



RESPOND → PLAN → RETURN STRONGER



Leveraging Videos on Social Media to Strengthen Your Business

PRESENTED BY

Taylor Wellman
Co-Owner of Financial Potion



What You're Going To Learn...

- **3 Types of Videos You Need To Produce**
- **Where to post**
- **How to post**



Videos



1.Introduction

2.Reviews & Testimonials

3.SSME (Search & Subject Matter Expert)

Where & How To Post...

VIDEO MARKETING SOCIAL MEDIA DISTRIBUTION ROADMAP



YouTube



77%	15-35
73%	36-45
70%	46-55
67%	56+

YouTube



2nd Most Used Search Engine
2nd Most Visited Website



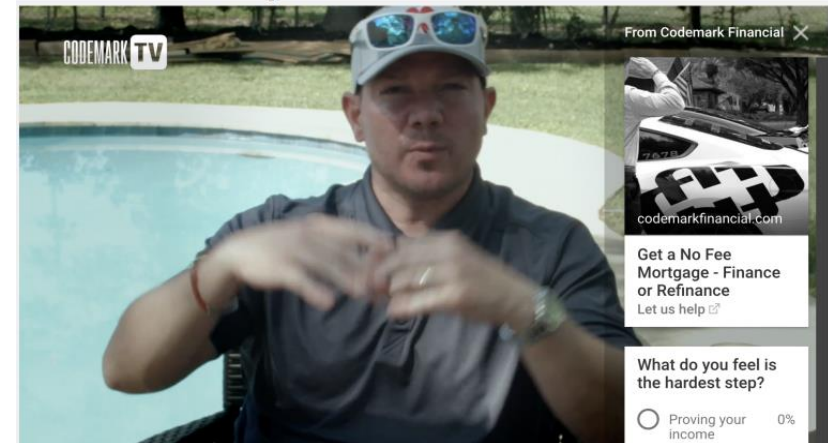
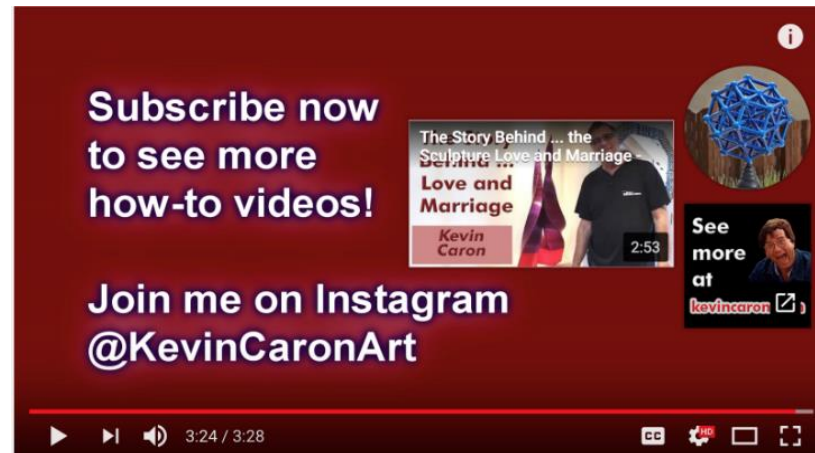
TYPES OF VIDEOS



YouTube Search Engine Optimization



- 1) Title- 70 Characters Keyword Rich ~ Only First 30 are Seen
- 2) Description- 2000 Characters Keyword Rich ~ 4 Part Format
- 3) Tags- 500 Characters Keyword Rich & Common Spellings Errors
- 4) Custom Thumbnail- Include a Title & Smiling Face
- 5) Location Tag
- 6) End Screens
- 7) Cards
- 8) Transcriptions
- 9) Playlist Placement – Make Sure Playlist Has a Description



Where & How To Post...



Where & How To Post...



USE EMBED CODE TO:

Add to websites
Add to newsletters



USE DIRECT LINKS:

Add to email signature, your
blogs, pinterest, & various
patron levels.



USE PLAYLIST LINKS:

Post to Twitter and
LinkedIn accounts

SCHEDULE A FREE STRATEGY SESSION 480.999.55

LinkedIn



20.3%	18-24
59.9%	25-34
16.9%	35-54
3%	55+

LinkedIn



4 out of 5 People Drive
Business Decisions

TYPES OF VIDEOS



Where & How To Post...



Facebook



5.8%	17-
23.5%	18-24
32.4%	25-34
4.7%	56+



Facebook



3rd Most Visited Website
Worldwide



TYPES OF VIDEOS

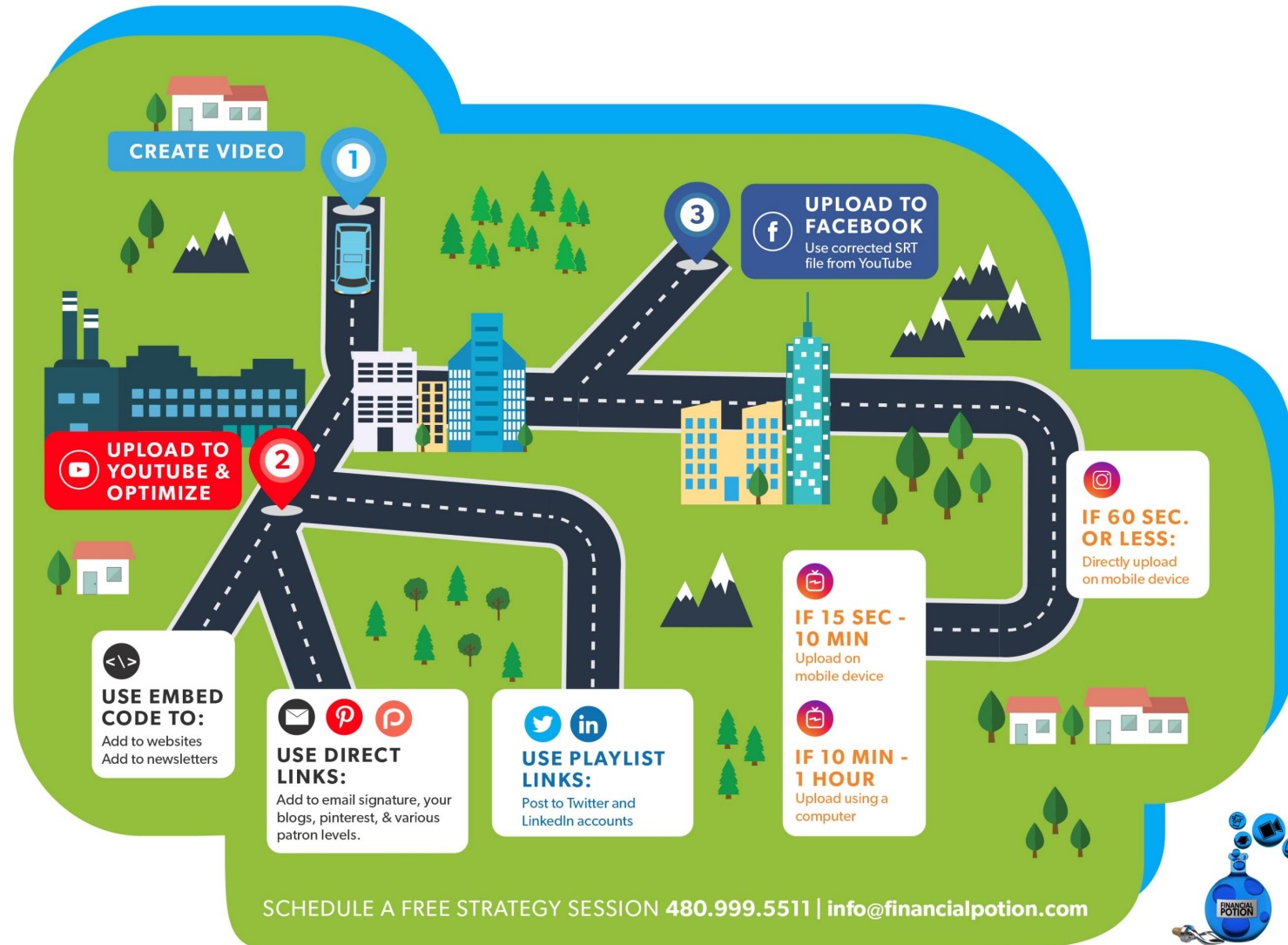


Facebook Posting Optimization



- 1) Title- Clear & Concise
- 2) Post Content- Tag, Add Hashtags, call to action
- 3) Tags – Use suggested tags
- 4) Thumbnail
- 5) Captions
- 6) Polls
- 7) Place in a Series or Playlist

Where & How To Post...



Instagram

29.6%	18-24
33.1%	25-34
15.9%	35-44
8.3%	45-54
3.8%	55-64
2.3%	65+



Instagram



9 out of 10 Users Follow A Business Account



Instagram



TYPES OF VIDEOS



REELS

Fortune Favors the Bold



Going Live

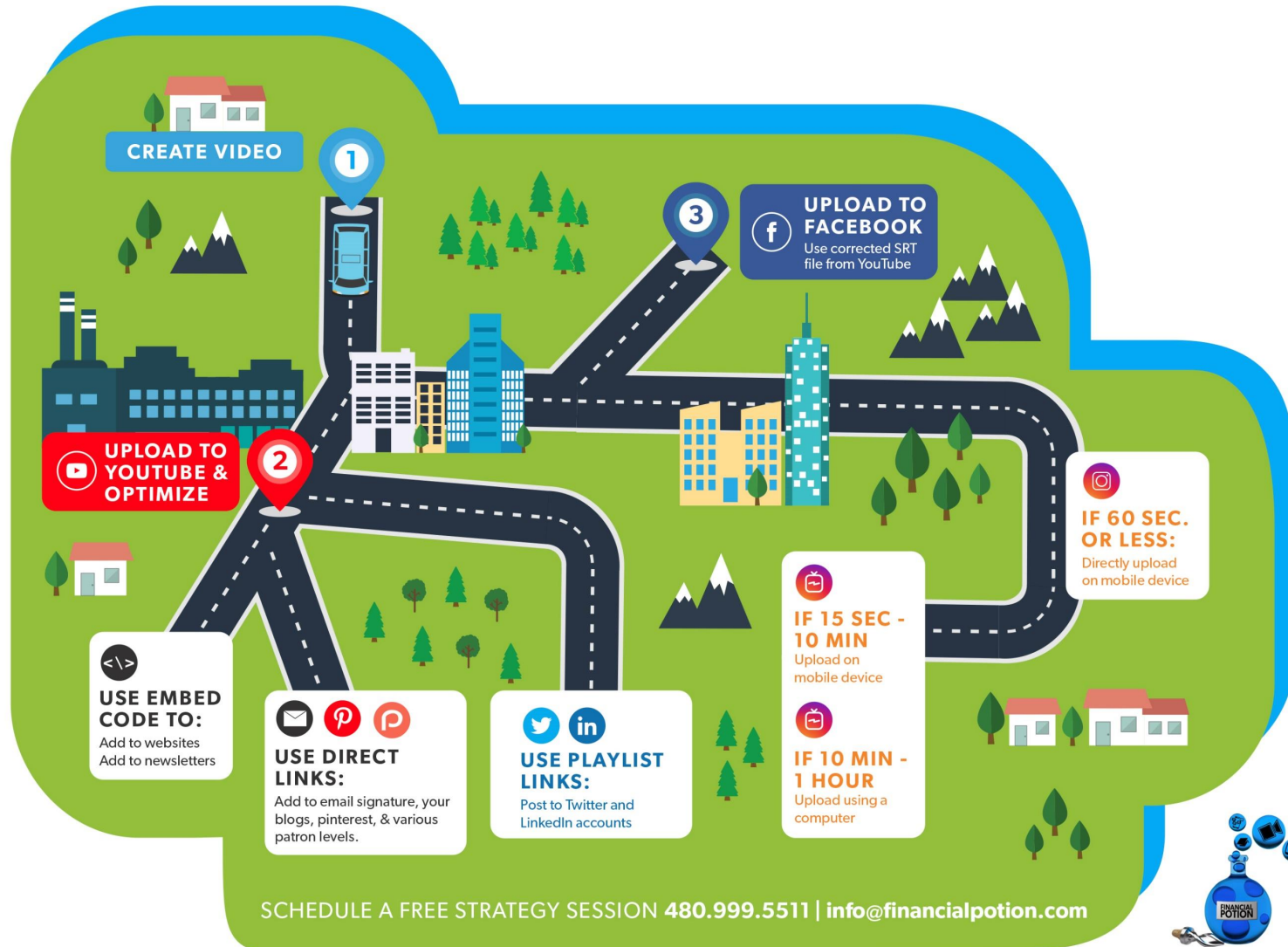


6X More Interactions
10X More Comments



7X More Reactions
24X More Comments

Video Distribution Roadmap



Taylor Wellman
480.999.5511
FinancialPotion.com

Video is your
Financial Potion!

