

Doctor Lead Machine - Capture with Zero Budget

Hello Internet Marketers,

I'm W. Motley, I am a full-time Internet marketer for a long time and I have benefited from the use of many methods, and in some ways we have seen the inferior. Actually, to achieve success, use the method to know the exact time and the correct method.

For the most part, I'm attempting to share the technique or framework among the understudies of this field, whatever strategy that is helpful for working and results.

I want to help them, because they have failed in the past or have achieved little success. So, trying to find out their problems and give them the right solution

So let's talk about **METHOD**, be careful and read slowly and do not forget to take steps because the steps will never get success without this method.

-- **W. Motley**

First of all, I want to say: If you aren't doing videos already, get started! They are the future of the e-commerce, in fact, according to a report by Cisco, video will account for 69% of all consumer internet traffic in 2018.

Get started doing videos - they are the way to go.

Collect emails straight through your videos using the [Turnstile](#) tool from [Wistia](#).

Marketers starting out with video often wonder if they should just use YouTube to host their brand's videos.

"YouTube is free, and it has over 1 billion users.

One powerful feature for marketers is the ability to ask for information from someone watching your video. This lets you turn drive-by visitors into high-quality leads.

So why would I use Wistia?"

Great question.

If growing your website's traffic, improving your conversion rates, and increasing overall engagement with your content are priorities for your business, **Wistia is your best bet.**

If all you need to capture from a visitor is their email address, the [Turnstile](#) feature is everything you need. Head to Wistia Turnstile documentation and get started.

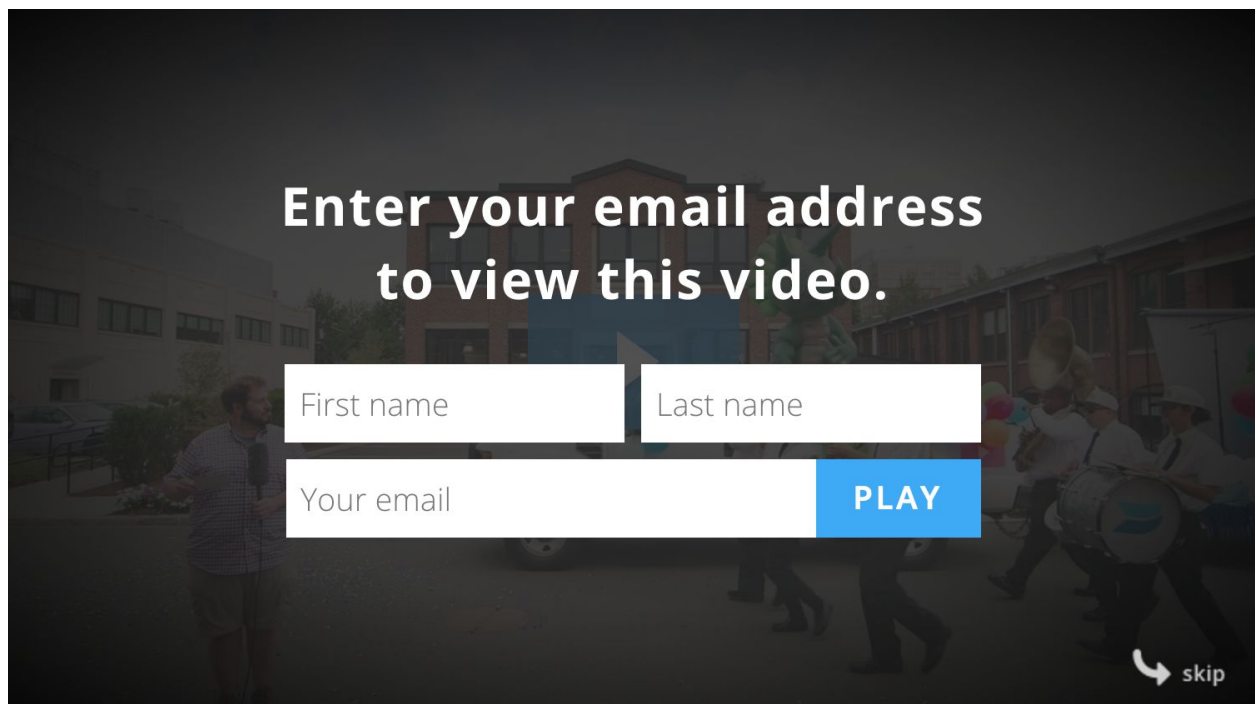
However, if you'd like to capture more than just a name and email address, with [FormKeep](#) .

That's totally up to you!

We make it simple to add a custom form to Wistia videos, so you can capture whatever information is important for your sales and marketing efforts.


Wistia is a video hosting and analytics company with tons under the surface. With Wistia you can upload your content to the web, make it your own, and track how every viewer is watching your it. We give you the power to understand how video is working for your business, and how to make it work even harder.

In Wistia, a [Turnstile](#) lets you collect viewers' emails and names as they watch your video. It's a simple pop-up that can appear anywhere in your video, and it integrates directly with your email marketing tool.

A video frame showing a Wistia Turnstile overlay. The background is a blurred street scene with a man in a plaid shirt and a marching band. The overlay is a dark semi-transparent rectangle with white text and form fields.

**Enter your email address
to view this video.**

<input type="text" value="First name"/>	<input type="text" value="Last name"/>
<input type="text" value="Your email"/>	<input type="button" value="PLAY"/>

 skip

Wistia.com is the perfect place to **watch Videos & listen Audios online**. it basically provide a perfect platform to upload, share and view videos but except downloading them.

Ever felt you liked some video and it's too eye-catching & attractive that you want to watch it again-n-again. But you are afraid that it might got deleted or removed or your data is limited so you can't visit back to Wistia.com everytime you want to watch it.

So you want to save that particular video Offline to watch it whenever & anywhere you want.

Well now you **one step closer to download** your favorite video right into your device and that too without using any software or add-ons.

Now all you need is to follow these instructions to **save/download** your video right into your Android mobile, PC or any other device .

VIEW A VIDEO & COPY THE VIDEO URL

First of all, you need to search for the video you want to download from Wistia.com. After you have found the video you searching, all you need now is to Copy / Cut the URL from the URL box / address box (by pressing the combination of keystrokes CTRL+L on a computer, the URL will be highlighted and you can easily copy/cut the URL by pressing CTRL+C or CTRL+X)



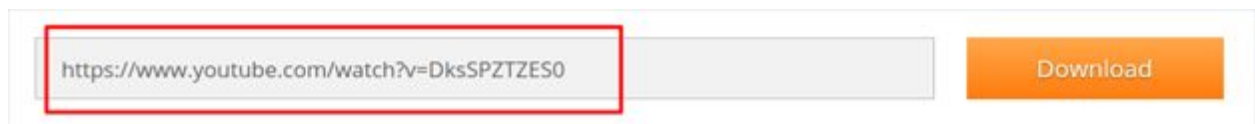
OPEN/SEARCH 9XBUDDY.COM & PASTE THE VIDEO URL

The first step wasn't that tough ?

Same applies to the second step, which will take you another step closer to download your media file. After obtaining the video's URL, the second step is to just search **9xbuddy in google/yahoo/bing or any other search engine** that you use often or simple head to our website by typing 9xbuddy.com in the address bar.

You are almost close to complete the second step; now at the homepage of [9xbuddy](#) you can see big rectangular box just below the minions with captions as "Enter the url of the video you want to download", all you need now is to paste the media file URL in that box.

After pasting the media file link in the box, just click on the Download Button or if you are on PC/Laptop simply press Enter. And that's the end of the second step, now let's move to **the third & final step**.

A screenshot of a web interface for downloading media. It features a light gray rectangular box containing a text input field. Inside the input field, the URL "https://www.youtube.com/watch?v=DksSPZTZES0" is pasted. To the right of the input field is an orange button with the word "Download" in white text. A red rectangular border highlights the input field containing the URL.

DOWNLOAD LINKS WILL BE EXTRACTED, HAPPY DOWNLOADING.

Basically you don't have to do much in the final step, everything will be processed in the background, in short '**Let the magic happen**'.

After pasting & clicking on the download button, our script will take few seconds to extract the download links of the media file from the URL you just paste.

And after the extraction process is finished & the final extracted links are generated you are ready to go. You can see **various media file Formats & Quality sizes**, all you now is to select the one which you need.

You can even view the file size by clicking on the button '**Show Size**'. After selecting you desired video quality & format click on the **Download button**.

That's it, your media file will start downloading automatically and thus you can watch it as many time as you want afterwards. Isn't this the best & simplest way to download your media files without using any software or app or plug-in. If Yes, then please do share these amazing steps with your friends/relatives/non-relatives/stranger literally anyone.

MP4

High - 720p

(Show Size)

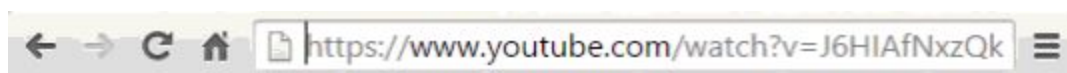
Download Now

SHORTCUT FOR WISTIA.COM!

We all love short tricks, don't we? I mean if you need to complete a set of task & a short trick is available to complete that task in less time, isn't it good & time consuming. Well here we got one such short-trick too.

Whenever you want to download any video/audio from any website (that are supported by us) and you don't want to go through the long process of copying & pasting of the the link, then just follow this simple **TRICK:**

Whenever you have the urge to download a media file just add **"9xbud.com/" (without these Quotation marks)** before the link of your file in the URL box.



Upload it to Wistia and Customize

Once you produce your first video, you can drag it from your computer desktop right into a Wistia Project. Or, if you used the Record feature, your video will automatically appear within your Project as soon as you're done.

It's like magic ... software magic.

Now comes the fun part. Wistia Customize tools allow you to control the look and feel of your video content. If your video were a plain chocolate cake, the tools in Customize would be the frosting, sprinkles, and candles. Let's explore the Customize tools in greater detail below.

Choose an Enticing Thumbnail

The video thumbnail is the first impression viewers have of your video. It's your chance to wake a visitor up from their scrolling stupor and entice them to **click play**. And ultimately, there's no point in making quality video content if no one presses play.

So what makes a **good thumbnail**? We pulled the data on this and found that, across all the videos hosted on our system, ones with a custom thumbnail had a **34% higher** initial play rate. That's huge.

By this point, you probably already know it's best to include a friendly human (or baby animal) face in your thumbnail. But what else can you do to encourage your audience to play your video?

You can choose any frame in your video as your thumbnail or upload a new image into Wistia.



Match the Color Player With Your Brand/Design

With Wistia, you can adjust the color of the player to match your unique branding. Whether you favor a more muted tone or a brighter, cheerier palette, there's a color for you.

Embed the Video

For most websites, copying and pasting a Wistia embed code will do the trick. You can use our lightweight, responsive inline embed, or a popover embed if you want your video content to pop over the rest of your content (baking supplies not included). **You can also check out Wistia for Chrome to embed videos with one click on websites like Medium, Squarespace, and WordPress.**

Share It With Your Audience

Now that you've crafted the perfect video and customized it to give it that extra special touch uniquely fitted to your brand, it's time to share it with the world. No matter how you want to share it, **Wistia has the tools to make sure your video gets in front of the right eyes.**

We've always believed **video and email are a powerful duo**. Email helps videos gain exposure, and videos help email get opened, read, and clicked.

Here are three email and video tactics we've found particularly effective:


Let people know there's a video inside your email (whether that's in the subject line, email text, or play button on a thumbnail).


Choose an enticing thumbnail from your video to include in your email (hint: friendly faces attract clicks).


Link that thumbnail to a page on your website.


Why are we such big advocates of video thumbnails?

For one, including a play button on top of a cool image is an effective invitation for readers to click, especially when the text in the email is direct and concise.


Inline Embed


Popover Embed


Link in Email Campaign


Social Sharing

Email Merge Tag

```
src="https://embed-ssl.wistia.com/deliveries/9965782b5fe5c74da833fb50eb40c31feb923a0e.jpg?image_crop_resized=1400x788&image_play_button=true&image_play_button_size=2x&image_play_button_color=54bbffe0" alt="Recorded Video" width="700"
```

Copy

Options

Email provider

Thumbnail size ×

Links to

Since Wistia has integrations with most major email service providers, you can simply copy and paste an email merge tag right within your email to generate a gorgeously crisp thumbnail.

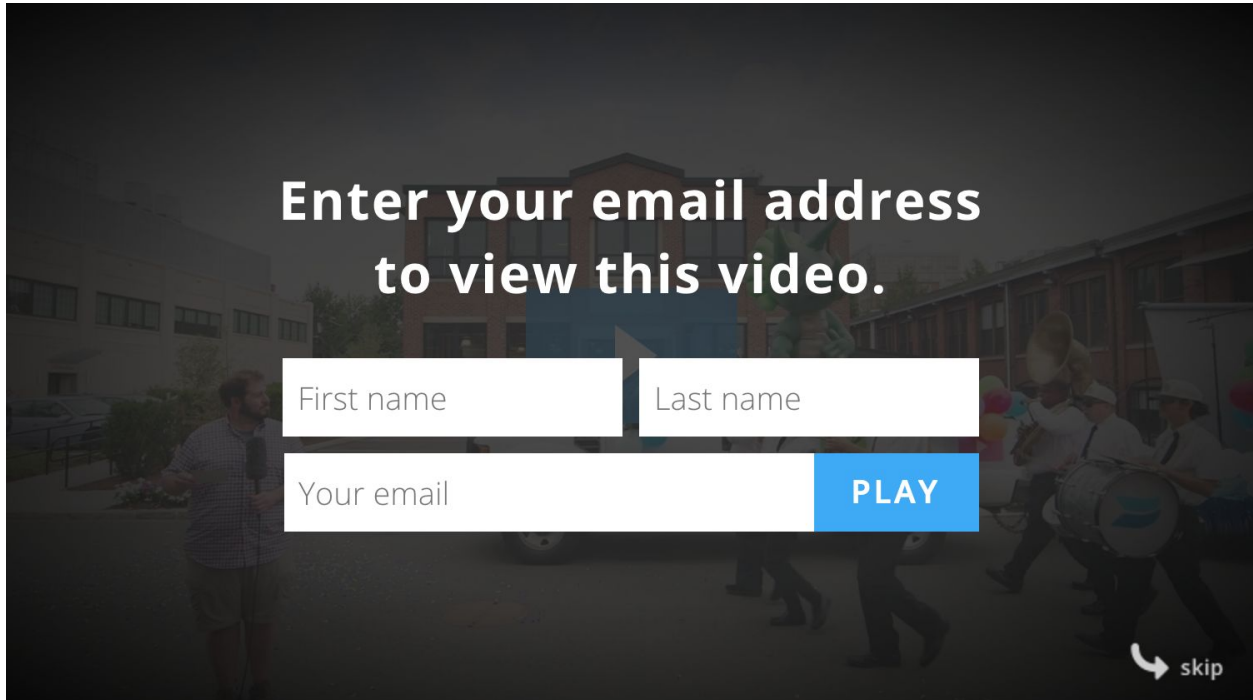
Want to use a video thumbnail in Gmail?

With Wistia Chrome extension, you don't have to fuss with any embed codes. Gorgeous Gmail emails are just a few clicks away.

Start Generating Leads

Pair your Wistia account with a marketing automation platform an email service to make your videos work harder for you.

If your goal is to generate leads, Wistia's built-in email capture tool, [Turnstile](#), makes it simple. You can add a Turnstile at the beginning, middle, or end of your video, and adjust the accompanying text to suit your needs. Here's an example of what it looks like:



Enter your email address
to view this video.

First name Last name

Your email **PLAY**

skip

How we use Turnstile to capture leads

We thought we'd give you the low down on why we started gating content and how it's helped us capture leads.

What content to begin with?

We realized that there were many people who were interested in Wistia, but not quite ready to begin a **15-day trial**. Maybe they were only just starting to develop an interest in video marketing, or were already sold on the concept but didn't have any videos ready yet. Whatever the reason, we had no way to stay engaged with these people; we just had to hope that

these prospects would come back to our site to find new information, read our blog, or rewatch video footage of Brendan for hours.

The **natural solution** to this problem seemed to be to collect emails. Clearly, these people were interested in the information we were doling out, so they probably wouldn't mind receiving emails that we thought were relevant to them, providing more resources and keeping Wistia in their minds for when they were ready to take the next step and invest more in web video.

So **how do we encourage prospects to share their email address** with us? We created a video series called **Video Marketing 101** and asked viewers to enter their email to watch. It seemed like a pretty fair trade to us -- you give us your email and in return we'll give you some super useful content.

How do we get our awesome video content?

We started by gating the videos with a landing page. It was a good first solution, but we had to get the development team to help with building it, and it was hard for a visitor to know exactly what they were getting by entering their email. The result of this first approach was a **6% conversion rate (meaning 6% of visitors who reached the landing page entered an email address)**.

WISTIA PRESENTS A **FREE** **INSIDER'S SAVVY** **COMPREHENSIVE** **SAGELY NO-SWEAT** GUIDE TO
VIDEO MARKETING



- ▶ How should you create video?
- ▶ When should you use YouTube?
- ▶ Hone your message with analytics
- ▶ Promote your video using email
- ▶ Drive traffic with video SEO

EMAIL:

START WATCHING

Enter your email address to get access to all our video guides
and receive our newsletter of pro-tips and web-video heroics.

We won't spam, sell, hack, or inappropriately touch your email. Promise.

Wistia helps businesses share, manage, and track their videos. To learn
more about us, swing by [our website](#).

We then switched to a custom “**Turnstile**” that we made. Visitors now had a better sense of what they were getting because the video and comments were right there . This solution also made sharing easier because viewers could link directly to the content (or use social sharing buttons) and new visitors were still shown the gate.

Best of all, viewers get tagged with their email in our Wistia analytics, allowing us to better follow their viewing activities. The result with this approach was an **11% conversion rate** from the same type of traffic.



How do we get more leads from our gated content?

After proving to ourselves that people were willing to give their email address for this type of content and seeing some of these leads turn into customers, the obvious follow up question was **"how do we get more leads from this content?"**

We started by taking out Facebook ads directly for this resource. To make sure we were getting a return on our ad spend we made a very simple model based on the conversion rates we had seen from -- page view to entering email, enter email to trial and trial to customer. With these numbers and a rough estimate of LTV we easily calculated the max cost per click we'd be willing to spend for this campaign. Sorry can't share all the numbers-- too many people are reading this stuff these days :)

With these calculations in our back pocket we were super comfortable running our Facebook ads at \$1-2 per click and saw great results. Over time we have updated the conversion numbers in the model because (not surprisingly) the traffic from ads behaves differently from the traffic that was already on our site.

For example, the conversion rate for entering an email address fell to 8% for this subset of traffic and conversions rates to trial were also slightly lower. But with the basic model already built, these updates were simple to make and we are still collecting data and iterating as we speak!

In addition to driving more traffic through advertising we also started **creating more content** to be gated such as a series on "**How To Make Your Own Product Video in an Afternoon**" and a guest video series from Grumo Media, "**How To Write a Script Like a Demo Video Pro**". The combination of more traffic and more content has helped us go from a handful of identified leads in Oct 2017 to over 20000 active leads today. Guess we should have thought of this earlier!

And then we figured we couldn't keep all the fun to ourselves so we made Max do his magic coding thing and now **Turnstile is available to everyone (who has a Wistia account)**. **And that's how Turnstile was born.**

Capture leads with your videos, automatically pass viewing data into your CRM of choice, and score, segment, and assign leads to your sales team. You can better understand your customer acquisition funnel, work out which videos help drive the most conversions, and craft more personalized follow-up emails with access to in-depth video analytics.

You can also **add a call-to-action directly into your video** if you want to point your viewers to an external link, like a landing page or a related piece

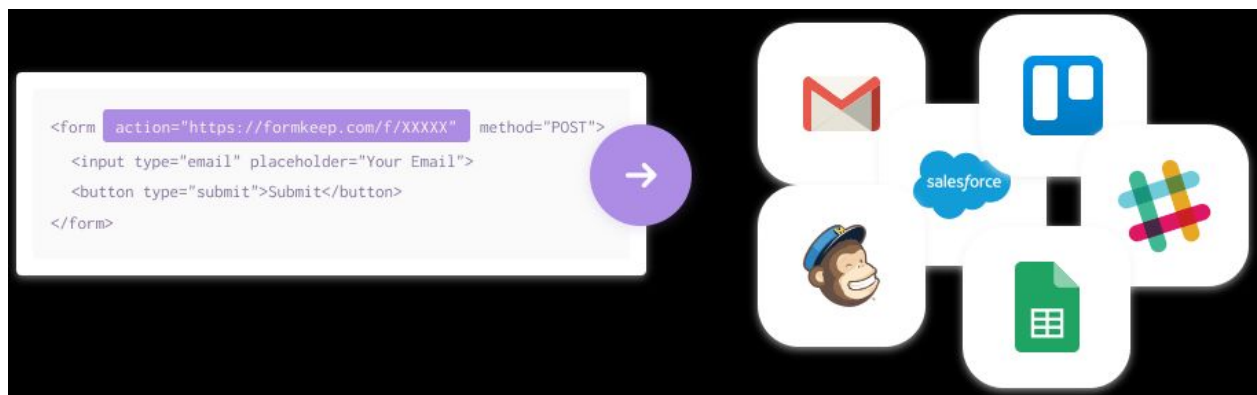
of content. If you'd rather not disrupt the flow of your video, use an [Annotation Link](#).

This lets you point to another resource without interrupting your video. Yes, these are all more advanced ways to use video. But once you put all of the pieces together, you can officially call yourself a video superstar.

You've got better things to do than writing another boring form backend

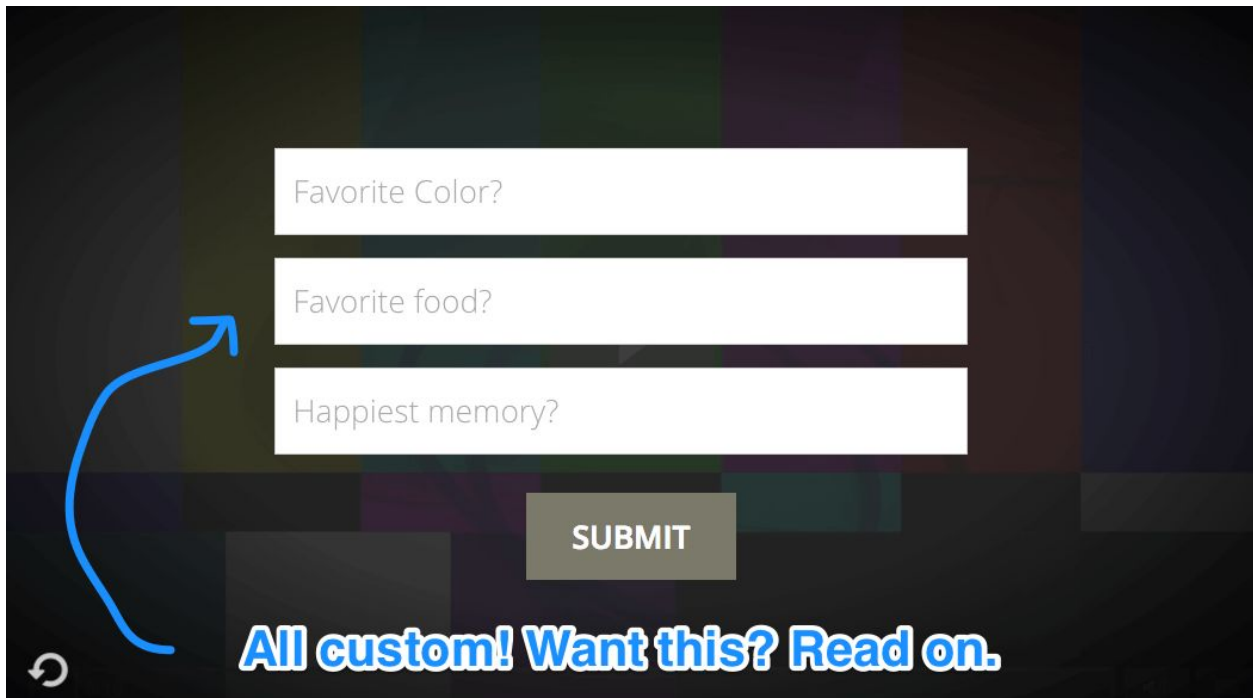
That's totally up to you!

Just point your form at FormKeep and get back to more interesting problems



Learn More about Popular Uses of FormKeep

How to add a custom form to a Wistia video



Favorite Color?

Favorite food?

Happiest memory?

SUBMIT

All custom! Want this? Read on.

Information you can capture

That's totally up to you! FormKeep forms are completely customizable.

However, here are a few ideas to get you started:

- Name and phone number
- Email address and job title
- Feedback about your video
- Email address and company size

How to do it

Adding a custom form to your Wistia video is fairly simple. Let's imagine we want to capture the name and phone number of everyone who views one of our videos. Here's the process:

[Create an account on FormKeep.](#)

Signup is super quick. You can get started with just an email and password. The link above will open in a new tab so you can continue following these directions.

Create your form on FormKeep.

Immediately after you sign up, you'll be asked to create your first form. Here's what that screen looks like:



Create a new form

Add a descriptive name and redirect URL below to get started.

Name*

Name and phone number capture for landing page video

Redirect URL 

http://mysite.com/thankyou

Notifications

☐ Notify me (marketer@company.com) of new submissions.

Send email notifications to these email addresses 

Autoresponses

☐ Send an email response to people who submit my form. 

Create Form

The only required field is the first one, Name. Choose a descriptive name like we've done here ("Name and phone number capture for landing page video").

After you've chosen a name, click "Create Form".

Add a Call to Action to your Wistia video

Now we need to add a **Call to Action** on your Wistia video.

Open a video and click the blue Video Actions button.

Then, click **Customize**. Click Timeline Actions, and then Add Call to Action.

Finally, select HTML from the Type dropdown.

The left side of your screen should look something like this:

Customize



Load Settings

Save

Close

▶ Appearance

▶ Controls

▶ Social Bar OFF

▼ Timeline Actions

Start Display thumbnail

0: 10.0 Call To Action: ^

Type HTML

HTML

☒ Show Rewatch Button

Remove

Update

+

Add Annotation Link

Add Turnstile

End Pause on the last frame

▶ Captions OFF

Paste the following code into the HTML input

This might look a bit **scary**, but don't worry! You don't need to understand what everything is.

```
<form accept-charset="UTF-8" action="https://formkeep.com/f/XXXXXXXXXX" method="POST">
  <input type="hidden" name="utf8" value="✓">
  <input type="text" name="first-name" placeholder="What is your name?"
  style="height: 60px; line-height: 36px; font-size: 24px; font-family:
  WistiaOpenSans, Helvetica, Arial, sans-serif; padding-right: 12px;
  padding-left: 12px; width: 500px">
  <br />
  <input type="text" name="phone-number" placeholder="What is your phone number?"
  style="height: 60px; line-height: 36px; font-size: 24px; font-family:
  WistiaOpenSans, Helvetica, Arial, sans-serif; padding-right: 12px;
  padding-left: 12px; width: 500px">
  <br />
  <button type="submit" style="margin-top: 30px;
  background-color: rgb(123, 121, 106); color: rgb(255, 255, 255); font-family:
  WistiaOpenSans, Helvetica, Arial, sans-serif; font-size: 24px; border-radius:
  0px; font-weight: 600; border-style: none; height: 50px; width:
  130px;">SUBMIT</button>
</form>
```

```
<form accept-charset="UTF-8"
action="https://formkeep.com/f/XXXXXXXXXXXX" method="POST">
  <input type="hidden" name="utf8" value="✓">
  <input type="text" name="first-name" placeholder="What is your name?"
  style="height: 60px; line-height: 36px; font-size: 24px; font-family:
  WistiaOpenSans, Helvetica, Arial, sans-serif; padding-right: 12px;
  padding-left: 12px; width: 500px">
  <br />
  <input type="text" name="phone-number" placeholder="What is your
```

phone number?"

```
style="height: 60px; line-height: 36px; font-size: 24px; font-family:  
WistiaOpenSans, Helvetica, Arial, sans-serif; padding-right: 12px;  
padding-left: 12px; width: 500px">
```

```
<br />
```

```
<button type="submit" style="margin-top: 30px;
```

```
background-color: rgb(123, 121, 106); color: rgb(255, 255, 255);
```

font-family:

```
WistiaOpenSans, Helvetica, Arial, sans-serif; font-size: 24px;
```

border-radius:

```
0px; font-weight: 600; border-style: none; height: 50px; width:
```

```
130px;">SUBMIT</button>
```

```
</form>
```

Here's where to paste that code:

Start

Display thumbnail

0: 10.0

Call To Action:

^

Type

HTML

HTML

☒ Show Rewatch Button

Remove

Update

+

Add Annotation Link

Add Turnstile

End

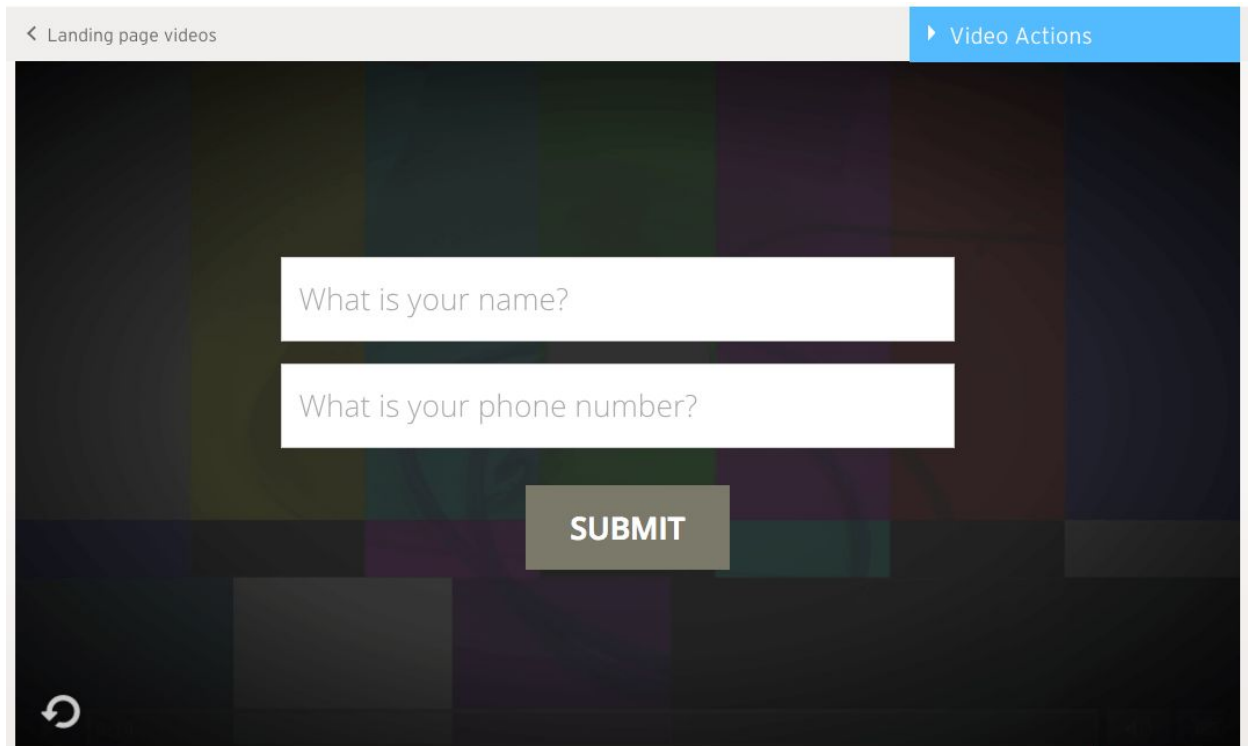
Pause on the last frame

▶ Captions

OFF

Check out your sweet form!

Notice that as soon as you paste that code, your video now has a custom form asking for name and phone number. Just what we wanted!



You're almost done.

Copy your unique form id

Your Wistia video now has a nice form in it, but we have one last bit of configuration to do.

We need to tell Wistia where to send your form's data.

We need to copy the unique id from the form that we created a few steps ago.

Go to your tab that's opened to the FormKeep site and copy your unique id. It's an 11-character code consisting of numbers and letters.

In the screenshot below, it's highlighted in yellow.

Note: your code will be different!

Set up and test your form

1. Copy this code to start your form.

```
<form accept-charset="UTF-8" action="https://formkeep.com/f/9e9ecf573aa6" method="POST">
  <input type="hidden" name="utf8" value="✓">
  <button type="submit">Submit</button>
</form>
```

2. Add a `name` attribute to every field.

You can use any valid HTML `name` value.

Replace XXXXXXXXXXXX with your unique code

Scroll to the top of the HTML input and change "XXXXXXXXXXXX" to the value you copied in the last step.

0: 10.0 Call To Action: ^

Type HTML

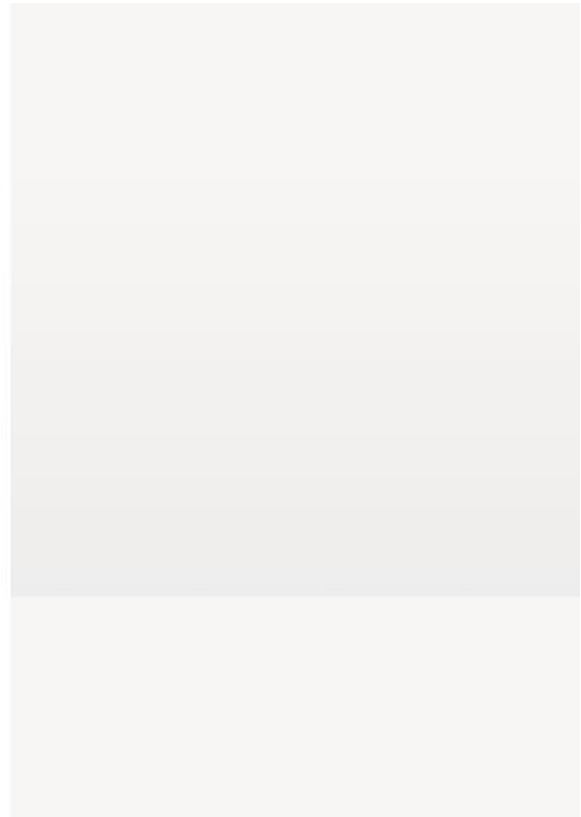
HTML<form accept-charset="UTF-8" action="https://formkeep.com/f/9e9ecf573aa6" method="POST"><input type="hidden" name="utf8" value="1" /></form>

☒ Show Rewatch Button

Remove Update

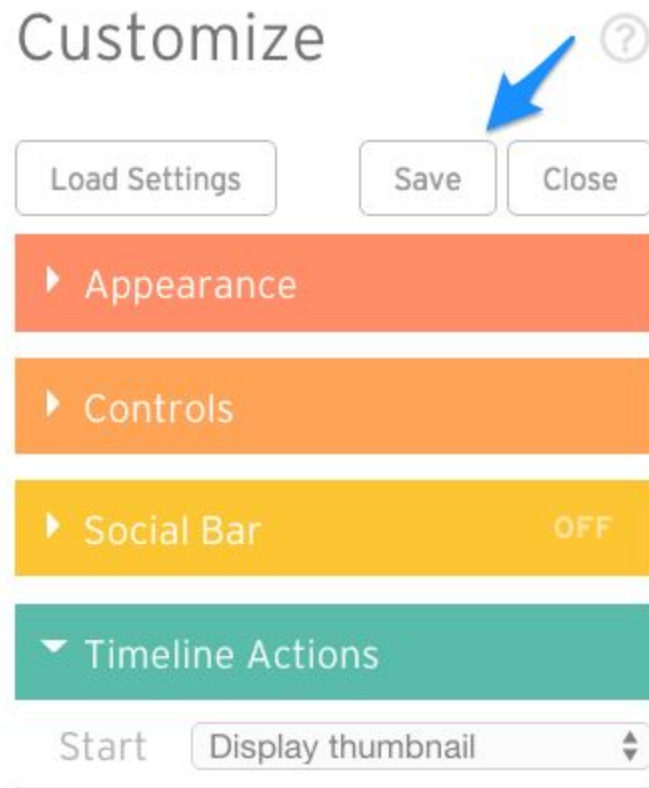
+ Add Annotation Link
Add Turnstile

End Pause on the last frame



Save your video

Save the changes we just made by clicking Save. You're done!



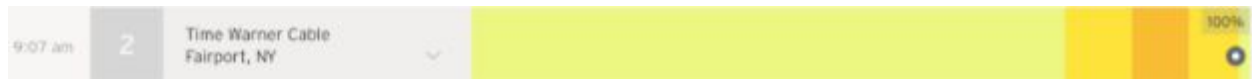
Watch the Views Roll In

Now that you've done the hard work to get your video up and running, it's time to **sit back and wait for the views** to stack up on your Stats page.

At the most basic level, you can keep an eye on the Total Plays to see how many people have watched your video. If you're eager to dive deeper into your **video stats**, check out the Play Rate and discover the **percentage** of page visitors who clicked play and started watching.

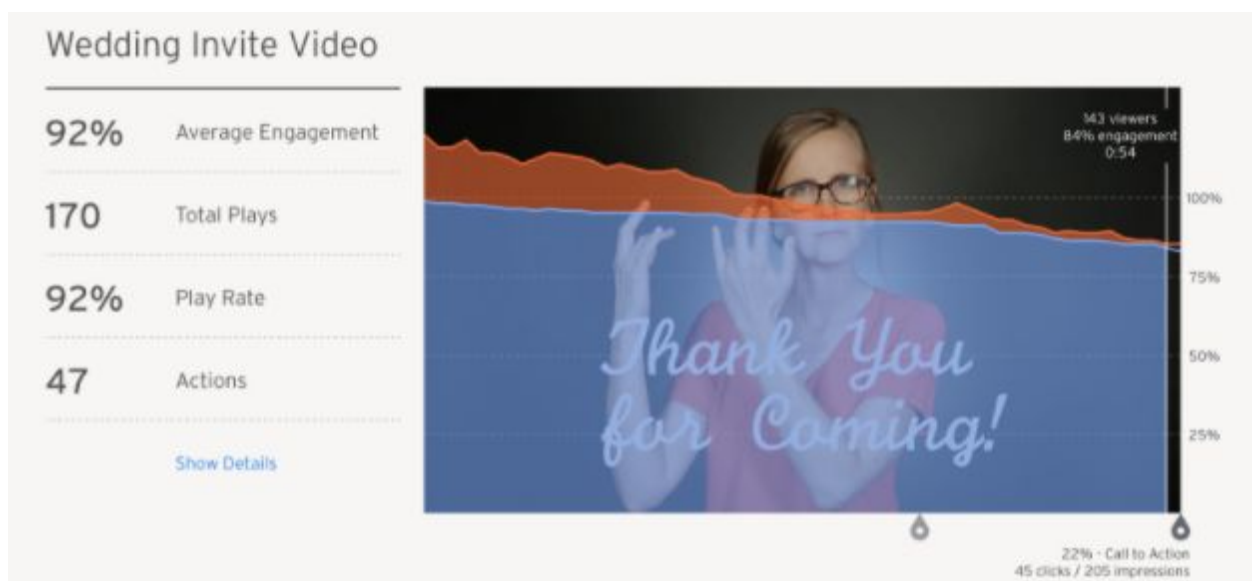
It's a great way to make sure you've placed your video on the most relevant part of your page.

Individual Heatmaps (shown below) will clue you into more detailed data. Easily see which parts of your video each viewer has watched, re-watched, and skipped over, and learn what resonates with your target audience.



Additionally, be sure to check out the Average Engagement -- the average percentage of a video a viewer watches. This can be more helpful than the view count because it clues you into the quality of your views.

Once people pressed play, how much of your video did they stick around to watch? Did they find the content **helpful**? With your video's Engagement Graph (see below), you can easily identify trends in viewing behavior, including where your viewers are re-watching.



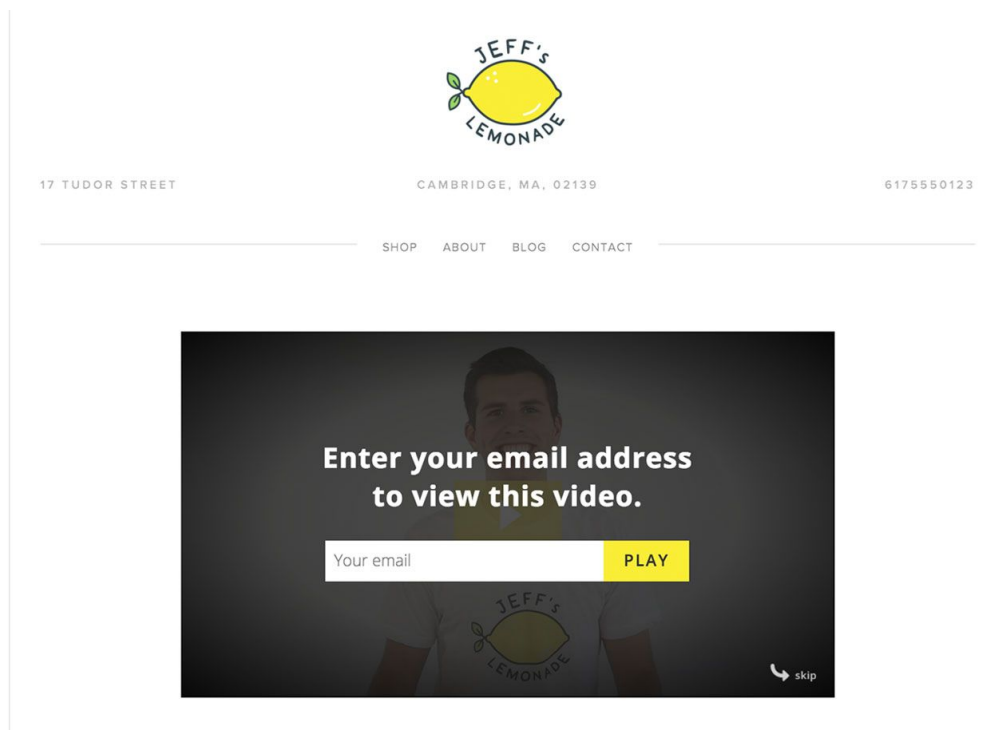
In addition to metrics related to viewing behavior, you can also use Wistia to keep track of conversions happening right inside your player. Remember those Timeline Actions from up above? Any time a viewer engages with

your video via one of those puppies, their clicks and responses are recorded in your stats.

Drive viewer engagement with CTAs, Annotation Links, and Turnstile

With Timeline Actions, you can **turn passive viewers into an active audience**. These tools keep your viewers engaged while encouraging them to further connect with your brand.

Generate leads within your videos Turnstile is a sleek, custom form that you can place at any point in your video's timeline. **When viewers enter their emails and names, they're automatically added to your audience, making it simple to gather leads and follow up at the right time.**

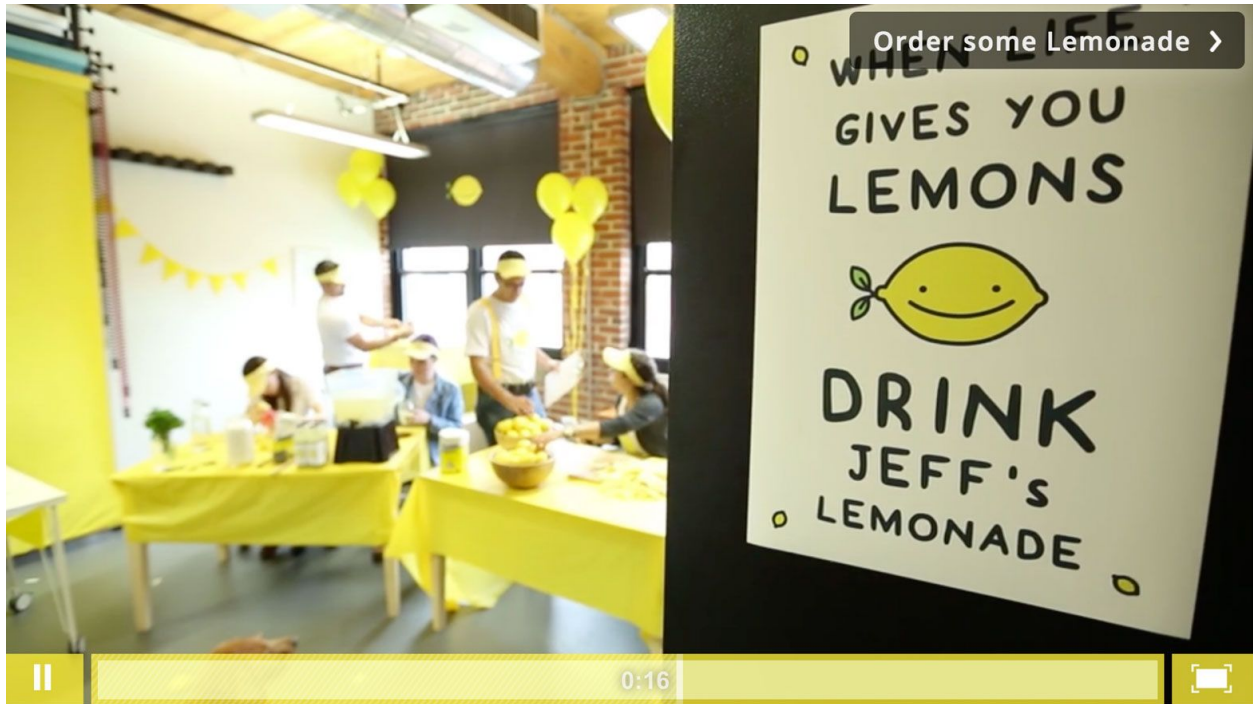


Nudge viewers in the right direction Use a Wistia Call to Action to send viewers to another relevant video or page. Interested leads are looking for the next step. **Don't** leave them hanging without clear direction.

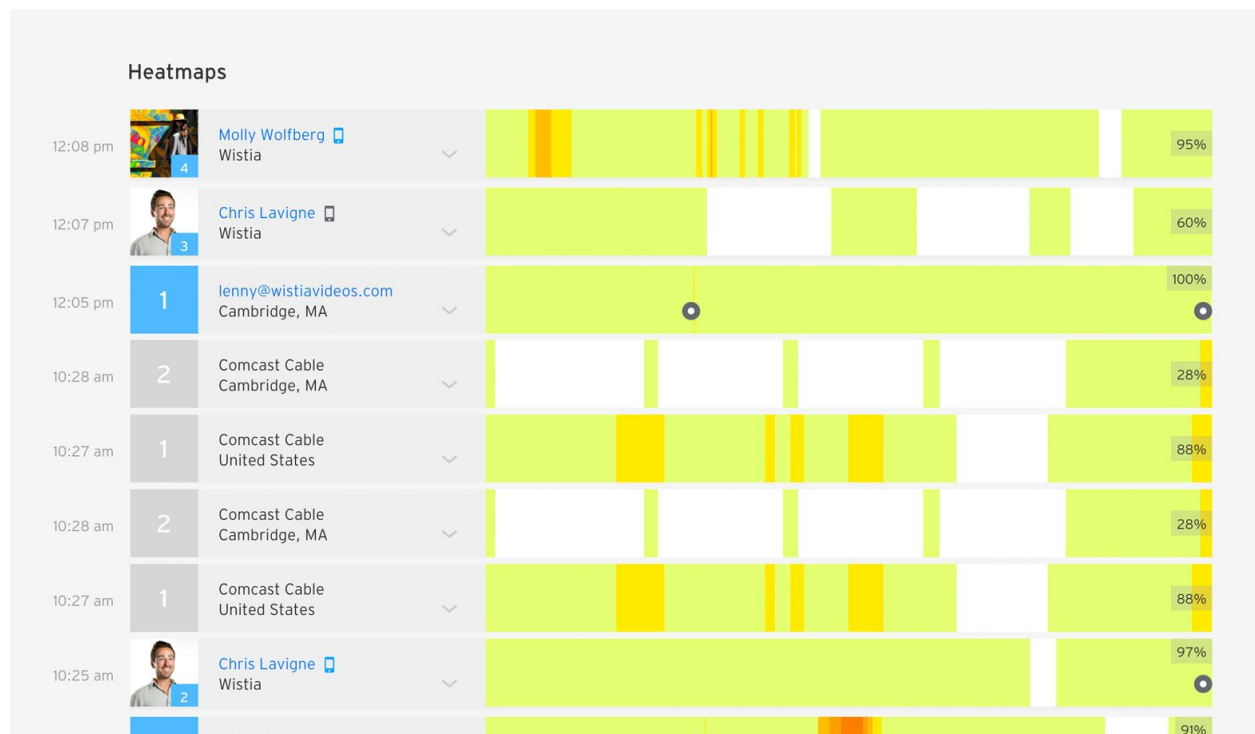


Interact, but don't interrupt Annotation Links are a great way to offer supplementary information without interrupting the viewing experience.

When added, they'll appear in the upper right corner of the video. Plus, they can stick around for as long as you'd like!



Track your conversions When viewers engage with Timeline Actions, their clicks and responses will be logged in your stats. **Whether a lead clicks** on an Annotation Link or fills out a Turnstile email collector, you'll see that data right on your **Stats page**. With all this information consolidated, you can determine which videos are most impactful for your business.



Whether they clicked on an Annotation Link or filled out a Turnstile, you'll be able to see the data right on your Stats page. That way, you can see which videos were most impactful for your business. In the example above, 22% of the folks invited to my wedding clicked on the [CTA linked](#) to our wedding website.

Ready to start ?

Get started by creating your **FormKeep** / **Turnstile** form with [Wistia video](#) now!

Last but not Least...

Growing your email list clearly does not
have to be expensive.

There are countless of little things
You can implement here and there
to collect plenty and relevant emails.

Don't forget to try and convert
Your visitors directly from your website.

To your Success

- William Motley