



# THE ULTIMATE VIDEO MARKETING CHECKLIST

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# Video Marketing

A Video Marketing Checklist to help you dominate YouTube, Facebook and Instagram.

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A video marketing campaign is a great way to generate leads, traffic and obtain new customers. You also can interact with your current customers. Start your simple video marketing campaign today--you'll be glad you did!

Here's what you need to have in place to take full advantage of a video marketing campaign.

## YOUR CHECKLIST

### Video

Video already accounts for 50% of online mobile traffic and it's growing. Engaging videos will do a lot for you business.

- Create a video that will keep your audience captivated. It doesn't have to be expensive to be effective.

### YouTube

Your youtube channel needs to be an extension of your website and other social media accounts.

- Create a custom cover image and Icon that is branded with your story.
- Activate your website and social media Links on your YouTube Channel.
- Link up your analytics and adwords account
- Upload your video
- Optimize the title, description, keywords and website link
- Ad annotation and end cards to every video

### Facebook and Instagram

Facebook continues to push video and provides an excellent opportunity to generate a lot of views.

- Upload your video to Facebook and Instagram
- Create a custom Facebook Audience
- Share with your followers.

## Video Ads and Retargeting

YouTube and Facebook provide an ad platform for videos. You are able to deliver you Video to the right audience at the right time. With video ads, you are able to create traffic, leads, and conversion for an extremely low cost. \$.02 per view for Facebook and \$.12 per view for YouTube. It works!

- Run YouTube In-stream and In-Display Video ads. Be very targeted or you will waste money
- Run Facebook video ads to your custom audiences.
- Build video retargeting audiences in analytics and Facebook.
- Use video ads to retarget your viewers and you website visitors.
- Run video ads on your competitors videos or videos that are similar to yours.

### Want us to do all the work for you?

Are you looking for a business that can take your videos and deliver them to the right audience at the right time?

That's our job!

Marketing Hy uses custom Video Campaigns to generate leads, traffic, views, and customers

Want A Video Campaign?

[GET STARTED](#)