







## 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.

- ☐ **Embed** your video on the Home Page of your website. Google owns Youtube and Google loves home page videos!
- ☐ 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.



-  **Text** the link to your video to customers. Smartphones are making video easy for consumers to watch. Your video can't be any easier to find and watch than from a text!
-  Use **QR Codes** to link to your video or website page on correspondence or flyers.
-  Play your video in your **retail window** or **in-store** to show your product in action, not just sitting on a shelf.
-  Have Bullseye Productions NZ edit a shorter version of your video for **cinema** advertising.
-  Ask other businesses if they will show your video in their lobby or **waiting areas**.
-  Imbed your video in your **blog**.