Social Media Manager Specializing in Pet Businesses & VIDEO!

@MuttButs
MuttButs.com
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 Consistant

- 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
- DIY - Try Transcribing it yourself - labor intensive. 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)
- 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 MissingLttr
  MuttButts.com/MissingLettr

- **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!**

*DONE is better than PERFECT!*

If you have an idea, run with it before it's too late.
MuttButs.com/VideoChecklist
We help you **BE** the SQUIRREL!
Freebie!!

Video Checklist

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

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