



11 Ways To Leverage Your Social Brand Builder Video

Now that your Social Brand Builder Video is completed and finalized, here is a list of 11 ways we suggest that you immediately start to leverage it, so that you get maximum benefit and results from the amazing tool we've created together.

➤ #1 - Upload the video to your YouTube channel, and make it the featured video on your channel

We may have already completed this step for you, if you have shared your YouTube channel login information with us.

NOTE: If you already have a Brand Story Video, then either your Social Brand Builder Video or your Brand Story Video can be the featured video on your channel.

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➤ #2 - Utilize the YouTube video URL in your email signature

This way, whenever you send out an email, people will more easily be able to watch your video, connect with you, find out about your work, and get excited about you and your company. When you're sending an email from a Gmail / Google account to another Gmail / Google account, the video thumbnail will appear at the bottom of the email, so that viewers can just click on it from there and immediately watch. If your email communication is not going from Gmail to Gmail, then the URL/link will still appear, but the recipient won't actually see the video thumbnail image. However, they will still be able to simply click on the URL itself, and it will take them directly to the page on YouTube where the video is sourced.

Here is an example of what an email signature might look like:

Jaime Geffner
Online Video Producer & Video Marketing Strategist
Cell: 323.640.0178
Email: Jaime@GeffnerProductions.com
Website: <http://www.GeffnerProductions.com>

P.S. Want to see the power of online video in action? Check out our video below!
Meet Steve & Jaime of Geffner Productions
<https://youtu.be/0E9RyF6DUqk>

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➤ #3 - Embed the video directly on your website

If you don't already have a Brand Story Video as the featured video on your website, then we recommend that your Social Brand Builder Video lives on either the Home page or the About page of your website, depending on your website design.

NOTE: If you go to the YouTube video URL, you (or your website person) can grab the correct embed code (in the exact size and format that you need) to properly embed the video wherever you want it.

Check out our website to see how we've used our videos to connect powerfully with visitors who come to our site: <http://www.GeffnerProductions.com>



➤ #4 - Upload the video directly to all of your social media channels

Any and all opportunities to share your video on social media are great! In addition to having the video uploaded to your YouTube channel, you should also upload the video file itself directly to your Facebook business page, your LinkedIn profile, as well as any other social media sites that you utilize for your business like Twitter, Pinterest, Instagram, etc. You should already have received a link to a shared Dropbox folder where you can download the actual movie file for the video directly to your computer. You can then use that movie file to upload the video to all of your social media sites. *(If you need help with this, check out the video tutorials and PDFs we've provided, which give step-by-step instructions on how to upload to each of the different social media sites.)*

Here's why this step is important: Facebook LOVES video, and prioritizes posts that include video. Also, if the video file is uploaded directly to Facebook, then it will autoplay as it goes by on people's newsfeeds, and as a result, it will get a lot more views on Facebook that way.

However, you should also separately share the YouTube URL link itself on social media as well, as the plays that happen directly on YouTube will help your YouTube and Google search rankings, while plays on Facebook really only help you on Facebook. Also, when you share your video on social media, make sure you tag people who appear in the video, and those who helped you create it (that's us!). This will give you more reach and access to their audiences, as well as your own.

We also suggest that once you upload your video to your Facebook business page, that you also share that post on your personal Facebook page as well, so that anyone who is connected to you personally, but is not yet a fan of your business page, will have the opportunity to see it.

You can also request that your friends and other social media connections help you out by sharing the post on their personal and business pages as well. This is a great way to expand your network!

NOTE: Please DO NOT attempt to download the video file from YouTube, and then upload it directly to Facebook, as the quality of the video will be degraded. Use the high-quality HD version of the video file that you received from us via Dropbox to upload to each individual social media site, so that the video looks crisp and clear everywhere you put it.



➤ **#5 - Make the video the Featured Video on your Facebook Business Page**

In addition to uploading the video to your Facebook business page, we also suggest that you make it the featured video in the “Videos” tab on your Facebook page. This will allow and encourage people to watch this video first when they click on the videos tab of your Facebook page.

You can also “Pin” the post with your video to the top of your Facebook business page, so that all other new posts that you create will appear below it, rather than burying your video post further down in your newsfeed. You can execute the same strategy on your personal Facebook page as well, if appropriate. And you can apply this strategy with other social sites as well, as appropriate.

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➤ **#6 - Use the video to book speaking opportunities**

If you are already a speaker, then you should be getting all of your speaking engagements professionally recorded on video. If not, then talk to us about this so we can give you proper guidance on how to get that done. Keep in mind that once you have a bunch of speaking presentations professionally filmed, then you can hire us to edit you a beautiful speaker reel. But in the meantime, you can use your video to help potential event hosts get to know you and your brand, and understand better what you would be like as a speaker at their event. The video that you now already have will greatly impress people, and they will want to have you on their stage, assuming you are the right fit for their event. Use your video to get more of what you want right now! Don't wait until you have a speaker reel done. What you have now is a great start!

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➤ **#7 - Email the YouTube video link to potential new partners and media outlets**

You can send the YouTube video link to any potential referral or JV partners, or anyone else who may be able to help you with any other media opportunities, or who has access to an audience that would be interested in you and your company, products or services.

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➤ **#8 - Email the YouTube video link to potential new clients or customers**

You can send the YouTube video link as a follow-up to people who you meet networking, or to people who you are referred to by others, and are potential new clients or customers of your products and services.

A great strategy is when you go to do your follow-up after attending a networking event, email each prospect your YouTube video link as part of your new follow-up routine. This will help them to remember you, understand better what you do, and get excited about your products and services.

If you are trying to schedule a phone call with a potential new client or customer, this strategy will help you to actually get that call on the books! And if you are following-up with someone who you've already spoken with, watching your video will help them to feel more inspired about your services, which will either give them the confidence to hire you for themselves, or help them feel more excited about sharing you with others. (This may be the difference between someone deciding to work with you right now, or not. So don't be shy!)

Keep in mind that people will be really excited to see this video, and they will be impressed by it. It will absolutely help your sales, if you actually utilize it properly, so use it as much as you possibly can! Don't think about it as you bragging about yourself when you send out your video. Rather, think of this video as an opportunity to succinctly and powerfully share what you do and who you help, so that your ideal clients and customers, who really need your help, can actually find you, and so that they will know for sure that you are the right fit for them when they do.

Remember, your ideal clients and customers have been searching for you, and the information in your video is helping them to solve their problems. It may be the solution they've been praying for.

So whatever you do, don't leave this amazing gift on the shelf, where no one can benefit from it. Share it with the world!



➤ **#9 - Share the video on other people's online platforms**

You can share the video on blogs related to your area of expertise, and in targeted groups on social media platforms, to gain more fans and followers, and create more awareness for your brand. Also, when you write a guest blog post, make sure you include a link to watch your video at the bottom of the post, when you share your contact info.



➤ **#10 - Share the video in an email marketing campaign**

Create an email marketing campaign to promote and launch your video. Make sure every person on your email marketing list has a chance to see this video, so they can get re-inspired about your brand, and share it with others. Also, make sure your current clients and customers get a chance to see this video as well. It will help them feel re-inspired about your brand, and it will also remind and encourage them to share your products and services with others.



➤ **#11 - Promote the video with paid Facebook advertising**

Use your video as part of an ongoing paid Facebook advertising campaign to drive more traffic, gain more fans and followers, and bring more awareness to your brand.

