

The Strategies and Techniques Behind Viral Videos

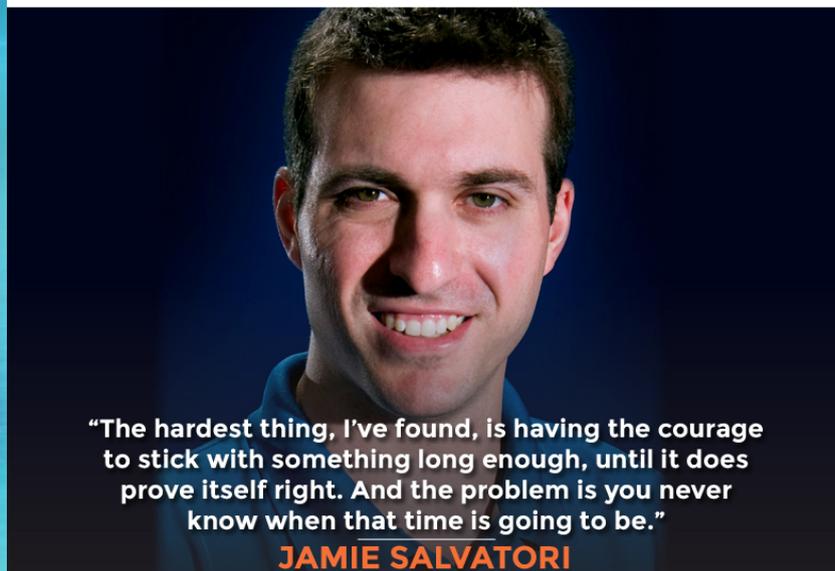
10 Point Checklist

Jamie Salvatori

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“The hardest thing, I’ve found, is having the courage to stick with something long enough, until it does prove itself right. And the problem is you never know when that time is going to be.”

JAMIE SALVATORI

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Find amazing and interesting products that I love to feature, and then have fun creating the videos for them.
- Start by deciding how long I think it should take to shoot the video, what the goal of the video should be, and what I want to accomplish with it.
- Bring my team together for a brainstorming session. Everyone should write in silence for a few minutes, then give what they've written to the script writers to use in making a draft.
- Create my video scripts with two columns: one for what is shown visually, and one for what is heard.
- Even for videos that seem impromptu, plan to take eight to ten times more footage than I'll actually use after editing.
- Don't always focus on metrics or comments. Sometimes, do a video just because it's a good idea and I want to.
- If a video doesn't do well on Facebook, take it over to YouTube, and vice versa. The audiences can react very differently.
- For a Facebook video, capture viewers' attention in the first few seconds without sound, because most Facebook users watch videos without sound.
- Ask people to subscribe to my channel on YouTube at the end of the video. This way, people will see more of my videos and become familiar with the brand.
- Try to put out at least one video each week, and preferably two. YouTube seems to emphasize newer content, so this will help in getting views.