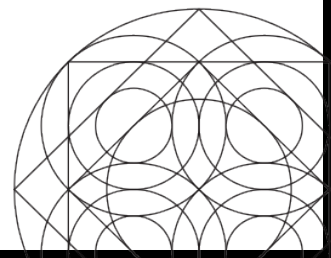
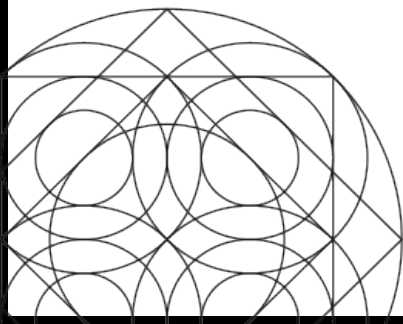


PUBLICITY
FOR
Video



Publicity for Video



Here are some ideas for repurposing your video content in order to get more value out of it

- *Share on Facebook and pin to the top of your page*
- *Facebook Ads*
- *Change the Call to Action button on Facebook to link to the video*
- *Cut your video into a smaller video, and send out as a soundbite linking to the longer video*
- *Ask people to comment and share both in the video and in the description*
- *Turn your video into a blog post and add to your homepage*
- *Google Ad Words campaign*
- *Post on LinkedIn and Google Plus*
- *Link it in your description on Twitter and Instagram and Pinterest*
- *Add it to your email signature as a link*
- *Send it to the media by adding a link directly to the video on your blog or youtube*
- *Free downloadable audio*
- *Can it be cut into 15s for Instagram or 30s for short daily posts*