

Video Marketing Checklist

Print off this checklist and tick off each step as you go through the '[Video Marketing Made Simple for Small Biz Customer Growth](#)' guide on our Talk About Digital Podcast website.

Promoting Your Video Across Social Media Platforms

- Identify the social media platforms where your customers are most active
- Share your video natively on Facebook with a catchy caption
- Post a short teaser on Instagram and use IGTV for longer videos
- Create a short video for X (Twitter) and include a strong call-to-action
- Share your video on LinkedIn, focusing on business value
- Create a 15-60 second video for TikTok using trending music and hashtags
- Optimise your video title, description, and tags for YouTube
- Share bite-sized video clips on Threads and engage with comments

Integrating Video Content into Your Website and Blog

- Embed a welcoming introduction video on your homepage with a call-to-action

- Add product demonstration videos to your product or service pages
- Include customer testimonial videos on your website
- Create video summaries for blog posts to cater to viewers who prefer watching
- Break up long blog posts with relevant video content
- Optimise your video's title, description, and tags for SEO
- Use external hosting (e.g., YouTube, Vimeo) to prevent website slowdowns

Leveraging Email Marketing to Promote Your Videos

- Embed a thumbnail image of your video in your email campaigns
- Add a play button overlay on the thumbnail to encourage clicks
- Craft a compelling subject line that mentions the video
- Plan a video-driven email series that takes subscribers on a journey
- Track key metrics like open rates, click-through rates (CTR), and conversions
- Use A/B testing to refine your email campaigns
- Review your email campaign metrics and refine your approach

Promoting Your Video in Online Communities and Forums

- Join two or three industry-specific groups on platforms like LinkedIn or Facebook
- Share your video content in relevant groups with context and engagement
- Find one subreddit and one Quora topic relevant to your business
- Participate in discussions on Reddit and Quora before sharing your video
- Identify one or two niche forums that align with your business
- Introduce yourself in niche forums and share your video content naturally

Collaborating and Cross-Promoting with Partners

- Make a list of 5 potential influencers or industry experts for collaboration
- Craft a personalised message to propose a collaboration with an influencer
- Identify complementary businesses for cross-promotion opportunities
- Propose a cross-promotion plan with a complementary business
- Plan a joint content project with a partner business
- Schedule a meeting to brainstorm and outline joint content creation

Exploring Paid Advertising to Boost Video Reach

- Choose a social media platform to start with for video ads
- Define your target audience using the platform's targeting options
- Set a small budget for your video ad campaign
- Create an engaging video ad with a clear call-to-action
- Set up a Google Ads account and create a video ad campaign
- Choose the right ad format and set your budget and bidding strategy
- Review your video ad campaign's performance metrics after one week

Tracking, Analysing, and Refining Your Promotion Strategy

- Set up tracking using the analytics tools available on your platforms
- Monitor key metrics like views, engagement, and conversions weekly
- Create a simple report summarising what's working and what isn't
- Test and experiment with new video formats, platforms, or posting times
- Gather feedback from your audience to guide content creation
- Implement changes based on your analysis and feedback
- Continuously refine your strategy to improve your video marketing efforts



By using this checklist and following the related guide on the TAD website you will understand how to amplify, promote and market your videos to grow your exposure by your target audience – those people who need and want to do business with you.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.