

4 HOUR SOCIAL MEDIA PLAN

Video Based Content Marketing Plan

1. Decide What you want your clients to do?
Call you , buy your program or to register for a webinar etc...
2. Create Three - Four Short Videos for Social Media --> 1 minute, leading to 2 longer videos after they opt-in.
3. The Last Video in the longer video series offers a webinar, consult call or to buy your program...etc.
4. Short Videos Get Uploaded to YouTube with link to Opt-in for 2 longer videos in the Description of the YouTube Video that Opt-in links to your email system.
5. Short Videos also get uploaded to Facebook directly with Call To Action in comments linking to the opt-in for longer video, or to the blog, a webinar opt-in etc.
6. Short Videos also posted as Blogs on your website! Use REV.Com to Transcribe the Video, Post an edited down version that makes sense to your readers with Opt-in to Longer Videos.
7. Now create promotions in LinkedIn, Facebook, Pinterest, and Twitter.



Create 2 Images for posting on FB promoting Video on your blog



Post Longer Video #1 as a Article w/ an Opt-in to Video #2



Create 4 Tweets with FB link for Video or BLOG