



18 Ways To Leverage Your Brand Story Video

Now that your Brand Story Video is completed and finalized, here is a list of 18 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**

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



➤ **#2 - Optimize the video on your YouTube channel**

Since YouTube is the world's 2nd largest search engine (behind Google, who actually owns YouTube), you should definitely take steps to improve your chances of being found in organic searches on YouTube. YouTube's best video optimization practices include optimizing the video title, tags, description, thumbnail, and transcript.



➤ **#3 - Optimize your YouTube channel**

YouTube's best channel optimization practices include optimizing the channel layout, name, graphical elements, playlists, links, channel description, featured videos, and more.

Optimizing your YouTube channel will help viewers find your channel, and stay on your channel longer, once they get there. Another very important part of optimizing your channel is to publish content on a regular, consistent basis. This signals to YouTube that you are a serious content provider, and it establishes you as an authority in your area of expertise, and a thought leader worthy of recognition and traffic. The more videos you have on YouTube, and the more views they accumulate over time, the better this looks for your channel. In YouTube's eyes, this is a signal that your channel and content is worthy of being included in the list of search results when viewers are looking for relevant content in YouTube searches, related to your area of expertise.



➤ #4 - Upload the video directly to your key 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 Instagram, Twitter, Pinterest, Google+, 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. To put it into perspective, Facebook wants to overtake YouTube as the #1 video platform, so it is their goal to include as much video as possible, so that they can become the leader in the online video world. That means if you have video on Facebook, you have a greater chance for increased visibility, as it is in their best interest to showcase videos on their platform. 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.

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.

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➤ #5 - Make the video the featured video on your social media channels (if applicable)

In addition to uploading the video to your Facebook business page (and other social media pages), we also suggest that you make it the featured video in the "Videos" tab on your Facebook page (or as appropriate on other social sites). This will allow and encourage people to watch this video first when they click on the videos tab of your Facebook page.

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➤ #6 - "Pin" the video to the top of your Facebook business page

You can "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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➤ #7 - Promote the video multiple ways on your key social media channels

In addition to uploading the video directly to your key social media channels, as described above, you should also plan to create several additional branded posts on each of your social media channels, announcing the launch of your video. Each post should be tailored to the respective platform, and can include images, graphics, text, quotes, links, hashtags, and more.

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.



➤ #8 - Share the video in an email marketing campaign

Create an email marketing campaign with several different emails 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.



➤ #9 - Promote the video with paid Facebook advertising

Use your video (or an alternate "teaser" version) as part of an ongoing paid Facebook advertising campaign to drive more traffic to your website, gain more fans and followers, and bring more awareness to your brand.



➤ #10 - Share the video on your personal Facebook page

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!



➤ #11 - Embed the video directly on your website

We recommend that your Brand Story 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: <https://www.GeffnerProductions.com>



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

By adding the video URL in your email signature, 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.

As an example, here is Jaime's current email signature:

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

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



➤ **#13 - 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 Video. But in the meantime, you can use your Brand Story Video to help potential event hosts get to know you and your brand, and understand better what it would be like if they booked you as a speaker at their event. The Brand Story Video that you now 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 Brand Story Video to get more of what you want right now! Don't wait until you have a Speaker Reel Video done. Be confident that what you have now is a great start!



➤ **#14 - 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!



➤ **#15 - 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. Also, when you book your upcoming media opportunities, and are going to be appearing on TV, or live via online video, if appropriate, ask the host to play the video as a way to introduce you, your company, and brand message to their audience. This will impress people and increase your credibility, before you even begin to address the audience!



➤ **#16 - Play the video LIVE at events**

If you are speaking in front of a large audience, have the event host play your video before you take the stage. Or if you're sponsoring an event or trade show, have the video playing on a loop either on a computer or TV monitor at your display table.

NOTE: If you are going to do this, then please ask us to send you a higher resolution video file that is perfect for playing live on larger screens. The file we sent you via Dropbox is meant for online uploading and viewing only.



➤ **#17 - 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, whenever you write a guest blog post, make sure you include a link to watch your video at the bottom of the post, along with your contact info.



➤ #18 - Play the video LIVE at a video launch party

Here's a really fun and interactive idea: host a video launch party, and play your video LIVE to an audience of your customers, clients, peers, colleagues, friends, family members, biggest fans and supporters, and anyone else who can help you spread the word about your company and your message. You can even have a contest via social media for a few random people to win a ticket to attend the live event.

NOTE: If you're going to do this, make sure you ask us for the higher resolution version that you can play live, without having to rely on your internet connection to show the video at your event.

Alternatively, if you don't want to host a live in-person event, then perhaps you can come up with a creative way to do a Facebook Live Launch, where you upload and post the video to your Facebook page at a certain day & time.

For example, you can go live on Facebook, and then do a countdown to the release of the video... then tell everyone to watch the video, and then come back on the live feed, so you can get instant feedback from your fans. Be creative, and don't be afraid to make a big deal out of this... it IS a big deal because you are awesome, and so is your video!

