

# VIDEO MARKETING CHEAT SHEET



How to use videos to get in front of as many EYES online as possible, by using a mix of clever content-creation strategies.

by Teena Hughes Online

[HTTP://TEENAHUGHESONLINE.COM/008](http://TEENAHUGHESONLINE.COM/008)

## 1 10 X QUESTIONS

Start by writing/typing 10 most frequently asked questions about your business, product or service.

## 2 TURN QUESTIONS INTO VIDEOS

Video yourself or make a presentation/slideshow of you asking and ANSWERING one question per video. 1-2 minutes in length is plenty.

## 3 IF YOU USED YOUR SMARTPHONE

Use a Video App to add an "intro" and "outro" to each video (for example the Intro Lite Mac App). Make sure your website link is spoken and written on the video!

## 4 IF YOU'RE USING YOUR COMPUTER

Using video editing software like iMovie or Screenflow for Mac, or Windows Movie Maker etc, add intro and outro to each video.

## 5 ADD A "CALL TO ACTION"

At the end of each video, tell the viewer WHAT YOU WANT THEM TO DO NEXT. Visit your site? Sign up for a freebie download or a freebie 3-video series? 10 minute phone consultation? Pick ONE and TELL THEM.

## 6 EXPORT VIDEO

Export and send/download the video to you computer from your phone, or export from your video editing software on your computer.

## 7 ADD VIDEO SEO

Do all the magic SEO required before uploading a video.

## 8 TRACK TO MEASURE RESULT

To find out if your efforts have worked, you'll need to be able to keep track. Create a spreadsheet or list of everywhere you upload your videos etc, with date, location, name of video etc. Check results after 2 & 4 weeks, repeat the ones which are working!

## 9 UPLOAD

Upload to Youtube, your website, Facebook business page, Google +, Pinterest Video Board, Vimeo, Daily Motion etc. Add relevant SEO to each location!

## 10 CREATE A TRANSCRIPT OF THE VIDEO

Transcripts can be turned into many other pieces of content! Publish as a Video Press Release.

## 11 TURN INTO PDF & DISTRIBUTE

Create a branded PDF from the transcript, save as a PDF and upload to sites like Scribd.com

## 12 TURN INTO SLIDES & DISTRIBUTE

Turn transcript into slide presentation, and upload to sites like Slideshare.com and Slideshow.com

## 13 CREATE SNIPPETS TO SHARE

Create short bullet points less than 100 characters each, turn into tweets, automate and drip-feed over time, with a Bit.ly URL back to your site (track Bit.ly's by creating an account there first).

## 14 EMAIL YOUR LIST

Don't forget to email your list and point them to the video which should now have its OWN page on your website.  
Best of luck!

GRAB MORE TIPS FROM TEENA :

[HTTP://TEENAHUGHESONLINE.COM/008](http://TEENAHUGHESONLINE.COM/008)