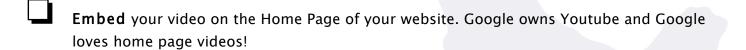


Promotional Video Checklist

When you build your presence by telling visual stories, brand recall greatly improves and you are likely get an excellent return on investment.



Use **online advertising**. Facebook and Youtube advertising may be a lot cheaper than you think. Use your video as the ad. Even promoting your post on Facebook for a small amount may mean an extra 2000 people view your post.

Send out marketing **emails** and use the word "video" in the subject line. Open rates are proven to increase dramatically.

Don't clutter your emails with words. Let the video do the talking for you. Keep it simple and inviting...ie "Watch this video to see how much time *ABC* product can save you in your business". Or "Click play to see how easy *ABC* product is to apply.

Embed/paste your Youtube link on as many sites as you can. Include it in business directories (many of which are free), Yellow pages etc. **Ask** other businesses that you might work with to put it on their website with a link to your website.

Tell clients where they can find your video. Make it easy for them to find and watch again and again.

Use your video at **Trade Shows**. If you are busy talking to someone else, your video can do the work for you and keep people engaged while they wait.

Share your video on social media and ask others to share it too. Facebook, Twitter, Linkedin, Blogs, Pinterest and Google + are just some of the social platforms that you can use.



Imbed your video in your **blog**.