



## **How To Leverage and Maximize Your Weekly Influencer Videos**

Now that your Influencer Videos are completed and finalized, here is a detailed list of ways we suggest that you immediately start to leverage them, so that you get maximum benefit and results from the amazing videos we've created together.

### **➤ Step #1 – Start With a Video Content Marketing Strategy**

Step #1: Create a list of all your videos.

Step #2: Decide what order to release your videos.

*\*Make a note if there are any that are trending, timely, or season-specific (i.e. Valentine's Day, Thanksgiving, Christmas, New Year's, Summer, etc.)*

Step #3: Create a weekly marketing content calendar of release dates for each video. Post your list, or save it somewhere you can easily access it. You'll refer to this weekly to determine which video gets published and promoted next in the series.



### **➤ Step #2 – Optimize Your YouTube Channel**

Step #1: Create high-end custom graphics for your channel including: a channel icon, and a custom banner with your picture, logo and tagline

Step #2: Customize the layout of your channel including: creating a channel name, setting a featured video, and creating appropriate video playlists

Step #3: Fill in the remaining optimization details on your channel including: relevant links to your other online properties, and a keyword-rich channel description



## ➤ **Step #3 – Publish, Optimize, and Promote Your Weekly Influencer Videos**

Based on your weekly video marketing content calendar, once it's time to release or publish each Influencer Video, here is a list of what we recommend that you do with each one, step by step:

- ✓ **Upload each video to your YouTube channel** (*NOTE: keep the videos “unlisted” for now, until you’re ready to make each one public, one at a time*)
- ✓ **Create a catchy title for each YouTube video** – you can do some keyword research to determine the best video title (if you haven't done so already, as you were figuring out what videos to create). Otherwise, try to come up with something short, but catchy, and try to include your SEO search term toward the beginning of your video title.
- ✓ **Create a YouTube description for each YouTube video** – don't forget to include your keywords, and always include a link to where the viewer should go after watching your video to learn more (this is called a call-to-action, and you want to have a strong one for each video). At the very least, send viewers to your website to learn more about your company.
- ✓ **Add relevant tags to each YouTube video** – this makes it easier for people to find your video in a search on YouTube
- ✓ **Add a custom thumbnail to each YouTube video** (*NOTE: you will need to verify your YouTube channel to enable your account for custom thumbnails, if it's not already enabled*)
- ✓ **Add a video transcript to each YouTube video** – watch each video and edit the YouTube-generated transcript (you will need to double-check to make sure it's accurate) for the closed captioning function
- ✓ **Make each video “public” on YouTube** – do this weekly, as you are releasing/promoting each video, per your video marketing content calendar. If you upload a bunch of videos all at once to your YouTube channel, then we recommend that you keep them all “unlisted”, until it's time to promote each one individually
- ✓ **Add each current video you're promoting to the appropriate YouTube playlist** on your YouTube channel
- ✓ **Upload each video to your Facebook business page** with a compelling 1-liner headline about the video that will grab your viewer's attention (*i.e. Want to know how to make money with video? Watch this!*). Also add a custom title, thumbnail, transcript, and video tags. Don't forget to tag other people and businesses on Facebook who were involved in the creation of the video.
- ✓ **Share each video on your personal Facebook page**, and ask friends, fans, customers, and clients to share it too!

- ✓ **Create an SEO optimized, keyword-rich blog post for each video on your blog/website** as you publish them one at a time (*TIP: you can download the free Yoast SEO plugin in WordPress that will indicate if the blog post is optimized for SEO*)
- ✓ **Add images to each blog post** – This enhances the viewer’s reading experience, which has been proven to make them read more of your blog post, or stay on your blog post for a longer period of time, which helps your website search engine optimization (SEO). (*NOTE: you can utilize the custom thumbnail you created for the video, and also add more relevant original (or stock) photos and graphics to the post.*)
- ✓ **Add each video to your blog post** by embedding the video directly from YouTube (make sure you choose the proper video size, depending on the layout of your blog post)
- ✓ **Create links in each blog post** to link back to previous relevant blog posts or videos, or other related content. This helps your search engine optimization (SEO).
- ✓ **Post the link to your most recent blog post on all your social media channels:** Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, etc. This will help drive traffic back to your website, from all of your social media pages.
- ✓ **Create at least 1 custom branded graphic for each video** to share on social media, so you can promote/repurpose the same content multiple times with different looks for maximum exposure. Create and share these images the week that you release each new video to drive traffic back to the blog post. You can pull out customized quotes from the video, or you can use pictures from each blog post, or even behind-the-scenes pictures taken during your video shoot!
- ✓ **Create at least 1 additional weekly social media post** to promote each video, and drive traffic back to your blog
- ✓ **Send an email to share each video with your current email list**, making sure to include a link to the video or blog post in the email copy
- ✓ **Monitor your weekly traffic, views, and stats** by installing Google Analytics to keep track of each blog post, and social media posts’ performance
- ✓ **Boost any posts that perform well** (based on your analytics) to gain traction, maximize exposure, and keep the momentum going for your most popular videos
- ✓ **Consider creating a Facebook Ad Campaign** for your top-performing videos. Make sure you have a strong call-to-action to maximize results.
- ✓ **Post each video to additional social media sites** such as LinkedIn, Instagram, Twitter, Pinterest, and Google+ (follow the same suggestions of things to do, as above, for each different social media site)

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