

sky definition
motion pictures
presents

VIDEO

PLAY

BOOK



10 WAYS TO ACTUALLY GET
YOUR VIDEO SEEN ONLINE.

V.1

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PREPARATION

Getting your video seen online is not as simple as posting it and waiting. The good news is, a bit of planning and organization can go a long way (and be crucial to your success with online marketing).

Some things you should consider in creating your social media marketing strategy are your ideal customer, your marketing goal and your budget.

This chapter will help you in determining how and where you should start marketing your videos online.

before you do anything

you need to start with the basics.

There are a few key pieces of information and statistics that can help you know where to focus your time and energy when it comes to marketing your videos online.

It is **extremely beneficial** to know:

- where and when your customers spend their time online
- what the video limitations are for each social media platform
- how to embed a video directly into a post, page or website

work smarter, not harder.

age and gender statistics

Below is a list of the top social media platforms ranked in order from MOST to LEAST used, based on age:

12-34

1. Instagram
2. Twitter
3. Facebook
4. LinkedIn

35-54

1. LinkedIn
2. Facebook
3. Instagram
4. Twitter

55+

1. Facebook
2. LinkedIn
3. Twitter
4. Instagram

and now based on gender:

female

1. Facebook & Instagram
2. Twitter
3. LinkedIn

male

1. LinkedIn
2. Twitter
3. Facebook & Instagram

Why is this important?

You know your ideal customer best. Focus your efforts based on where your customers are most likely to spend their time, so you will get more targeted (and therefore better) results - both organically and with your paid advertisements.

platform limitations

When it comes to uploading videos, one of the biggest differences between social media platforms is *time limitations*. This may help you decide where best to upload, or if you need to get creative by making a shortened 'teaser' clip of a larger video.

Here is a brief summary of the time limitations for video uploads on the most popular social media platforms:

| | |
|-------------------------|----------|
| Facebook: | 120 mins |
| Instagram: | 160 secs |
| Instagram Story: | 15 secs |
| IGTV: | 10 mins |
| LinkedIn: | 10 mins |
| YouTube | 15 mins |



Note: this is just a general summary - there are ways to work around these time limitations. Also, some platforms have other limitations aside from video length, and we will discuss this further in each chapter.

embedding

Whenever possible it is highly recommended to embed a video directly into your post or webpage, rather than linking to an external site. Studies have shown a significant increase in engagement when videos are embedded directly into the page.

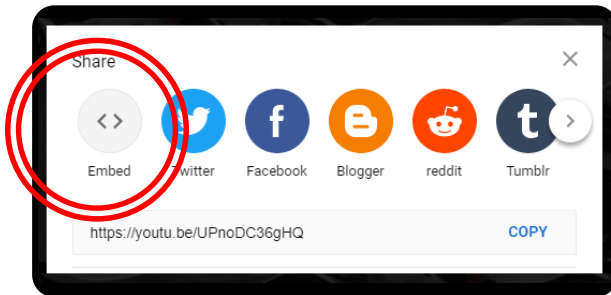
Embedding a video into your website or landing page makes the video appear as though it is a part of the post/page. It will also play faster and at a better quality than if it is hosted elsewhere.

On the next page we will walk you through the process of how to embed videos from YouTube.

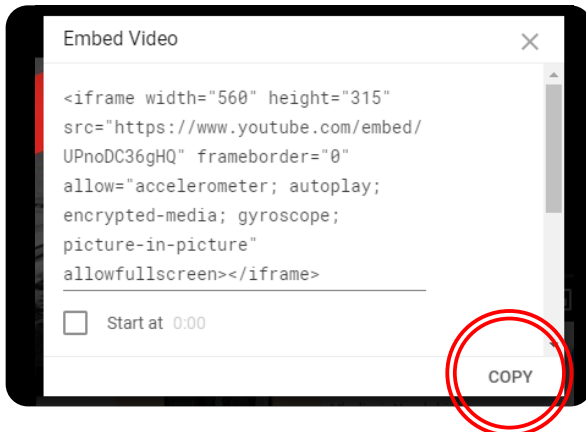


embedding

To embed a video from YouTube directly to your website or landing page, you just copy and paste the embed code. You will find this code by clicking on 'Share' beneath the video and then 'Embed'.



This will open a small window with the code, that you can then copy.



You can then paste this into the HTML code of your webpage or post.
(Click the HTML button and insert the code there)

CALL TO ACTION

A Call to Action (CTA) is any request you make of your potential viewers. Anything from 'click here' to 'buy now'.

We have made this the second chapter, because a good CTA can be beneficial to use on every platform that we will discuss.

CTA

recent statistics and facts

CTAs with a strong personalized message can increase conversion rates* by over 200%.

90% of visitors that read your headline copy will also read your CTA.

Sleek, simple CTAs have a much higher conversion rate than cluttered ones, or ones with multiple choices.

Emails with a single call to action can increase clicks as much as 371% and sales 1617%*.



*A conversion occurs when a visitor to your website completes a desired goal or action

CTA

call to action

A CTA is an image or form of text that prompts your viewer to take action after watching your video.

This could be as simple as asking them to **LIKE** or **SHARE** your video.

Simply writing 'click here' is a CTA.

Here are some examples of main categories of CTAs, but there are unlimited variations you can create.

1. Lead enticing/generating
2. Subscription/forms
3. Read more
4. Product/service discovery
5. Sharing
6. Closing
7. Promotion

CTA

call to action

Wording is very important when it comes to CTAs. If you want a potential lead to subscribe to your email list, consider writing 'Get more tips' or 'Learn more' instead of having the button say 'Subscribe'.

If you have long-form copy on your website and you want to direct your potential leads there, you could create a short 'sneak peek' post on social media. In that post you can include a link that says 'read more' or 'learn more' - and it will link straight to whatever you want them to read.

Setting a post up like this allows you to direct your traffic exactly where you want them to go. This can be much more efficient than them trying to navigate through your website on their own.

CTA

call to action

An example of a creative use of a CTA is running a contest where your viewers earn entries to win some sort of 'prize' by sharing your content.

This is especially beneficial if one of your marketing goals is to increase or attract new 'likes' and 'shares'.

The prize could even be a discount or coupon to one of your products or services.

Always be sure to double check the platform guidelines before posting a contest. All social media platforms have their own set of rules when it comes to advertising contests.

CTA

call to action

We won't go into too much detail about CTAs because your options are virtually limitless. Any action you want your potential lead to take can be worded in an enticing way, and you can create a link based around that.

Asking your viewers to like, share and/or comment on your posts is very important because any and all engagement on social media platforms will help your business.



LANDING PAGE

A landing page is a stand-alone web page that is created for marketing and ad campaigns. This is where your visitor will 'land' after they click on a link in an email or post on social media.

Unlike your main webpage, landing pages are usually designed with a single focus or CTA you want your viewer to take.

landing page

recent statistics and facts

Using videos on a landing page can increase conversions by 86%.

48% of marketers build a new landing page for every marketing campaign.

A landing page with multiple offers can decrease conversions by up to 266%.

Make sure your video file isn't too large; A one second delay in a page loading can decrease conversions by 7%.

You have an average of 8 seconds to make a strong first impression, so make the first 8 seconds of your video captivating.



landing page

what you need to know

Creating landing pages for online marketing is a great strategy, because it allows you to have a page devoted to your specific ad. It also eliminates the need to constantly edit your main website. Instead, you can direct people to a specific part of your website.

If you are having a new product launch for example, you could post a teaser video on social media and include a link to your landing page. There you can explain the details of your product launch, and include a link from your landing page directly to your product page on your website.

Doing this gives you complete control of how your viewer navigates through your website. It also makes learning about your product/service simple and effective for your customers.

landing page

what you need to know

Embedding a video into the landing page of your website is one of the easiest and best ways to market your video.

Having a video autoplay as soon as a lead arrives on your website helps to catch their attention immediately. (This is explained in full on the next page.)

Try to keep a landing page video at a maximum length of 90 seconds - long enough to get whatever message you want across, but not too long that they'll lose interest and leave your page entirely.

Examples of videos to use :

- video business card
- advertising an upcoming event
- product/service 'explainer'
- staff introduction

landing page


how to autoplay

To autoplay an embedded video, you will need to add: `?autoplay=1` into the code you have copied from the video, and insert it after the "Video ID" which is the video link.

For example: (video ID is red)


Before inserting autoplay code:

```
<iframe width="560" height="315"  
src="https://www.youtube.com/embed/XmqLljCV  
pNc" frameborder="0" allow="accelerometer;  
autoplay; encrypted-media; gyroscope; picture-  
in-picture" allowfullscreen></iframe>
```



After inserting autoplay code:

```
<iframe width="560" height="315"  
src="https://www.youtube.com/embed/XmqLljCV  
pNc" ?autoplay=1 frameborder="0"  
allow="accelerometer; autoplay; encrypted-  
media; gyroscope; picture-in-picture"  
allowfullscreen></iframe>
```



FACEBOOK

If you don't have a Business Page on Facebook, it is well worth looking into.

Other than the fact that there are now over 1.19 billion users, it is extremely easy to share your content and inexpensive to advertise on the platform.

facebook

recent statistics and facts

75% of FB users use the platform daily.

97% of social advertisers chose it as their most used and most useful social media platform.

Facebook continues to be the most popular social networking site in terms of number of active users.

Video posts generate an average of 59% more engagement than other types of posts.

Facebook is the second favorite platform for consuming videos after YouTube. 40% of consumers said that they watch the most videos on Facebook.

facebook

uploading your videos

Whenever possible, you should upload your video directly into Facebook. Facebook prioritizes videos posted this way because they statistically get more engagement than outside links.

It also makes it a lot easier to track views and shares. If you have to share a link instead of uploading directly, you will not be able to track the engagement as accurately.

If you link to a YouTube video for example, the views will be tracked on YouTube rather than on Facebook.



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background, which is slightly offset to the right and top, creating a 3D effect with a grey shadow.

uploading your videos

If you do want to copy and paste a link from YouTube into Facebook, here is the best way to do it:

Instead of simply copying and pasting the link (which will show up in your post as a small thumbnail), click on '**Share**' and then the blue Facebook icon.

It will then redirect you to your Facebook page (you may have to login) and it will automatically paste the link with a large thumbnail.

This method is far superior because though the video won't automatically play in your viewers feed, it will it take up more screen 'real estate'. This gives it a better chance of catching their attention while they are scrolling.

The Facebook logo is presented as a 3D rectangular block with a blue front face and grey top and side faces. The word "facebook" is written in white, lowercase, sans-serif font on the blue face.

facebook

uploading your videos

If you are using a mobile device, click 'Share' and (if you don't see Facebook in the provided icons) scroll all the way right and click on 'More'.

Repeat that step, scroll all the way to the right and click 'More' again.

This will open a screen and display all of the available apps you have the option to share the link to. Click on Facebook.

Again, it will redirect you to your Facebook page and paste the link with a large thumbnail.



facebook

uploading your videos

Here is what the thumbnail looks like when you simply copy and paste a link:

<https://youtu.be/XmqLjCVpNc>



HyunDAYS - a Short Documentary by Missis...
Chapters: Introduction - 0:07 Chapter 1: Missis...
youtu.be

This is what it looks like when you upload by clicking the Facebook icon:

Say something about this...



HyunDAYS - a Short Documentary by Mississauga Hyundai & SkyDefinition Watch in 1080P
youtube.com

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background, which is part of a 3D-style box with a grey top and right side.

facebook

cover video

If you have a business page, you have the option to upload a *cover video* instead of a cover photo. The cover video is the first thing a user will see when they visit your page, and the video will start playing automatically.

This is a perfect spot to showcase a new product/service, promote a sale or event, or simply introduce your brand or business.

To upload a cover video, you have to be logged in to your account on a computer as this feature is not yet available on mobile devices.

To the right of your profile picture (top left of your page) hover your mouse over your cover photo and select '**Change Cover**', then click '**Upload Photo/Video**'. Select your video.

The Facebook logo is displayed in white lowercase letters on a blue rectangular background. The background has a slight 3D effect with a grey shadow on the right side.

facebook

cover video

Once uploaded, you can drag the video in the cover area until it is positioned as you like, then hit "Next".

You can then scroll through the video thumbnails to pick out which one you'd like. This is also where you can decide if you would like the video to loop (repeat) or not. There will be a button you can select that says 'automatically replay video in a loop'.

You can tag people, add a description and/or location the same way you can with a regular post. When you are satisfied with everything, click publish.

Note: cover videos must be between 20-90 seconds long.

The Facebook logo is displayed as a blue rectangular button with the word "facebook" in white lowercase letters. The button is set against a light gray background that has a slight 3D effect, appearing to be a floating card or button.

facebook

cover video

Facebook recommends the resolution of a cover video be 820 x 462 pixels.

If your video is larger than this, it should compress and still be a good quality video.

If you upload a video smaller than those dimension, Facebook will stretch it which will make the video appear blurry.

Cover videos will automatically play with the sound muted, and while there is a mute/unmute option in the lower right hand corner, you may want to consider having some text on your video so it can be understood with or without sound.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background, which is slightly offset to the right to create a 3D effect.

facebook

description & captioning

Like a cover video, Facebook videos will autoplay without sound and the user will have to manually click unmute to hear it. Because of this, you should include a concise description for any video you upload.

If you want to be sure they watch the video with sound, we recommend writing something like 'watch with sound' in the description.

You may also want to consider close-captioning your videos if you want the information to be available with or without sound.

Keep in mind, posts with less than 250 characters in the description get 60% more engagement

The Facebook logo is displayed in a blue rectangular box with a 3D effect, featuring the word "facebook" in white lowercase letters.

targeted ads

When it comes to targeted ads on Facebook, it is important to mention that there are two very different ways to do this. If you are looking to simply get views and likes on your post or page, **boosting** photos and videos is a perfect way to do that. This process will be explained on the next few pages.

If you want ads that directly convert into sales, creating ads through the Facebook Ads Manager is much more effective (especially when combined with the use of your Facebook Pixel). This process is more complicated, and will be explained in future tutorials.

If this is something you are interested in, ensure that you are subscribed to our email list, or follow our social media platforms.

facebook

boosting posts

Creating targeted ads on Facebook is a simple and effective way to get your video seen. Before you start, think about what goals you want to achieve in your ad campaign. Some examples could be:

- to direct and increase traffic to your website
- generate new leads
- share an event or promotion

Facebook will actually have you select a 'Goal' when you are creating an ad.

If you are on a computer, there is a button at the top of your Business Page that says 'Ad Center' where you can create and manage your ads.

facebook

boosting posts

To boost a photo or video, find the post you want to promote and click on 'Boost' on the lower right hand of your post.

This will bring you to a menu where you can choose your **goals**, **audience**, **budget** and **duration** for your campaign.

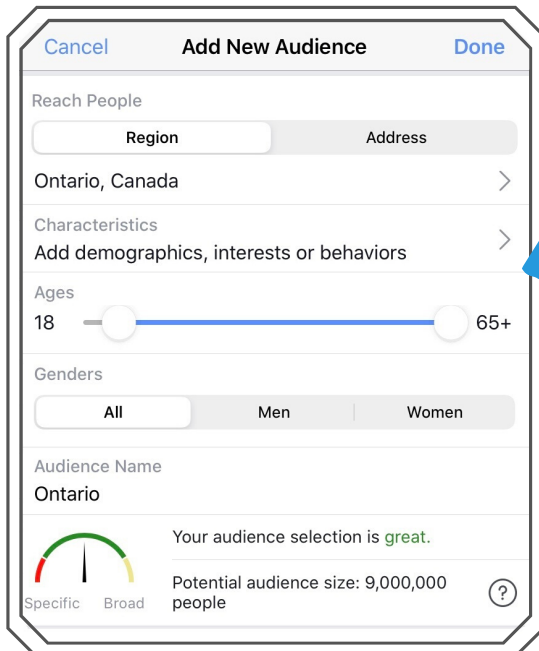
The image displays two screenshots of the Facebook 'Boost Post' interface. The left screenshot shows the 'Goal' section with a red circle around the 'Goal' header and the 'Get more engagement' option. Below it, the 'Audience' section is highlighted with a blue circle around the 'Audience' header. The right screenshot shows the 'Total Budget' section with a green circle around the 'Total Budget' header and the 'US\$50' value. Below it, the 'Duration' section is highlighted with a purple circle around the 'Duration' header and the '5 days' value. Both screenshots show a 'Boost Post' button at the bottom.

facebook

boosting posts

When adding a new audience for your campaign, you will get to design it by region or by address. If you are promoting a local event, you can choose to input your address and have the ad targeted to people within a certain distance from your event.

You can also choose to target specific characteristics such as demographics, interests and behaviours.



Cancel **Add New Audience** **Done**

Reach People

Region Address

Ontario, Canada >

Characteristics >

Add demographics, interests or behaviors

Ages


18 ————— 65+



Genders

All Men Women

Audience Name

Ontario

 Your audience selection is **great**.

 Potential audience size: 9,000,000 people 

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background, which is part of a 3D-style box with a grey top and right side.

facebook

boosting posts

When you have filled out all of the information needed, hit **Boost Post**.

You will likely get a notification that Facebook needs to 'review your ad' before it can be posted live. They almost always review the ads within 24 hours, but it can take up to 2 days.

If your ad is rejected, Facebook will explain why.

When your ad is running, you will be able to monitor the people it has reached, the amount of post engagements and how many people have clicked on the link in your post.

You will also have the option to increase your budget during your campaign, as well as the length of time you want your ad to run.

The Facebook logo is displayed in white lowercase letters on a blue rectangular background. The background is a 3D-style box with a grey top and right side, giving it a perspective effect.

facebook

boosting posts

Something to note: if you are trying to create an ad using your mobile device, and want to link it to a landing page or website, you will only be able to promote a video that you have previously uploaded.

You can do this by finding the posted video and click '**Boost**', and going through the steps we have described.

If you try to create a brand new ad with the goal of 'driving more traffic to your website', it will only allow you to ad a photo, not a video.

If you are using a computer, this will not be an issue.

INSTAGRAM

What used to be an app for simply sharing photos has evolved into a very effective platform for businesses and brands.

Instagram is a rapidly growing platform that now allows you to upload videos in many forms.

instagram

recent statistics and facts

Instagram has experienced steady growth over the past few years.

Instagram has 1 billion active users each month and 500 million people use the platform every day.

2 billion 'likes' occur on the platform every day.

83% of IG users say they have discovered new products and/or services on Instagram.

50% of users follow at least one business account on IG.

Videos on IG get 21.2% more interactions when compared to images and 18.6% more interactions when compared to multi image posts (or carousels).

instagram

working around length limitations

As mentioned before, Instagram (IG) posts have a video length maximum of 1 minute, IG stories have a max length of 15 seconds, and IGTV has a max of 10 minutes.

You can cut your video in the app itself by dragging the bars on either side of your selected video and clicking 'trim'.



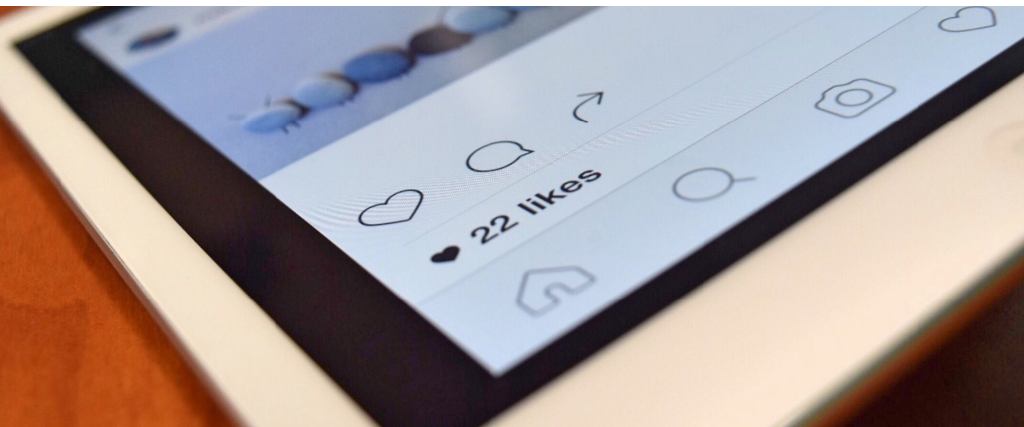
instagram

working around length limitations

POST

If you are already familiar with Instagram, you know that you can add multiple video clips (and/or photos) - also known as a 'carousel post' - with a maximum of 10 pictures or clips.

This means in one IG post you can have a 10 minute video **cut into 10 single minute clips**. The only downside to this, is users will have to physically 'swipe right' in order to play each clip or the clips will simply loop.



instagram

working around length limitations

STORIES

Stories have a maximum of 15 seconds in length, but similarly to a post you can upload a longer video, as long as it is separated into 15 second clips. Unlike an post, stories will play each clip one after another without the user having to click through.

Note: IG stories are only available for 24hrs unless you add them to your 'story highlights' on your Instagram feed.

There are several apps you can download that make the process of trimming videos easier than doing it manually. This comes in handy for both IG posts and stories. Alternatively, most mobile devices allow you to trim videos right in your 'photos' app.

instagram

working around length limitations

IGTV

One of the most significant changes instagram has made is the introduction of IGTV. This enables users to share long-form video content with their followers.

With IGTV you can upload any video from 15 seconds up to 10 minutes.

If you have a 'verified'* account or a large amount of followers your IGTV max time increases to 60 minutes.

***A verified account is an account that Instagram has confirmed is an authentic public figure, celebrity or global brand.**

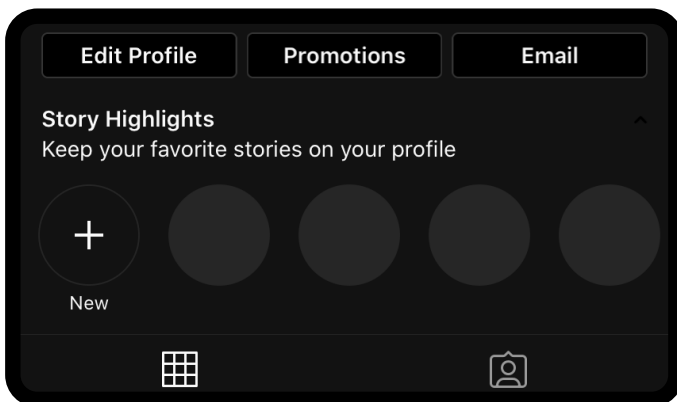
instagram

working around length limitations

Currently you are only able to include one link for your account, and it has to be on your Instagram 'bio' or profile page.

This can be added to the Website section when you click 'Edit Profile'. This allows you to include a link to a video of any length.

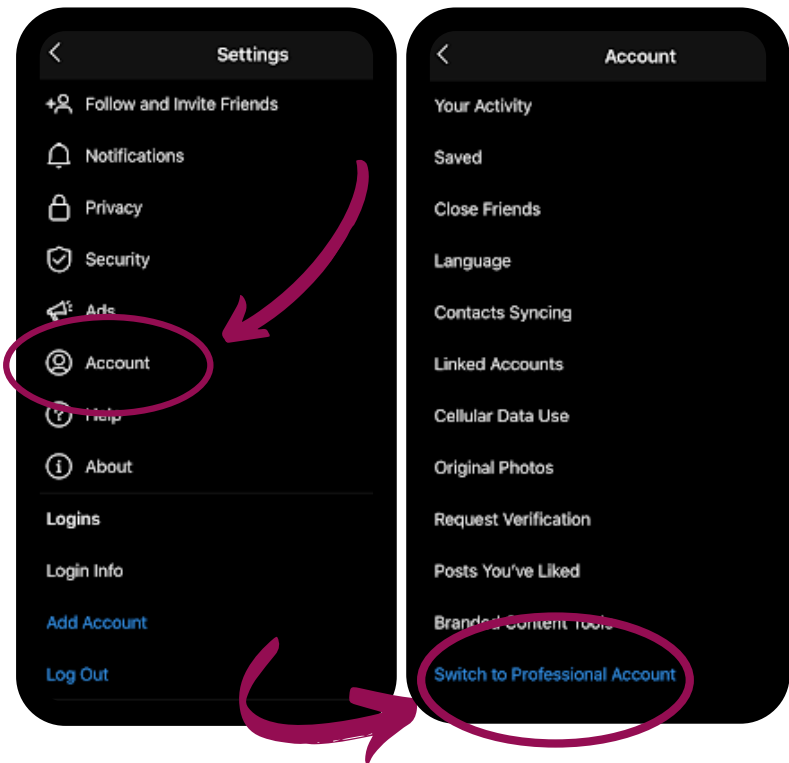
Unlike other social media platforms, you cannot include (or embed) a link into a post description or in the comment sections.



instagram

business account

To get a business account on Instagram, click on the top right button which has three horizontal lines. Then click **Settings** -> **Account** -> **Switch to Professional Account**. It will then prompt you to connect your FB page if you'd like, and choose a category for your account.



instagram

insights and analytics

If you have a business account on Instagram, you can take advantage of their built-in insight tool.

To access this, make sure you are on your profile page and click the button at the top right of the screen with three lines. Then click on 'Insights'. From there you can access three very valuable sections; **Content**, **Activity** and **Audience**. This will give you invaluable information about who your followers are, including their age, gender, and location.

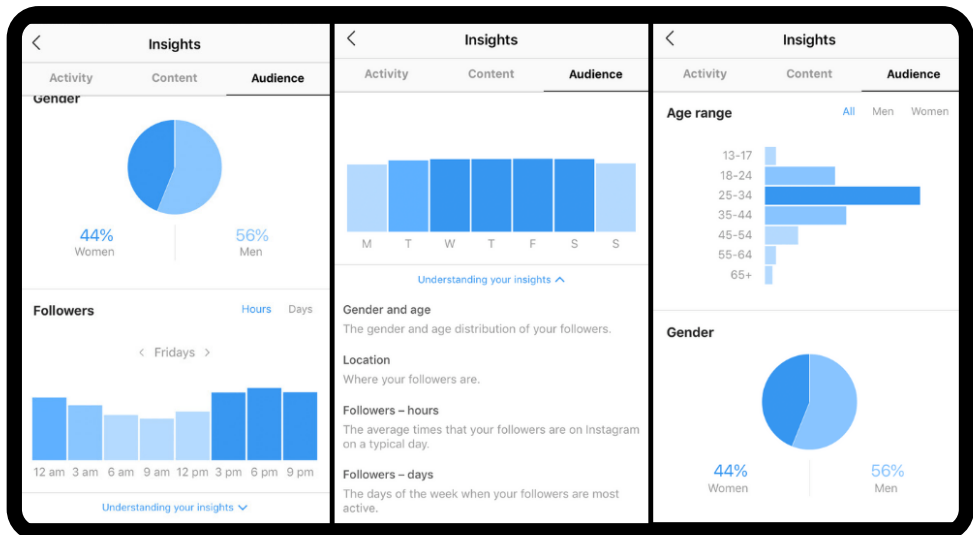
It will also give you information about when your followers are engaging with your content. At the bottom of the **Audience** tab it will show you a graph of the average time your followers are active each day.

instagram

insights and analytics

Having this information built into the app for free is extremely valuable. You want to post your content when you know your followers are active to ensure it has the best chance of being seen.

It also helps to give you a great start planning your targeted ads because you can see who your followers are, and when and where they are active.



instagram

targeted ads

Like Facebook, Instagram ads are very simple to design and implement. They can be easily tailored to fit your budget and marketing goals.

You have to have a business account in order to advertise on Instagram. If you do not have a business account, you will only see an '**Edit Profile**' button under your bio.

If you *do* have a business account, when you click on any of your posts there will be a button that says '**Promote**' at the bottom right of your image/video.

You can also create a new ad by clicking on '**Promotions**' (directly under your bio) then '**Create Promotion**'. Be aware that you can only promote a post that has already been uploaded to your Instagram feed.

instagram

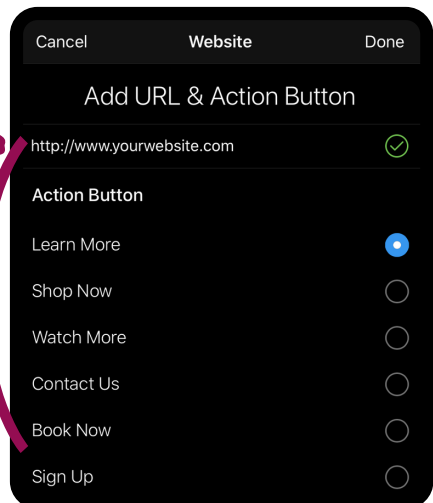
targeted ads

Once you have clicked 'Create Promotion', it will allow you to choose the existing video you would like to use, then click 'Next'. First you will choose where you want the ad to send your leads to.

If you choose to direct people to your website, it will also allow you to edit the 'button' that will appear at the bottom of your ad and direct your viewers wherever you choose. Click 'edit' below where it says 'Action Button' to choose what your button will say.

insert your link of choice here

choose what your action button will say here



instagram

targeted ads

Next, it will allow you to customize your target audience. You can choose the location, interests, age and gender for the people your ad will be targeted to. You will also be prompted to name your audience and that selection will be saved.

Cancel **Create Audience** Done

1,500,000
Potential People Reached

Great

Audience Name ✓
Ontario

Locations >
Ontario, Canada

Interests >
**Creative Technology, Emerging technologies,
Artificial intelligence or Innovation**

Age & Gender >
All | 13 - 65 yr



**continued in
Part 2**