

Laura Berg



Video Marketing & Strategy
Expert

YouTube has roughly 92 billion page views monthly so if videos aren't part of your marketing strategy, you're missing out. People go to Google for everything and your company can use video to gain greater market share. The world is having an online conversation – you need to be part of it!



- Discover the secrets of massively successful marketing campaigns
- Turn browsers into loyal consumers
- Build your brand and market share through blogging
- Gain a gateway to a global audience
- Understand and use Google analytics to build your brand
- Level the playing field with large corporations through video marketing
- Be part of an emerging trend embraced by all forward thinking corporations

BIO

As a young entrepreneur, Laura came out of nowhere and shot into the stratosphere with her videos, becoming so popular that Google recently offered to train her and she is now YouTube certified! She has really mastered the art of the viral video. Her channel is one of Canada's most popular with over 28 million views. Thanks to her high ranking, she was invited to join Maker Studio, North America's largest YouTube network.

Laura has wooed (and slayed) the Dragons on Dragon's Den, shared the platform with Deepak Chopra and held audiences enthralled as she shared her journey of going from a stay-at-home mom to becoming a world player on the YouTube video scene. She openly shares the steps to her rapid success with organizations wanting to revamp their business approach.

Laura Berg is also the president and founder of My Smart Hands Inc., one of North America's leading Baby Signing companies.

Laura has seen her business blossom into an international company with over 200 instructors worldwide. Using social media, especially YouTube, she grew her brand internationally, becoming a recognized expert in the field of baby signing. In 2011, Laura secured a book deal with Avery Books, a division of Penguin Group (USA).

Recently Yahoo Shine and Babble recognized Laura as one of the top 10 Mom Entrepreneurs who have "made it big", putting her in the company of J.K. Rowling and Paula Dean.

Laura has won many awards and been recognized in the media all over the world. She secured a business deal from two of the investors on Dragon's Den. Laura was also named a top 10 Chatelaine Entrepreneur of the Year and a finalist in the TBOT Business of the Year award. She has appeared on the front page of the Toronto Star, been showcased in the Globe & Mail's Report on Business Magazine, MacLean's Magazine, the Chicago Tribune, Pregnancy & Newborn Magazine and many more.

Laura's extensive background in entrepreneurship, business and branding has made her an international consultant sharing her experiences and teaching others how to sweep the market.

Services

Setting up and Maintaining a Professional You Tube Account

- Creating an uploading a professionally looking banner and avatar.

It's important to maintain brand consistency across all platforms.

- Creating tags and appropriate SEO titles and descriptions for your videos.

There are millions of videos online, getting yours recognized and indexed by search engines is extremely important.

- Creating Appealing Thumbnails.

It's important to take the time to create an eye catching thumbnail that is consistent with both your content and brand.

It's the first thing people see in searches and you want the thumbnail to pull people in and have them click on your video.

- Analyzing analytics to help with sales and creation of other videos.

YouTube offers comprehensive analytics tools that will help you see how your videos are performing.

- Effectively using annotations.

Annotations can drive viewers to your website or other videos. and be used as calls to action to engage with your audience.

- Monthly maintenance of all of the above.

Training Social Media Staff

- How to upload, tag, and title videos and use annotations.

- Engaging and growing an audience.

- Ideas on creating good video content.

- Using video with Twitter and Facebook.

- How to market your video to boost numbers.

Video Editing

- Different levels of video editing services available.

Email Laura to discuss you video marketing needs.

Rave Reviews

"I shared a panel with Laura at a conference on viral video and was struck by how well she related to people and how captivated the audience was. I booked her for my State Of Now Conference in NYC and Laura's energy and story charmed the audience. I would highly recommend Laura as a trainer or speaker- she is a charismatic and knowledgeable individual who will inspire and motivate your delegates."

Jeff Pulver - @JeffPulver - jeffpulver.com

"The first time I saw Laura speak I was amazed at the humor she injects. An engaging and energetic speaker, Laura is incareidibly knowledgeable and takes questions with ease. I have had Laura speak at more than one of my events and have always had glowing feedback. I would recommend her for any training or speaking engagement!"

Donna-Marie Antoniadis - @shesconnected - shesconnectedmultimedia.com

"Laura Berg is an inspiration to entrepreneurs with great strategies for promoting through multimedia marketing.... always approachable and fun, Laura is a great addition to any conference or business event." Leigh Mitchell, Founder and President, Her Community Inc. - @WomenBizNetwork - WomeninBiz.com

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