

CUECARD PRODUCTIONS

10 TIPS

**UNLEASHING
THE POTENTIAL
OF VIDEO CONTENT
DISTRIBUTION**





INTRO:

DISTRIBUTE WITH CONFIDENCE

Welcome to Cuecards comprehensive video distribution guide, designed to help you effectively repurpose, market and distribute your video content for maximum exposure and a greater return on investment.

In this document, we will debunk the misconception that videos quickly lose relevance and share actionable ideas to optimise your video distribution techniques. Remember to consider the purpose of your video and choose the most fitting distribution strategies for your unique goals.

01

SOCIAL MEDIA AMPLIFICATION

- Share your videos as general posts across multiple platforms
- Pin your video to the top of your Facebook page to increase visibility
- Leverage Instagram highlights to showcase your most valuable content
- Chop up your content into reels for Instagram, TikTok and YouTube shorts
- Join relevant groups in your niche and share your videos for targeted exposure

Social media posts with videos receive 48% more views compared to those without videos.



02

HARNESS **THE POWER** OF EMAIL MARKETING

- Embed relevant videos into personal and cold emails
- Alternatively, you can provide links with engaging descriptions
- Create a video email marketing campaign and retarget your existing database
- Include videos in newsletters to boost engagement and click-through rates

Including a video in emails can increase click-through rates by up to 300%.

03

ENHANCE YOUR SALES PROCESS

- Add video to your cold emails or LinkedIn messages to capture prospects' attention
- Share relevant videos before or after sales calls to improve your delivery
- Incorporate videos into presentations and proposals to create impactful pitches
- Utilise videos in everyday client interactions via platforms like WhatsApp

Empower your sales team with compelling video assets that engage and educate potential customers throughout the buying process, leading to increased understanding, trust, and ultimately, higher conversion rates.



04

OPTIMISE YOUR WEBSITE

- Make video the first thing visitors see by featuring it in a website banner
- Strategically place videos throughout your website to enhance your messaging
- Optimise videos for search engines with appropriate titles, tags, and descriptions

Websites with videos are 53 times more likely to rank on the first page of Google search results, but also enhances the user experience, enables effective storytelling, demonstrates products or services, aligns with audience preferences, and sets your website apart from competitors.

05

ENGAGING BLOG CONTENT

- Transcribe your videos to create compelling written blog posts
- Embed the same video within the blog post to enhance engagement
- Turn blog into downloadable PDF that you provide in exchange for contact details
- Optimise your blogs by using relevant titles, keywords, and descriptions

Blog posts that include videos receive an average of 200% more inbound links compared to text-only blog posts, as well as enhancing engagement and shareability, providing a visually appealing and interactive experience for readers, and boosting SEO to drive more traffic and visibility to your website.



06

LEVERAGE YOUR EMAIL SIGNATURE

- Utilise your everyday email communication as a marketing opportunity
- Include a link to your most fitting video content in your email signature
- Or, embed a video directly into your email signature
- This will make it easy for your audience to learn more about your business

Adding a video to your email signature can significantly increase click-through rates, leaving a lasting impression, driving higher engagement and conversions in your email communications.

07

THE **WINNING** OUT-OF-OFFICE

- Utilise automated out-of-office replies to share valuable video content
- Provide videos or links to videos for different audiences
- Specific videos for new prospects, existing customers and even suppliers
- Take advantage of this opportunity to be remembered

Adding video content to your out-of-office message allows creative expression, provides a personal touch, enhances communication, boosts engagement and memorability.

08

FORGE PARTNERSHIPS AMPLIFY REACH

- Collaborate with industry specific organisations to share your videos on their platforms
- Partner with industry influencers to reach a wider and relevant audience
- Encourage clients to share your videos with their audiences on social media

Leverage the trust and credibility of your partners networks, by indirectly sharing your videos with their relevant and engaged audiences. Extend your reach and have measurable impact.

09

HARNESS THE POWER OF PODCASTING

- Extract audio from your videos and repurpose them as engaging podcast content
- Add stock footage to audio soundbites to create different and engaging content

Foster deep connections through audio storytelling, establishing thought leadership, building brand authority, and leveraging a convenient and accessible medium for content consumption.

10

AMPLIFY REACH WITH PAID ADVERTISING

- Consider investing in paid advertising across social media platforms
- Amplify your ability to attract, convert, and retain your target audience
- Seek expert assistance to optimise your paid advertising strategy for maximum impact

Scale and accelerate campaigns for maximum effect and faster lead generation, with precise ad targeting options directly to your target audience, and as byproduct increase brand visibility and positioning.

BONUS TIP

LEVERAGE VIDEOS FOR AWARDS

- Use videos to showcase your work when applying for industry awards
- Or even repurpose and re-edit old content specifically for your award submissions

By submitting videos with awards entries, you can effectively communicate your achievements, leave a lasting impression, and increase your chances of standing out and winning recognition for your work.

CONCLUSION:

This distribution guide is exactly that, a guide on how to repurpose and maximise on the content you've already created, or are considering creating in the future.

Not every idea in this guide will be applicable to every video, so be strategic in your approach.

Also, remember to track, analyse and identify key metrics such as views, engagement and click-through rates. Leverage these insights to refine your distribution strategy and optimise future video content.

If you have any questions or need further assistance, please feel free to reach out to us at lance@cuecardproductions.com



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