authority in their eyes put out the word.

This is a big deal. Shout outs work. When you give somebody a shout out, please understand that you are putting a lot on the

line. You're putting your reputation on the line. Most people would not give a shout out to somebody who's a bad person.

At the very least, most people would not give a shout out to somebody who would make them look bad. Do you see how this works? So you have to work shout outs. They can produce tremendous benefits for your Facebook video marketing campaign in a short period of time.

But the problem is you're going to have to pay in the form of social proof. Let's put it this way. If you already have a million followers and somebody says to you "Hey, check out my page. Please give me a shout out." what would you think?

You would want to know if this person already has a following. After all, if you're like most people, the most common question you're thinking about is "What's in it for me? I understand what's in it for you. But what's in it for me? How do I benefit? How do I get ahead?"

When you step up to a potential shout out partner or shout out source and it's obvious that your videos get viewed a lot, they can appreciate the value. They can understand that this is not just a one way street where you take from them and they get nothing back.

At the very least, there's a possibility that they would get fresh eyeballs from you. Remember, think win win.

Benefit #6: Better group sharing opportunities

When you go to Facebook groups, you notice that moderators really have a tough time because there's just so much spam. But outside of that, groups are really powerful because they are great platforms for sharing the word about a new brand.

Do yourself a big favor. When you are reaching out to a group moderator so they can sticky a link to your Facebook content, make sure there's social proof because they too are looking for some indicator of quality.

At the back of their minds they're thinking "If thousands upon thousands of people have already viewed this video or gotten some sort of value from this content, then it may not be all that bad." At the end of the day, it's really all about convincing them to take a risk on you.

Remember, they already built up an audience. They already have a viewership. You have to prove yourself and a key part to this is social proof. This is a powerful benefit.

Benefit #7: Enhanced messenger auto marketing opportunities

Have you ever interacted with a Facebook page's content and all of a sudden got a message in Messenger? If that has happened to you, welcome to the world of Facebook Messenger auto marketing. This is a very powerful technology. This is chat bot technology and it uses all sorts of complicated artificial intelligence.

The money to be made is just phenomenal. It really boggles the mind. But here's the problem. People are not going to screw around with your enhanced messenger auto marketing cross partnerships or cross promotions or special deals if you don't have any social proof.

Again, nobody wants to partner with a turkey. Nobody wants to get hooked up with bad news. There's no indicator that your stuff is trustworthy-at least in the beginning. You have to have social proof.

The final word

Make no mistake. If you are even thinking of launching a Facebook video marketing campaign, it doesn't matter whether

it's free, organic or paid. You have to have some sort of social proof. Ideally, you should build a mailing list and get some pages together and do some cross promotions.

But that will simply take too much time. If you have the resources and if you are focused enough, the answer is clear. You have to boost your campaign before it even gets off the ground to ensure its ultimate success.

There are no two ways about it. The empty restaurant effect is real and it is deadly. Don't let your brand suffer an early death just because you decided to overlook this very important issue.