

# ROOM 214

## **Checklist: Get Your Content to the People Who Count**

### **Optimize It: Keywords Will Get your Video Content Seen**

- ❑ Use keywords to optimize your video using key themes of your video
  - ❑ Video title - Why should your target audience want to watch?
  - ❑ Description - What is this video really about? Don't be shy to link to more relevant content on your website
  - ❑ Tags - Use your keywords as tags to increase search visibility
  - ❑ Video name - Name your video with your top keywords
  - ❑ Playlist name - Create playlists around closely-related videos and optimize the playlist accordingly
- ❑ Optimize your video thumbnail
  - ❑ Create a custom thumbnail: An empty space or mid-sentence speaker isn't going to get clicked
  - ❑ Add a compelling text overlay that clearly defines the content of the video
- ❑ Add captions if there is voice-over or people speaking
  - ❑ Platforms like Facebook and YouTube have built-in tools you can leverage to create captions for you
- ❑ Customize your tone: Create different cuts and copy variations to leverage social media platform strengths for both paid and organic opportunities
  - ❑ Different platforms have different length and copy requirements

### **Leverage Your Earned Channels:**

- ❑ Put your new content on your owned channels, including:
  - ❑ Social media and YouTube
    - ❑ Natively upload your videos into each platform for expanded reach and views. Do not link to YouTube videos from your other social platforms as it can reduce the reach of your video
  - ❑ Include in branded or promotional emails to your subscribers

- ❑ Consider embedding in emails for a direct-to-inbox delivery, if possible
- ❑ Create a blog post or series of posts highlighting this new content
- ❑ Embed on your website, landing pages, and other relevant pages
- ❑ Include in mobile app if it makes sense
- ❑ Consider including in any other owned digital channels

### **Paid Opportunities:**

- ❑ Create specific paid campaigns to increase reach to your followers, who have already opted in and *want* to see your new content
  - ❑ This is called boosting, your ideal goal would be to have 100% of your followers see your new video content
- ❑ Explore additional targeting opportunities within each social platform to reach potential new customers outside of your followers, such as:
  - ❑ Keyword-matched Tweets (users who Tweet about your brand or relevant keywords will see your ads real-time)
  - ❑ Facebook interest-based targeting to match your new video content with your identified personas
  - ❑ Retarget viewers of your past videos
  - ❑ YouTube TrueView ads to only get charged for users to willingly opt-in to see your video
- ❑ Compare results from these different campaigns and determine which ones perform the best. From there, you can scale your budgets accordingly to achieve the most ROI

### **Budgeting and Management:**

- ❑ Consider the 70/20/10 pyramid as a budgeting foundation
  - ❑ Start with the top 10% of video content and allocate more budget to that, then 20%, then 70%
  - ❑ Try to get the most views on your highest-quality video content and then allocate to lower quality video content

- ❑ Be realistic - allocate enough budget to see results that will allow you to determine baseline metrics for your KPIs (cost-per-view, clicks to your site, views, etc.)
- ❑ One strategy: consider how many views you want to get and then extrapolate a budget from there
  - ❑ For example, if the goal is 1,000,000 video views, work backward using your average cost-per-view to determine how much it will cost to achieve this goal