

Episode 7 - Media Marketing Platforms

Email Marketing

Standard: **Outlook**

Gmail

Advanced: Mail Chimp (free to 500 subscribers)

Aweber (\$1 to start sending to 500 subscribers)

Constant Contact (60-day trial)

iContact (Starting @ \$15)

Enterprise: Vertical Response

Infusionsoft

Video Marketing:

YouTube (mainstream and most popular. Free)

Vimeo (high quality streaming starting @ \$59/yr)

BombBomb (hybrid email and video hosting platform. Starting @ \$25/month for 1-500 contacts)

Wistia (Specifically for business) first 3 videos - free

Twitter Integration (watchable from within a Tweet)

“Heatmaps” What parts were viewed, skipped or rewatched and what other videos a unique viewer has viewed.

Engagement graphs and trends

Viddler (free - non commercial use, starting @ \$50/month)

Allows users to monetize their video's through ads. Selling access to their videos

Metacafe (pay \$5 for every 1000 views)

Viewbix (starting @ 19.99/month for 1 player, 14-day trial)

Doesn't provide hosting, rather, they let users insert interactivity into their video content. i.e.: engaging with email campaigns or a sales transaction.

