

DON'T COLLECT DIGITAL DUST!

The Video Distribution Roadmap



Recap:

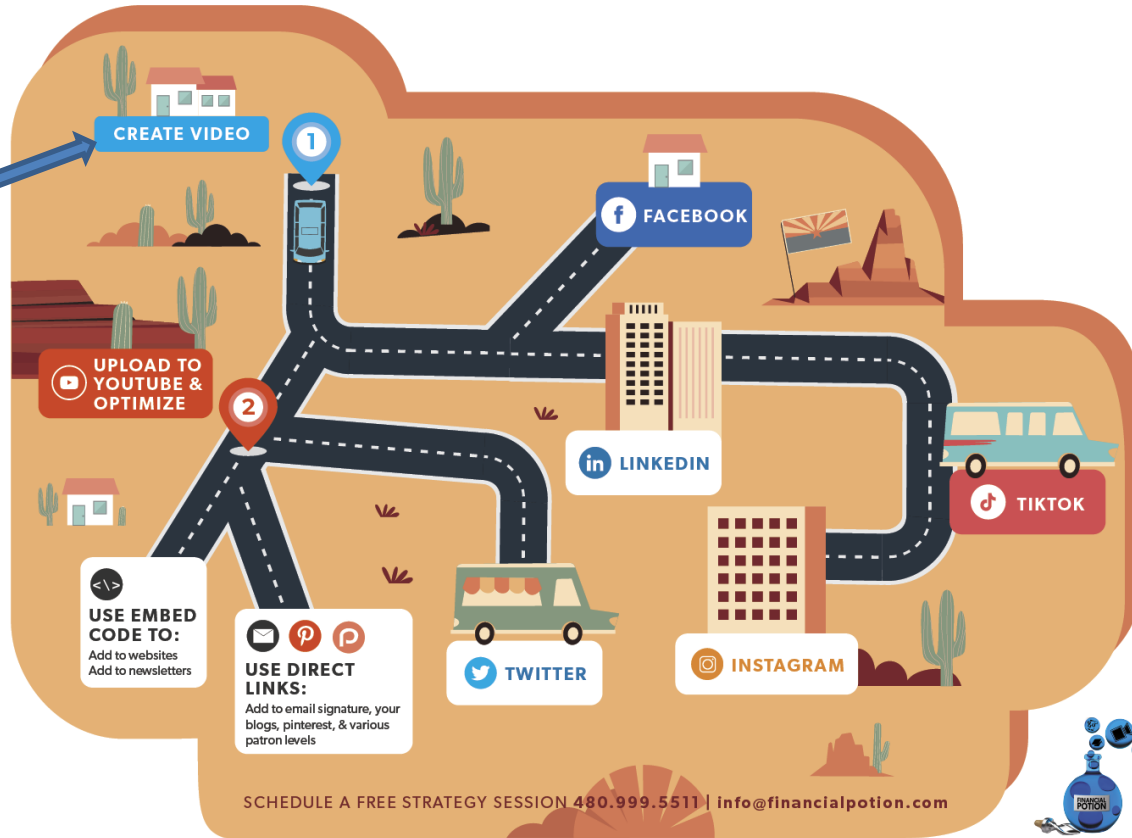
3 Videos Everyone should be producing...

1. Introduction
2. Testimonials & Reviews
3. SSME (Search & Subject Matter Expert)



VIDEO MARKETING SOCIAL MEDIA DISTRIBUTION ROADMAP

Separately
or on the
apps**



WHY START WITH YOUTUBE...



In the United States
95% of 18-29 year olds
91% of 30-49 year olds

**122+ Million daily active users 1
billion hours a day**

2021 STATS FROM Pew Research Report

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WHY START WITH YOUTUBE...



53.9% Men
46.1% Women



2021 STATS FROM STATISTA.COM

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WHY START WITH YOUTUBE...



2nd Most Used Search Engine
2nd Most Visited Website



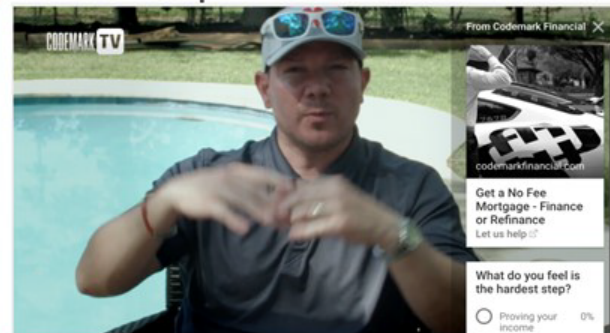
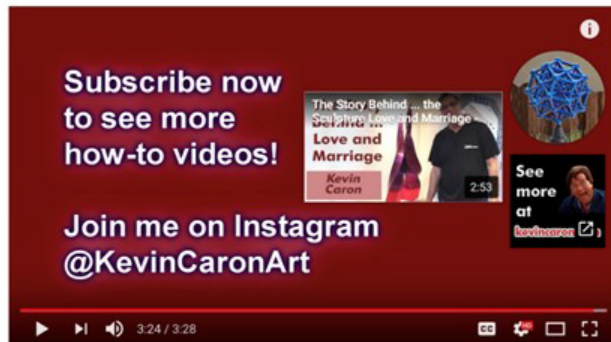
TYPES OF VIDEOS



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



YouTube Shorts

- **16:9 Aspect Ratio**
- **15-60 Seconds long**
- **70% YouTube Total Watch Time is Mobile**
- **15 Billion #Youtube Short views daily**



DIFFERENT VIDEOS TO POST TO #SHORTS

- **Teaser Clips of Full Length Videos**
 - **Announcements**
 - **Random Fun**

Where & How To Post...

vidIQ

Advanced Embed ✕

This dialog helps you take advantage of the available embedding options YouTube provides. To read more about these options, see [YouTube's embedded player documentation](#).

Player size: 1920x1080 ▾

Quality: Default ▾

Autoplay video

Show captions

Show player controls

Disable keyboard controls

Allow fullscreen

Play video from 0:00 to 03:04

Show annotations

Loop video

Hide YouTube logo

Show related videos


Show video info (title, owner, etc.)

Enable enhanced privacy (i.e. no cookies)

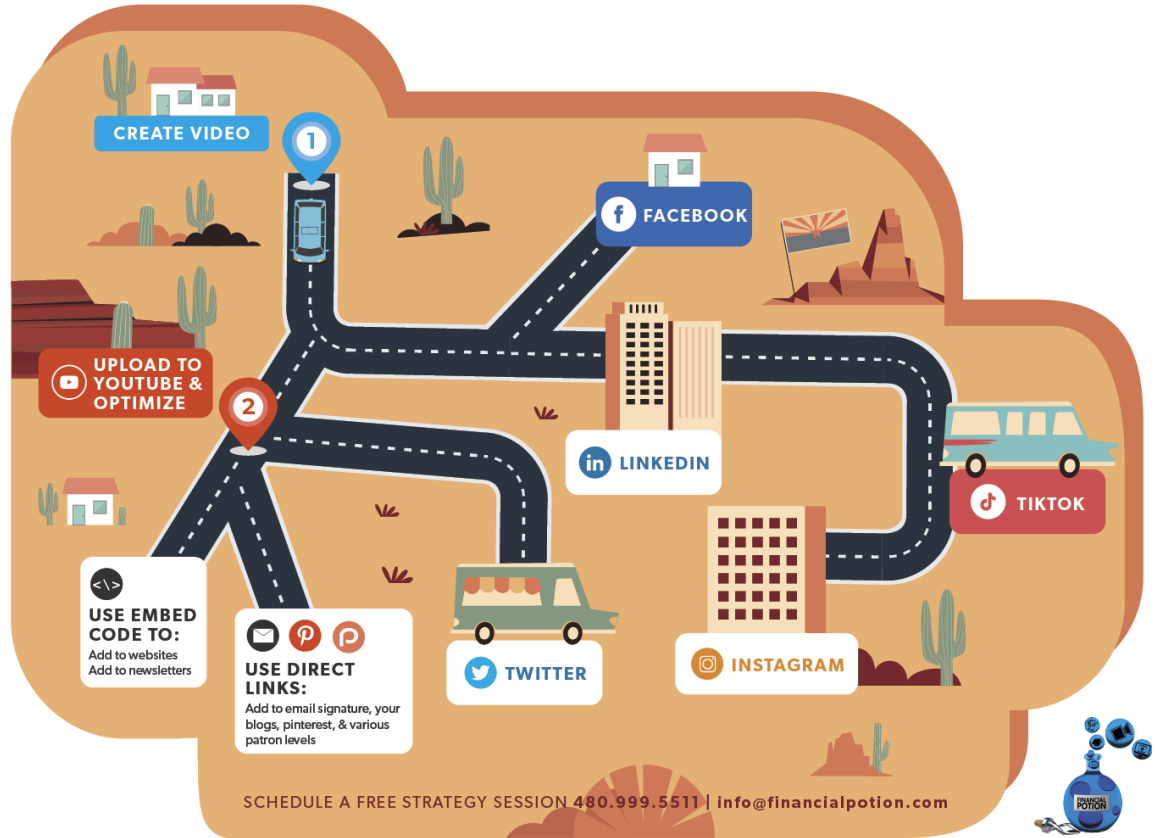
Embed code (click to copy)

```
<iframe type="text/html" frameborder="0" width="1920" height="1080" src="https://www.youtube-nocookie.com/embed/VBzf10_UrA4?cc_load_policy=1&loop=1&playlist=VBzf10_UrA4&modestbranding=1&rel=0" allowfullscreen></iframe>
```

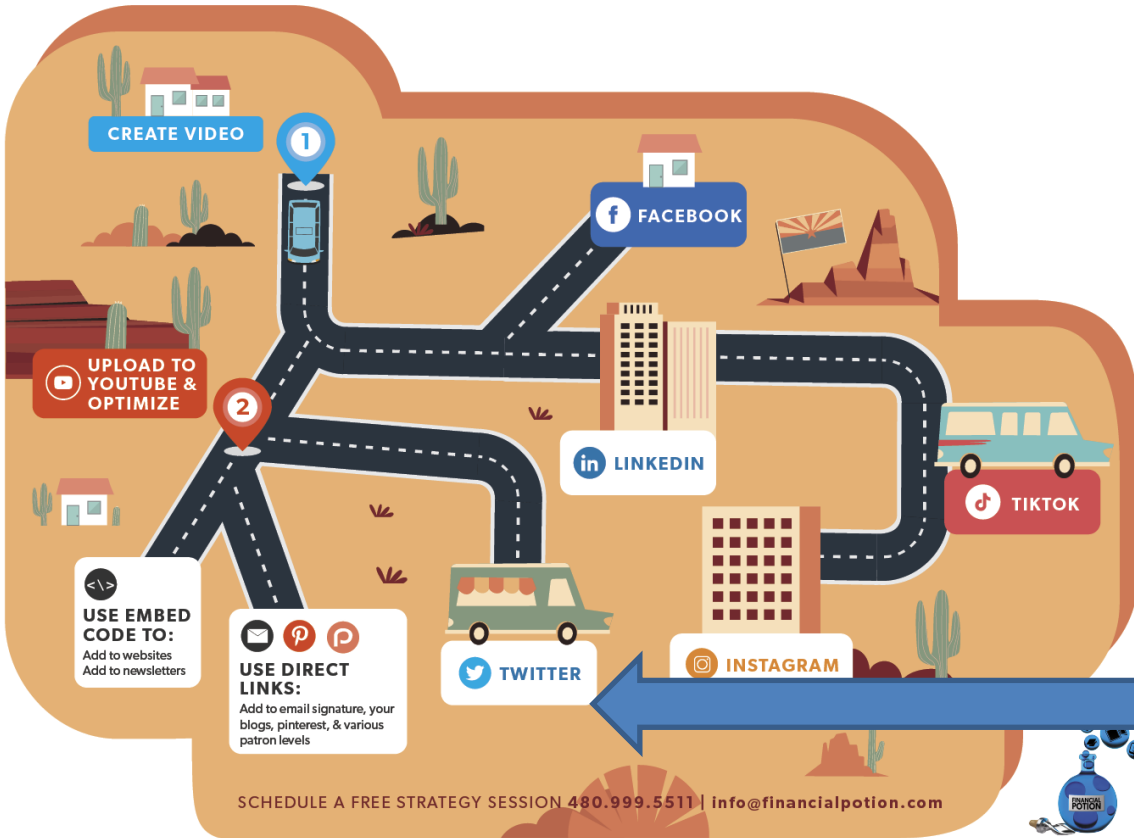
Live preview



Close



VIDEO MARKETING SOCIAL MEDIA DISTRIBUTION ROADMAP



Ya, it's still a thing

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Worldwide Demographics

17.1% 18-24

38.5 % 25-34

20.7% 35-49

17.1% 50+



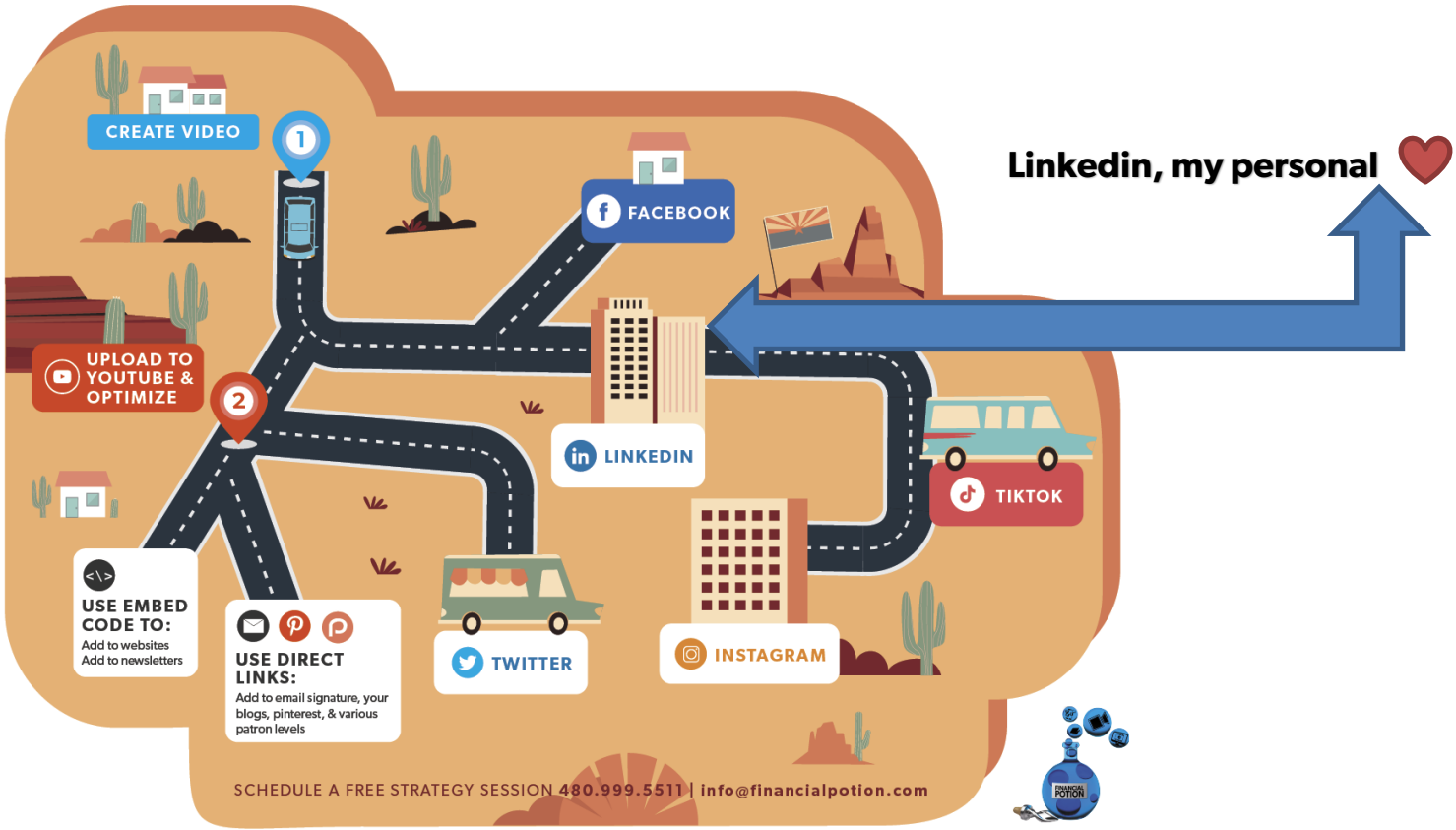
**United States has the
Most Twitter users
76.9 million -Ads
can reach 27.3% of
all Americans over 13.**



TYPES OF VIDEOS



VIDEO MARKETING SOCIAL MEDIA DISTRIBUTION ROADMAP





In the US...

17% 18-29 years old
31% 30-39 years old
23% 40-49 years old
28% 50-64 years old



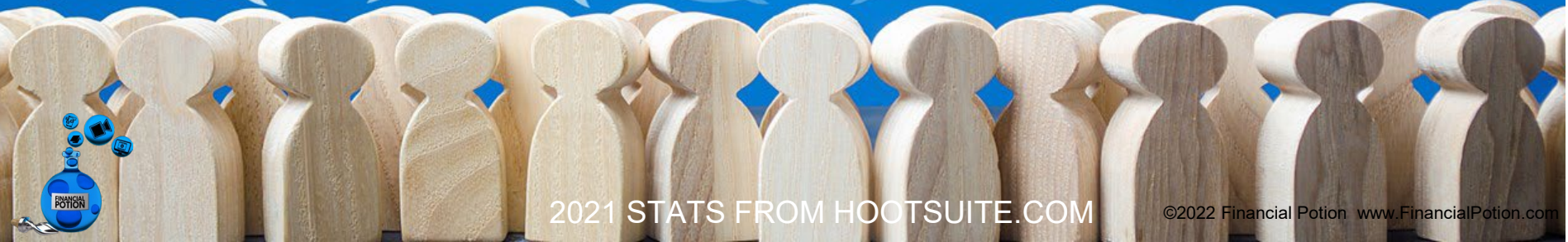


57.2% Men
42.8% Women





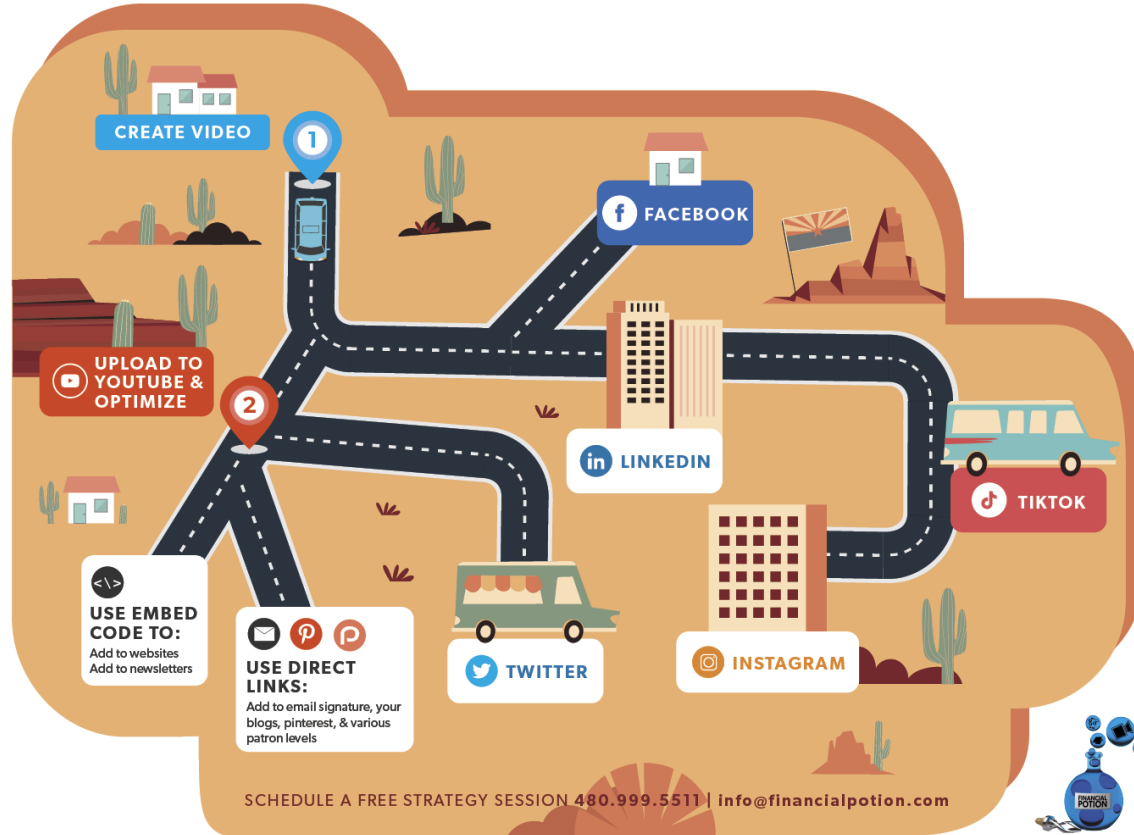
**4 out of 5 People Drive
Business Decisions**



TYPES OF VIDEOS



Where & How To Post...



Facebook



In the US...

18% 18-24 years old
23.7% 25-34 years old
18.1% 35-44 years old
13.8% 45-54 years old



Facebook



54.3% Women
45.7% Men



Facebook



**3rd Most Visited Website
Worldwide**



TYPES OF VIDEOS

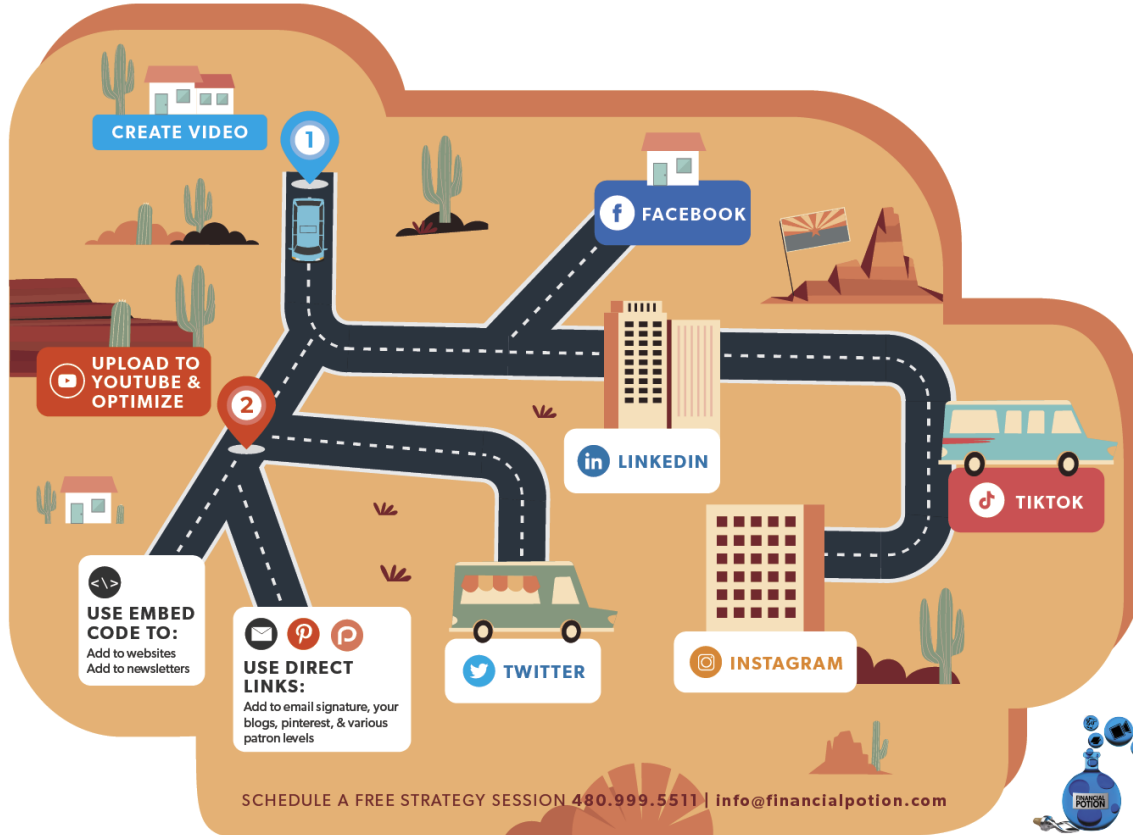


Meta Blueprint

- Make sure your video is actually video- not only a slideshow of images or text montages
- Episodic shows, storylines, & live streaming 1-3 minutes (good) 3+ minutes (best)
- Shorter videos for interesting moments, teasers, announcements, commercials 60 seconds or less – 15 second max for Stories
- Stories use a 1:1 square or 9:16 vertical ratio
- Design for sound off
- Search Optimization Steps: Accurate title, description and tags and an eye catching thumbnail



Where & How To Post...



Instagram

8.9% 13-17 years old
25% 18-24 years old
27.8% 25-34 years old
15.8% 35-44 years old
13.6% 45+



Instagram

55.7% Women
44.3% Men



Instagram



**9 out of 10 Users Follow A
Business Account**



financialpotion_video ▾ (+) (1)



948 Posts 707 Followers 1,263 Following

Financial Potion
#financialpotion is located in AZ
#videomarketing
Contact Us
<https://goo.gl/yMtHuA...> more
linktr.ee/financialpotion
Mesa, Arizona 85204

Professional dashboard

423 accounts reached in the last 30 days.

Edit profile

Share profile

Contact



BTS



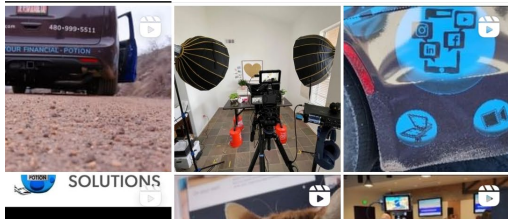
Advice



Family



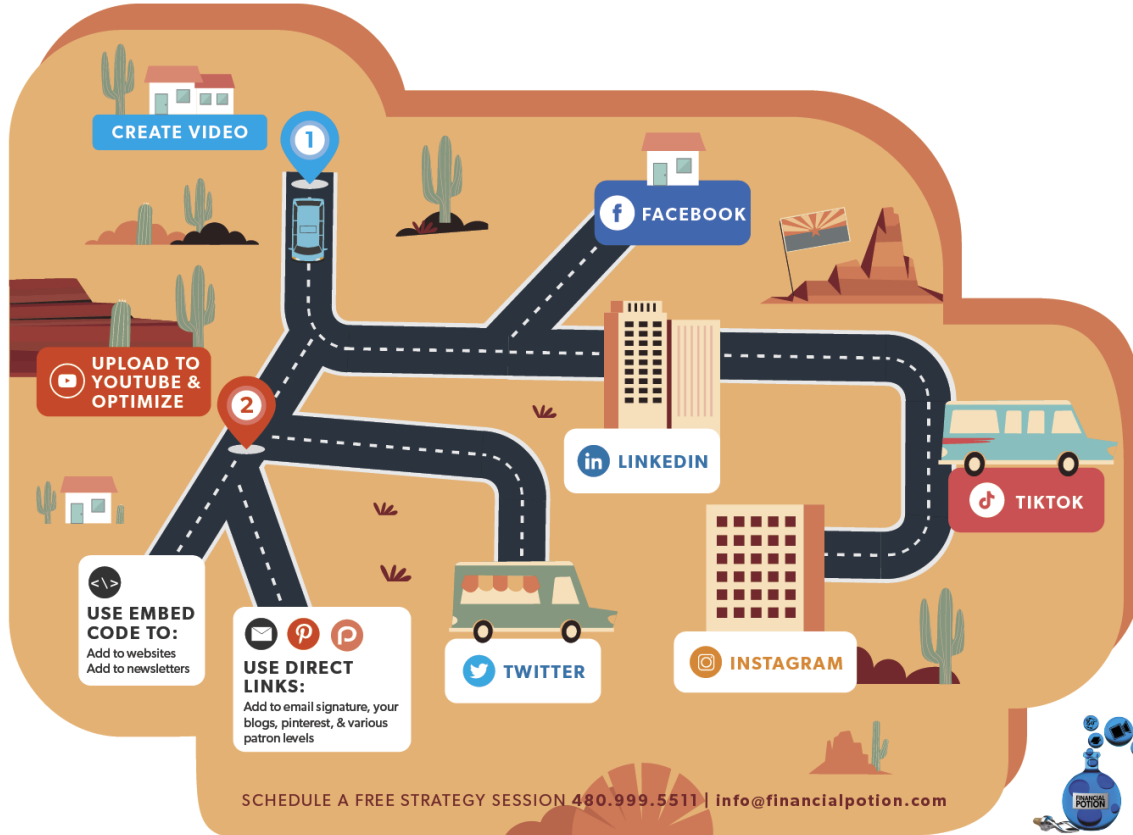
Training



Types of Videos: SSME Announcements Reviews Short Product Promos

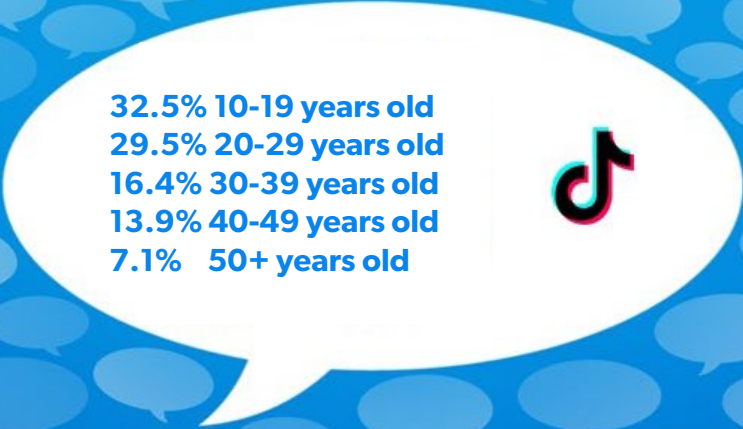


Where & How To Post...



TIKTOK – 1 BILLION active users worldwide

Over 150 million active users in the United States



32.5% 10-19 years old
29.5% 20-29 years old
16.4% 30-39 years old
13.9% 40-49 years old
7.1% 50+ years old



61% Female
39% Male



As of September 2022, users paid \$914.4 Million globally.

40.2% of US TikTok Users come from homes with an income of 100K or more

**67% of users say the app
Inspires them
to shop.**





***9:16 Aspect Ratio**

***Highest performing videos are between 21-34 seconds long.**

***Adding captions increases impressions by 55.7%**



April 26, 2023

TikTok Under Scrutiny

The popular app is under pressure amid concerns over the handling of users' data.

- **Efforts to Ban TikTok:** In recent months, lawmakers in the United States, Canada and Europe have escalated efforts to restrict access to the app, citing security threats. [Here is what to know.](#)
- **Growing Worries:** The Biden administration wants ByteDance, the Chinese company that owns TikTok, [to sell the app](#) or face a possible ban over national security concerns. Here is [how the app came to be seen as a threat.](#)
- **The Stakes:** Even as U.S. officials are focused on the dangers of TikTok, many users disagree with those concerns. We spoke with [nine young Americans](#) about how a ban would change their lives.
- **China's Information Push:** When members of Congress grilled TikTok's chief executive [on Capitol Hill in March](#), Chinese officials and state media organizations [sprang to its defense on Twitter.](#)
- **Possible Spying:** As fears grow that China might be using TikTok to gather data about Americans, the Justice Department [is investigating the surveillance of several U.S. citizens](#) by ByteDance.
- **An Outright Ban:** Montana's House of Representatives [approved a total ban on TikTok inside the state](#), setting up Gov. Greg Gianforte, a Republican, to sign the first-of-its-kind prohibition into law.

What's happening with bans in the United States?

Since November, more than two dozen [states have banned TikTok](#) on government-issued devices and many colleges — like the University of Texas at Austin, [Auburn University](#), and [Boise State University](#) — have blocked it from campus Wi-Fi networks.

Montana legislators [this month approved a bill](#) to block TikTok in the state, a first-of-its-kind prohibition.



Fortune Favors the Bold



Type of video content	Popularity
Music video	51%
Comedy, meme, viral video	36.7%
Tutorial or how-to video	30.6%
Video live stream	29.5%
Educational video	28.9%
Product review video	27.4%
Gaming video	27.1%
Sports clip, highlight video	26.3%
Influencer or vlog videos	25.6%

**10X More
Engagement**

3X Longer Views

Source: Instagram, GWI Live Streaming report, Livestream, Business Instagram, Statista, Digital 2022: April Global Statshot



SOME ARE EASIER THAN OTHERS

IG & FB Ready to Rock & Roll!

YouTube= Verify Your Account & Use OBS

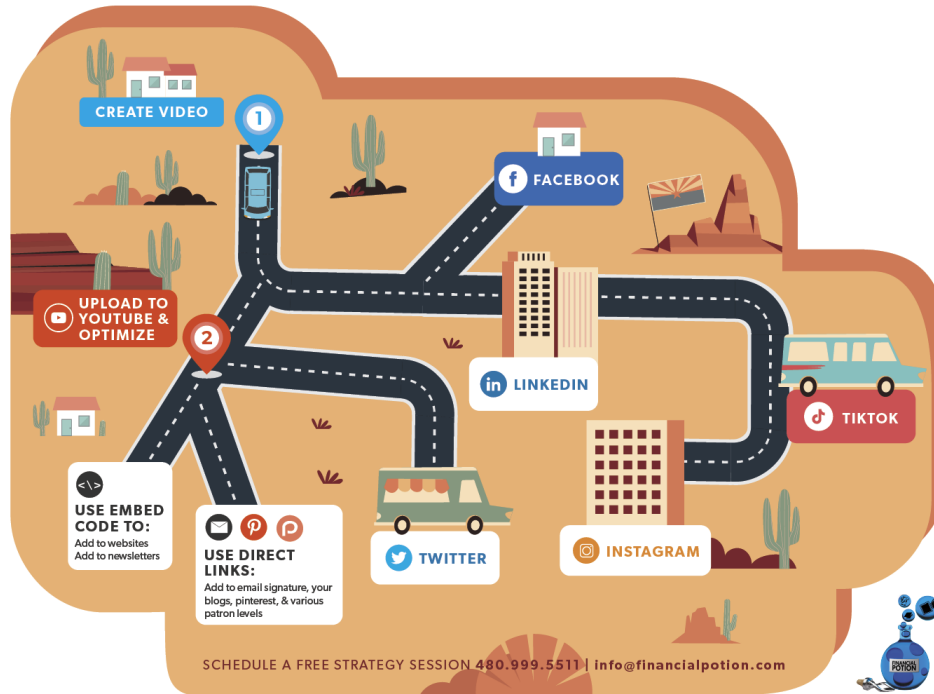
TikTok= 1K Followers

**Linkedin= <https://www.linkedin.com/video/golive/now/>
Use a streaming software like OBS**



WHERE ARE YOU GOING TO BE POSTING?

VIDEO MARKETING SOCIAL MEDIA DISTRIBUTION ROADMAP



THANK YOU!

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