

Hadji
STUDIOS

PRESENTS:

VIDEO PRE-LAUNCH CHECKLIST

hadji.tv

THAT'S A WRAP.

Congratulations on finalizing your video project.

After months of collaboration, strategy, execution, and delivery - it's now in your hands.

What now?

Video marketing success is about so much more than hitting the publish button.

So we've compiled the following checklist of strategies to consider before you launch your new video into the wild.

VIDEO OPTIMIZATION



CHOOSE OR CREATE A CAPTIVATING THUMBNAIL:

Video thumbnails are like the cover of a book, they definitely don't determine the quality, but they do influence what people decide to watch. Get the help of a graphic designer if you need to.



CAPTIONS / TEXT OVERLAYS:

Lots of people are watching video without sound. Make sure that your videos are optimized for playback without sound. Make use of the auto-generated captions files or upload your own SRT (caption) files. Want to get creative? Create engaging text overlays that capture people's attention.



CALLS TO ACTION (CTA):

So you've just held your audience's attention for a full video. Congrats. Don't stop there, use verbal or visual cues to direct your viewers to the next action you want them to take. Call now. Click here. Visit this URL.

PUBLISHING CONSIDERATIONS



CREATING A PUBLISHING CALENDAR:

Create a calendar to help you keep a regular publishing cadence. If you have a library of videos, consider rolling them out strategically over the course of a few days or weeks. Videos make great content on your blogs and social channels, but you don't want to overwhelm your audience with too much, too fast.



SEO BEST PRACTICES:

Search engines can't interpret the content of your videos yet. Make sure that you are using your title, description and tags to help search engines understand exactly what your video is about. Strategically include your targeted keywords.



YOUTUBE VS ALTERNATIVE VIDEO PLAYERS:

YouTube is a huge player. You should always put customer-facing videos on YouTube. However, spend some time considering if another option might be better for hosting the videos on your website.



PLAYLIST + TAGS:

When posting your video to YouTube, don't forget about tags and playlists. These features help viewers find relevant videos and keep them engaged with your content for longer.



EMBED VIDEOS ON YOUR WEBSITE:

Don't wait for your target to discover your videos on YouTube, bring the videos to them by embedding them on your web pages, blogs, and landing pages.

PUBLISHING CONSIDERATIONS

(CONT'D)

TRACKING + ANALYSIS:
Do you have the data to know if your videos are helping meet your business goals? Video views are a vanity metric. By using advanced video players, lead capture tools, and tracking pixels, you can get insights into how your videos are driving real results.

PROMOTION OPPORTUNITIES:
Videos perform really well natively in social media, but that doesn't mean they can't benefit from a little extra boost. C.R.E.A.M. Consider adding a little bit of promotional spend to help increase the visibility of your videos. Don't forget, videos make great content for ads on social media as well.

REPURPOSING IDEAS

ALTERNATIVE CUTS:
Work with your video producer to brainstorm ideas about how you can get other video content from the interviews and footage you've already captured. Don't leave all that content on the cutting room floor. There is often useful nuggets that can be repurposed for FAQ videos, blogs, landing pages and more.

SHARE ACROSS YOUR TEAMS:
Look beyond marketing. Could your video content be useful for other parts of your business? Think about sales, HR, training, client nurturing and retention.

SHARE TEASERS FOR SOCIAL:
Consider creating a 15-30 second cut-down version that you can use to create buzz + excitement around your video content. These also work great for short video platforms like Instagram.

EMAILS:
Adding video to emails is a great way to increase engagement. Don't be afraid to embed those videos to capture the attention of your email list.

SPREAD THE LOVE:
Brainstorm different places you can share your video content to get more traction. Facebook, LinkedIn, and Twitter are not bad places to start, but don't forget about Instagram, Pinterest, forums, training modules, CCTV

VIDEO CONTENT HAS THE POWER TO BUILD RELATIONSHIPS, TRUST, AND REVENUE.

Establish influence by mastering the art and science of creating and distributing quality video content. Whether you take it on or hire a company, a well-crafted video grabs attention and elevates your business to new levels of influence in your marketplace. GOOD LUCK.

NEED HELP GETTING VIDEO THAT DELIVERS RESULTS?

[click here to schedule a free 20 minute discovery.](#)

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