LEVERAGE (72)

This Google Doc will be updated over time to include new strategies/ideas

- ## Facebook (10)
    - Upload video file directly to Facebook as a Post
    - Link to Facebook video in the Comments section of another post
    - Facebook Messenger
    - Facebook Ads
    - Retargeting Sequence
    - Have others upload video directly to their page
    - Give those same people the right text/copy to use
    - Reshare the other people who have uploaded the video to their page
    - Reshare main Facebook post at a later time (scheduled for 3 months/6 months/9 months/12 months)
    - Facebook Groups

- ## Instagram (8)
    - Upload video file directly to Instagram as a Post
    - Instagram Ads
    - Instagram Stories
    - Instagram Direct Message
    - Instagram TV
    - Have others directly upload to their IG page as a post
    - Have others directly upload to their IG as a Story
    - Re-post main Instagram post at a later time (3 months/6 months/9 months/12 months)

- ## LinkedIn (6)
    - Upload video file directly to LinkedIn as a Post
    - LinkedIn Article/Pulse
    - LinkedIn Ad
    - LinkedIn Bio
    - Have others directly upload to their page with thoughts on why they're sharing
    - Reshare main LinkedIn post at a later time (3 months/6 months/9 months/12 months)

- ## Youtube (4)
    - Upload video file directly to Youtube Channel
    - Youtube Ad
    - Cross Promotion on someone else's Youtube Channel by doing customized video
    - Youtube Playlist

- ## Twitter (2)
    - Upload video file directly to Twitter as a Post
    - Twitter Ad

- ## Website (6)
    - Home Page
    - About Us Page
    - Testimonials Page
    - A blog that you own

    - Embed video on someone else's website (such as a colleague/strategic partner)
    - Landing Pages

- **Other Blogs (4)**
    - Industry-related blogs
    - Guest post
    - Q&A interview-style blog
    - 6-12 months later, find new blogs to share it on (or ask others which blogs they can connect you with)

- **PDF (2)**
    - Long-form Case Study PDF that outlines the story
    - E-Book/Guidebook/brochure with links to the video

- **Presentations (4)**
    - In-Person 1-on-1 meeting or pitch
    - Presentation on stage/in front of a room before you walk up
    - At a booth of tradeshow/conference
    - Webinars

- **Email Marketing (7)**
    - 1-on-1 email
    - Launch Sequence/Series
    - Sales Funnel
    - Onboarding Sequence
    - Post-sales (after purchase, in the purchase receipt)
    - Newsletters
    - Segmented Email List (Leads, Clients, after inquiry)
    - BTS Email Series talking about what it took to produce the content

- **Strategic Partners** (5)
    - On their website
    - Give them video file to have on their tech devices
    - Give them video link so that they can share it easily
    - Email newsletters
    - Provide them with guidelines (copy, thumbnails, logos, etc to use)

- **Podcast (3) - as a guest**
    - Send host the link so that he can add it in the show notes
    - Tell a story about it/mention it so that people will want to go back and watch it
    - Send host the link before getting on podcast

- **Verbally, through casual conversation (3)**
    - On your phone
    - On your iPad
    - On your computer

- **Misc (9)**
    - Text message
    - Google Business

- Yelp
- Reddit
- Stacking - more than 1 video in Email/Website/Text message
- Link to it or mention it in a physical book
- Email signature
- Directories
- Use stills from the video

10-Week Plan to reshare your video 70+ ways

10-week plan to get the most from your brand film/24 week plan to repurpose the video 70 different ways…

the Long Tail approach (combining different strategies that I've seen over time and how to use them for this project)

The beauty of having a series is that even if you only mention the first video in the series, when someone goes to watch the first video they'll most likely watch the rest…

Week 1

1. Release video on Facebook
2. 3 Part Email Sequence in 5 days (using FB video link)
3. 3 days later FB boost/FB Ad for $1,500 at least $50/day for 30 days to start with (this will scale up)
4. Share video in your FB group
5. Mention it on your podcast

Week 2

6. Send video 1-on-1 to VIP via email
7. Include it in your email newsletter
8. Send video link via text message to close friends and family, ask them to share it if possible (at least 20 people)
9. Mention it on your podcast

Week 3

10. Upload to Linkedin
11. Upload video to IGTV
12. IG story leading to IG video - Part 1
13. Upload video to Youtube
14. Embed video on your website (on the About Page)
15. Mention it on your podcast
16. Increase amount on FB Ad…

Week 4

17. Add FB video to retargeting sequence of another Facebook Ad (1)
18. Add FB video to retargeting sequence of another Facebook Ad (2)
19. How can you add video to your current slide deck/presentation that you use over and over?
20. Mention it on your podcast
21. Review current FB Ad that you're running with the video and analyze how it's working.

Week 5

22. Week 4 - Create a LinkedIn Article with copy from the email you sent out during the launch
23. IG story leading to IG video - Part 2
24. Share video in at least 3 other FB groups
25. Add video link to your email signature
26. Have others directly upload to their IG page as a post
27. Mention it on your podcast

Week 6

28. Week 5 - Add video to previous email sequences (indoctrination, post sales, onboarding, etc)
29. Link to Facebook video in the Comments section of another popular post
30. Mention it on your podcast
31. Have others directly upload to their IG as a Story
32. Start Youtube Ad with the main video

Week 7

33. Schedule at least 3 different podcasts to be featured on as a guest - speak about video series… + provide link to the host so that they can include it in the show notes
    - Tell a story about it/mention it so that people will want to go back and watch it
    - Send host the link before getting on podcast
34. Send to blog(s) to post on their site
35. Ask Strategic Partners to reshare on their platforms (Facebook, Email or Instagram) + provide them with copy, files
36. IG story leading to IG video - Part 3
37. Mention it on your podcast

Week 8

38. Schedule at least 3 different podcasts to be featured on as a guest - speak about video series… + provide link to the host so that they can include it in the show notes
    - Tell a story about it/mention it so that people will want to go back and watch it
    - Send host the link before getting on podcast
39. Add FB video to retargeting sequence of another Facebook Ad (3)
40. Add FB video to retargeting sequence of another Facebook Ad (4)
41. Mention it on your podcast

Week 9

42. Schedule at least 3 different podcasts to be featured on as a guest - speak about video series… + provide link to the host so that they can include it in the show notes
    - Tell a story about it/mention it so that people will want to go back and watch it
    - Send host the link before getting on podcast
43. Email series/video series/blog series - expanding or breaking down more about what's talked about in the docu series
44. Including video into your presentation for stage
45. IG story leading to IG video - Part 4
46. Mention it on your podcast
47. Uploading a segment of the video to Facebook with a different perspective

Week 10

48. Schedule at least 3 different podcasts to be featured on as a guest - speak about video series… + provide link to the host so that they can include it in the show notes
    - Tell a story about it/mention it so that people will want to go back and watch it
    - Send host the link before getting on podcast
49. Reshare main Facebook post at a later time (scheduled for 3 months/6 months/9 months/12 months)
50. Reshare main LinkedIn post at a later time (3 months/6 months/9 months/12 months)
51. Mention it on your podcast