



Sharing for Success: Tips for Distributing Your Marketing Video





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When it comes to promoting your business, creating a great video is only half the battle. Once you've gone through the legwork of making your video, the next step is to share it with your target audience. But where should you post your video and how do you distribute it? We've compiled some quick tips to help you boost visibility for your business and get the best reach for your marketing videos.

Sharing Optimization 101

No matter what platform you'll be sharing your videos on - be it Facebook, YouTube, or your own website - there are a few things that you should always make sure to do:

- **Select a vibrant cover image.** Your cover image, or video thumbnail, is one of the main factors driving people to watch your video (or not). Be sure to choose an eye-catching image that will make people want to click to watch. If you're using Animoto to create your video, you can change your cover image in Video Settings.
- **Don't leave them hanging.** Always indicate the next step you'd like your viewers to take after watching your video. You can do this by adding instructions to the video with text or in a voiceover (i.e. "Subscribe Now" or "Check out our class schedule by visiting [yourcompany.com](#)"). With Animoto, you can add a call-to-action button directly to your video.

Platform-specific tips

It's important to promote your videos where your audience or customer base is already hanging out and browsing content. Here are some things to consider, depending upon which platforms you'll be sharing to:

YOUR WEBSITE

- **Make sure your video content is easy to find.** Good spots include front and center on your homepage for company overviews, your About Us page for behind-the-scenes and videos that tell the story of your company, and product pages for product videos.
- **Test out your video on mobile.** Today, more and more people are consuming web content on mobile devices. Always test your website using a mobile browser to make sure your videos are displayed and play properly.

FACEBOOK

- **Upload video directly to Facebook.** When you share videos to Facebook, upload them directly rather than posting a link to a video hosted on your website, YouTube, or another platform. Native Facebook sees a much wider organic reach than links, thanks to Facebook's News Feed algorithm, which favors video over links.
- **Captivate in the first few seconds.** Because native Facebook video auto-plays in the News Feed, make sure to capture viewers' attention in the first few seconds.
- **Organize your videos.** Use the Videos tab on your business page to organize your videos into playlists for easy access.

YOUTUBE

- **Make the most of titles, descriptions, and tags.** Videos themselves aren't searchable, so YouTube relies on this text to provide relevant search results. Be sure to include keywords that your customers are likely to search for.
- **Explore YouTube Cards and Annotations.** YouTube gives creators the ability to add notes and links on top of videos using their Cards and Annotations features. Use these features to encourage viewers to take further action when watching your videos.
- **Organize videos into playlists.** Creating themed playlists not only makes videos easier for viewers to consume your content, but also helps you appear more often in search results.

TWITTER

- **Think bite-sized.** On Twitter, people expect short, bite-sized content. Keep videos to 15-30 seconds if you're uploading them directly.
- **Captivate in the first few seconds.** Like Facebook, Twitter has auto-play for native video. Make sure the first few seconds are eye-catching so people will stop and watch as they scroll through their tweets.

INSTAGRAM

- **Keep it short.** On Instagram your videos must be 15 seconds or less. Keep this in mind when producing content for the platform.
- **Square it off.** Make sure all the pertinent details of your video are in the center so they don't get cut off when Instagram crops your video into a square. Animoto styles recommended for Instagram include 1:1, Chic, Aperture, Simplicity, Documentary, Vogue, and Grace.



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