



# VIDEO MARKETING STRATEGY -- BUILD A COMMUNITY USING A "FOLLOW-ALONG" SERIES

Trying to build a community for your business? Create a Follow-Along project to do together -- as a freebie -- and engage your potential customers in a non-pushy way, allowing them to get to know, like and trust you.

by TEENA HUGHES Full info: [HTTP://TEENAHUGHESONLINE.COM/013](http://TEENAHUGHESONLINE.COM/013)

## 1 PICK TOPIC

Write a list of questions you always get asked -- pick one you can help them solve by following your steps.

## 2 WRITE LIST OF STEPS

Write down each step necessary to solve this challenge -- you will need to turn each step into a blog post etc.

## 3 CREATE BLOG POSTS

From the list, turn each item into a blog post -- save as Draft until you're ready to publish, one at a time.

## 4 CREATE EACH VIDEO

Create one video for the whole process and chop into shorter ones for each blog post OR create one video at a time to add to each post.

## 5 CREATE PHOTOS

If it's necessary to show close-up details, or if you like to also share photos, crop from the video OR take photos.

## 6 USE 2016 SEO

Use best-practices SEO (follow my 2016 SEO Cheat Sheet) on blog post, video and images used.

## 7 CREATE INTRO POST

Create a great, friendly, introductory post detailing exactly what's going to happen & what's required to participate.

## 8 ADD SIGN-UPS

Each blog post should have a Sign-Up To Join at the bottom, and should show a list of each Step as it is Published.

## 9 CREATE BUTTONS

A great way to share your Follow Along is to create shareable buttons -- add these plus the code to each blog post at the bottom.

## 10 SHARE THEIR RESULTS

Ask your participants to share their results, offer them one free link attached to their name as an incentive. Shower them with praise!

FOR COMPLETE EXPLANATIONS ON THIS TECHNIQUE,  
please visit <http://TEENAHUGHESONLINE.com/013>