

**@MuttButs**

**MuttButs.com**

**Social Media Manager  
Specializing in Pet  
Businesses & VIDEO!**



# Where's the content?

## Effective Video Use in Your WordPress Blog

Never run out of content  
for your website again!



Tricia Clements, Chief Fur Wrangler,  
with MuttButs, Riedi & Margi.



# Determine Your Content Strategy

## BE Consistent

- Establishes authority and credibility
- Increases website traffic and SEO
- Builds brand awareness



# Create a Marketing Calendar

- Choose 12 broad topics - Your topics for the YEAR!
- Write them down
- If 12 is overwhelming, start with 3, that's a **90-day plan**
- This is a "Live" calendar. It can & should be changed if something comes up.



# Marketing Calendar

- Helps you Pre-Plan, not last minute marketing
- Don't wait until the end of your 90-day plan to work on the NEXT 90-day plan!



# Marketing Calendar

## Topics:

- Seasonal
- Events
- Q&A Ideas
- New Products/Services
- Promos/Specials
- Holidays, even unusual ones (National Day Calendar)



# Why Video & Live Stream?

- TV has gained terrain every year for the last 50 years, then in 2009 TV peaked & subscriptions started to fall!!  
Subscriptions - cable & satellite
- Over 75% of all internet traffic is video.
- Video helps build the know, like & trust factor much faster than other marketing strategies.
- Video increases online engagement.
- Audience doesn't just want to know your business, **they want to know you**



# Millennials

- Most buying power of any generation!
- Love using apps, mobile shopping & social media
- Go where they are & use platforms and media they are using!





# Video!

- Informational/Educational
- How to
- Tutorial
- Problem-solving
- Behind the scenes
- Video Minis



# Content, Content, Content

- Blog
- Social Media Posts
- Newsletter
- Checklists
- Audio - Podcast
- Online Ads
- E-book
- Free download (**LEAD MAGNET!**)
- Much more!



# KEY: Transcribe Your Video

- 85% of Facebook videos are watched with sound OFF
- Searchable for SEO!
- Increases traffic because search engines are picking it up.
- Accessible for the hearing impaired.
- Viewers can watch it anywhere without sound.
- GoTranscript – [MuttButs.com/GoTranscript](https://MuttButs.com/GoTranscript)
- DIY - Try Transcribing it yourself - labor intensive.  
[MuttButs.com/FreeTranscription](https://MuttButs.com/FreeTranscription)



# TRANSCRIBE Your Video

- Use transcription service that gives you the WORD doc along with your SRT file!
- Use Word doc to create your **BLOG**
- Upload your SRT file with your video on YouTube or Facebook
- For Facebook - Change file extension to **.en\_US.srt**



# Metadata

- Before uploading VIDEO – ADD METADATA
- Right Click video file
- Properties>Details>Description
- Fill out everything in Description
- Title & Subtitle are the same, Should contain main keyword
- Tags = **Keywords**
- 5- Star 🌟
- Comments = 1-2 sentence description with keyword



# BIG TIP!!!



Transcribe your Facebook Live and upload the transcript file!

Add Title, Tags, Thumbnail too!

Currently only works for Live Stream on **Pages**, not Profiles



# Blog

- **Use Word doc to create your BLOG**
- **Keywords (Should be in Video MetaData TOO!)**
- **Embed** your YouTube/Facebook Video/IGTV onto blog
- Optimize it up for written content with **headings**
- Add links
- Click to Tweet ([MuttButs.com/ClickToTweet](https://MuttButs.com/ClickToTweet))
- Images – Canva



# Newsletter

- Video
- 1-2 paragraphs from blog & make newsletter & link to blog
- Picture
- Click to Tweet
- Newsletter - gets more eyes on your blog





# Social Media

- Schedule (Video, Blog, Newsletter)
- IFTTT or Zapier
- Clips
- Stories
- Ads/Promotions
- Evergreen, schedule it out with an app like MissingLtr  
[MuttButs.com/MissingLtr](https://MuttButs.com/MissingLtr)
- **Goal of social media is to lead potential clients to your website for a sale!**

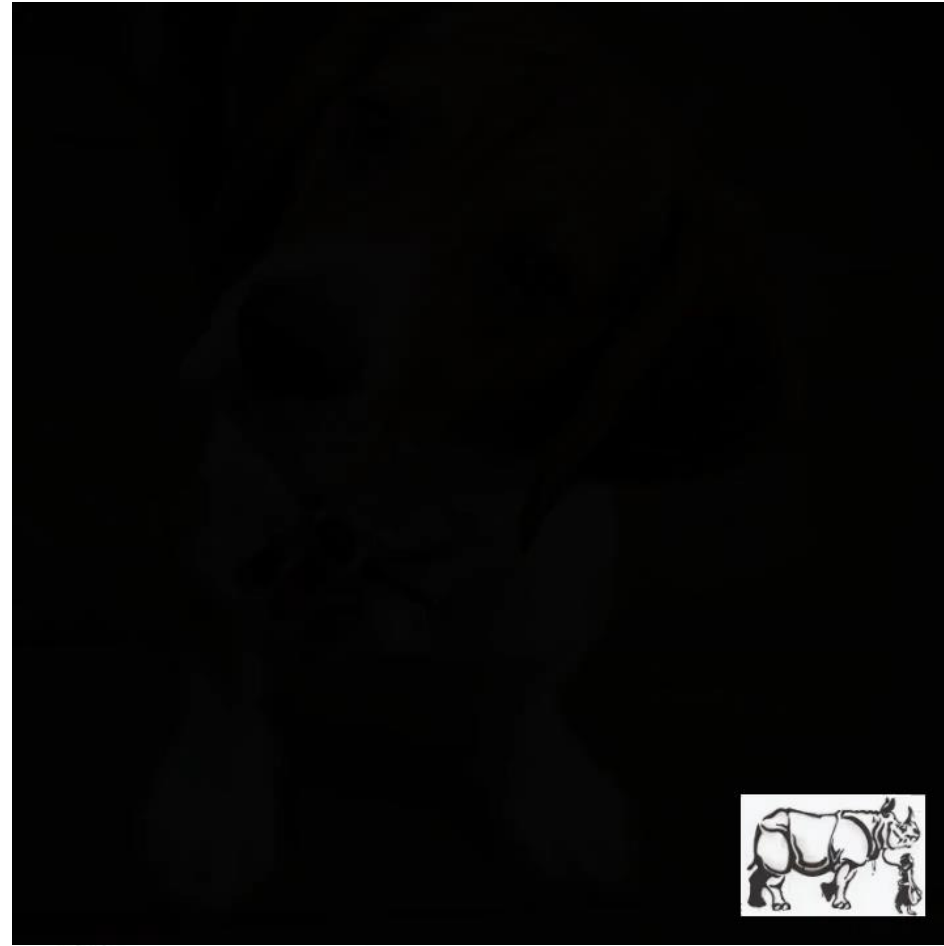


# Call to Action

- Don't forget your CTA in your live stream, blog, video, etc.
- Ask for a comment, even if it's a one-word comment
- Send them to your Lead Magnet
- Send them to a landing page for the product/service



# Video Mini



# Conclusion

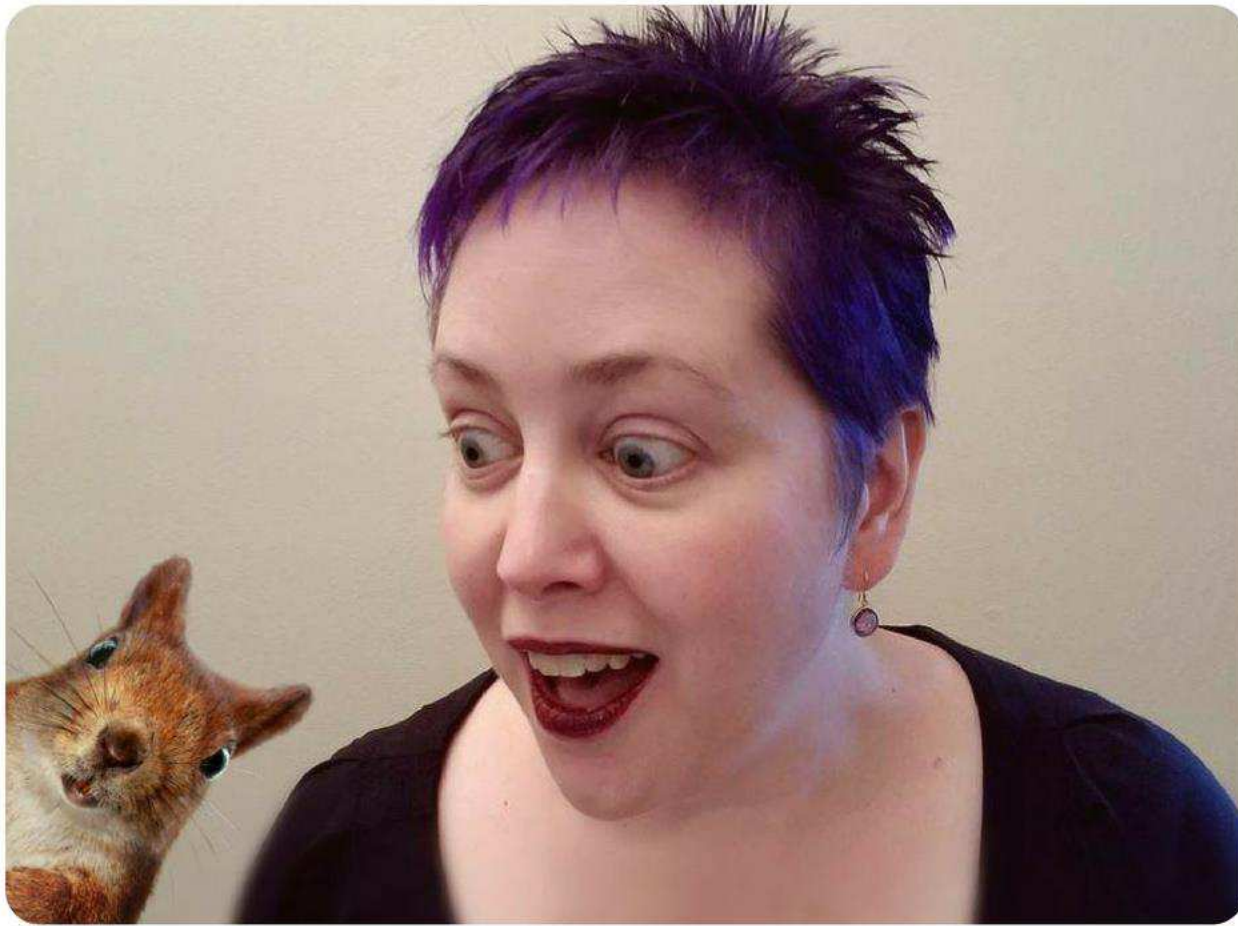
- You can consistently add content to your website without having it overwhelm you if you **PREPARE & PLAN!**
- **USE VIDEO**
- Just DO IT!





[MuttButs.com/VideoChecklist](https://MuttButs.com/VideoChecklist)





We help you BE the SQUIRREL!





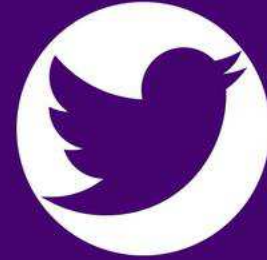
# Freebie!!

## Video Checklist

- \* Before You Hit Record
- \* Record
- \* After You Recording
- \* This slide presentation

[MuttButs.com/VideoChecklist](https://MuttButs.com/VideoChecklist)





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