

## MARKETING YOUR VIDEOS

Once you get through the basics of crafting some core video content to support your brand and marketing campaigns, you may find yourself bitten by the video bug. When people grow comfortable with the production process and get a taste of how video transforms their marketing results, it can kick off a brainstorm of ideas for special features or an ongoing video series. This type of video content can be tremendously valuable to your business. By creating video content that people enjoy or find useful outside of your immediate sales process, and then properly marketing your videos to a targeted audience, you can propel your brand to the top of your industry. In this type of video marketing strategy, your videos are the product you are promoting.

## POPULAR TACTICS

- Upload your videos to Vimeo or a similar platform so you can control headings, links and what plays next
- Embed your videos (using Vimeo) in prominent and easily-accessible places on your website.
- If you have multiple high-value videos, consider creating a special page just for your video library.
- Embed your most valuable video content behind a "content locker" lead generation form
- Use playlists or create a separate channel on YouTube.
- People should be able to subscribe or easily find these videos among the rest of your video content library.
- Upload your videos to YouTube and optimize them for YouTube search.
- Upload your videos to Facebook Video & IGTV
- Post your videos on Facebook, Instagram, LinkedIn, Twitter, SnapChat, Pinterest, TikTok, and anywhere else you can think of that's relevant to your business and your audience.
- Use the native file upload method where possible.
- Share your YouTube videos as social media posts to drive traffic & subscribers to your YouTube channel
- Add your videos to your brand's Stories on Facebook, Instagram, and SnapChat
- Create an email campaign and send new video links to your subscriber list
- Widen your videos' reach with paid content promotion and ad campaigns on YouTube and social media.

## GET STARTED!

Blayzer Digital Marketing Group offers complete video marketing and production services for all types of businesses with all types of customers. Consultations are on the house.

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## WHY BLAYZER?

🔥 We are an established agency with over 20 years of experience helping many types of companies with many types of customers succeed online.

🔥 Our sister company and video production partner, Phat Buddha Productions also has over 20 years in the business of recording and producing audio, video, events, and media for a wide range of business and entertainment clients.

🔥 Together we will guide you through the entire process of planning, scripting, designing, filming, animating, editing, publishing, leveraging and marketing your video content. That's right, we do it all so you can stay focused on serving your customers and growing your business.

🔥 As a full-service agency we are capable of supporting your business with related services like strategic planning, web design and development, search engine optimization, digital marketing and social media programs where needed.



## THE VALUE OF VIDEO

Video integrates well with all elements of your business and marketing strategy to drive greater results and revenue:

**WEBSITES**

**ECOMMERCE**

**SOCIAL MEDIA**

**SEARCH ENGINE  
OPTIMIZATION**

**SEARCH ENGINE  
MARKETING**

**EMAIL MARKETING**

**CONTENT MARKETING**

**EVENT MARKETING**

**SALES**

**PUBLIC RELATIONS**

**SERVICE & SUPPORT**

**TRAINING**

**HUMAN RESOURCES**