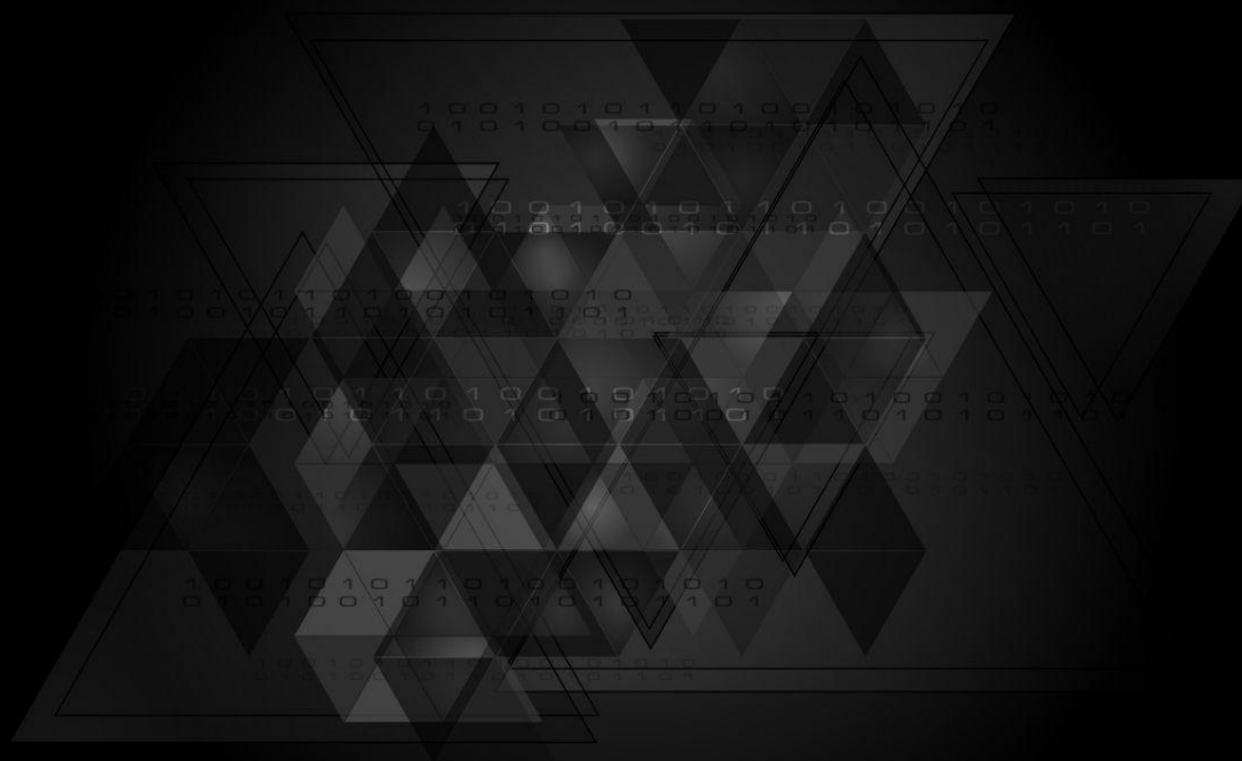




**LAUNCHING YOUR  
VISIONARY EXPLAINER VIDEO  
(eBook)**



# TABLE OF CONTENTS

<b>TABLE OF CONTENTS</b>	<b>1</b>
<b>Launching Your Visionary Explainer Video</b>	<b>2</b>
<b>Video Hosting: YouTube, Vimeo or Wistia?</b>	<b>3</b>
<b>Uploading To YouTube And Embedding Your Video</b>	<b>4</b>
<b>Super-charge Your Website</b>	<b>10</b>
<b>Revolutionise Your Email Signature</b>	<b>13</b>
<b>Launching Your Visionary Video To Facebook</b>	<b>16</b>
<b>Launching Your Visionary Video to Twitter</b>	<b>27</b>
<b>Using Your Visionary Explainer Video At Conferences</b>	<b>29</b>
<b>Using Your Video To Position Your Sales Meetings</b>	<b>30</b>
<b>And Don't Forget Your Instagram Channel ...</b>	<b>31</b>
<b>Where Else Can You Implement Your Visionary Explainer Video?</b>	<b>32</b>
<b>Get In Touch With The Visionary Team ...</b>	<b>33</b>

# Launching Your Visionary Explainer Video

Dear Visionary Client,

Congratulations on completing your Visionary Explainer Video project. We hope you loved every second of it.

Now that the creative glory is finished, we're at the business end of the project.

It's time to launch your Visionary Explainer Video.

We believe that we produce the most effective videos in the industry ... But it's also super-important that you do your part and launch the video in the most effective ways possible, so that your video achieves your desired impact.

So we put together this guide to give you ideas different ways you can use your video to attract leads and impress your network.

Enjoy ...

Finally, when you're ready to take your results to that next level, please get in touch - we'd love to help you with:

- Websites and Landing Pages
- Google, Facebook, LinkedIn Ads
- Strategic copywriting and blogging
- Social Media strategy
- Presentation, Proposal and Infographic design

And remember - you're part of The Visionary Family now. For life. Don't hesitate to reach out to anyone from The Visionary Team for help with using and implementing your video. We love to hear from you!

Keep fighting the good fight,

The Visionary Team

1300 799 537

studio@VisionaryDigitalStudios.com.au

## Video Hosting: YouTube, Vimeo or Wistia?

The first thing to decide is ... *Where will you host your video?*

Your video needs to be uploaded to an online video hosting platform so that it can be played by your audience, statistics can be collected, and so it can be shared easily across social media and your online channels.

The 3 most popular options for video hosting are YouTube, Vimeo and Wistia.

Here's a brief description of each to help you choose the best option for your business:

- **YouTube:** As a general rule, we suggest all Visionary clients use YouTube. It's the easiest to use and the most searched video platform. Select this platform as a default for your video.
- **Vimeo:** Vimeo is a little more advanced, and will make your video look better when integrated to your website. However, it can be a little more difficult to use, and as a general rule, less viewers watch Vimeo videos. Select this platform only if it's important that your video looks extra beautiful on your website.
- **Wistia:** Wistia is the video hosting platform used by The Visionary Team. It has advanced functionality for displaying videos, recording statistics and even includes interactive functionality. Select this platform if you have many videos, and plan to use analytics and advanced functionality. Note that Wistia is a paid platform, requiring a monthly fee. Generally, Wistia is overkill for most companies. However, included in your Visionary Explainer Video package is lifetime hosting on *our* Wistia platform - please contact your Visionary Creative Director for more information.

**YouTube is usually the most appropriate platform for almost all Visionary customers**, so much of this guide focuses on using your video after it is uploaded to YouTube.

If you need any help with other platforms, don't hesitate to ask your Visionary Creative Director!

# Uploading To YouTube And Embedding Your Video

**Description:** Here we show you how to upload your video to your YouTube channel.

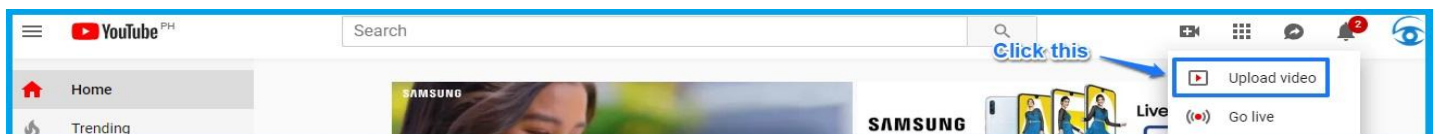
**Typical Implementation Time:** 15 mins - 1 hour

To upload your Visionary video to YouTube, and then produce a YouTube embed link to embed the video into your website, and social media channels - you can use the following instructions.

If you are unsure about how to do any of these steps, your Visionary Project Manager will be able to help you and your digital team.

## Uploading to YouTube

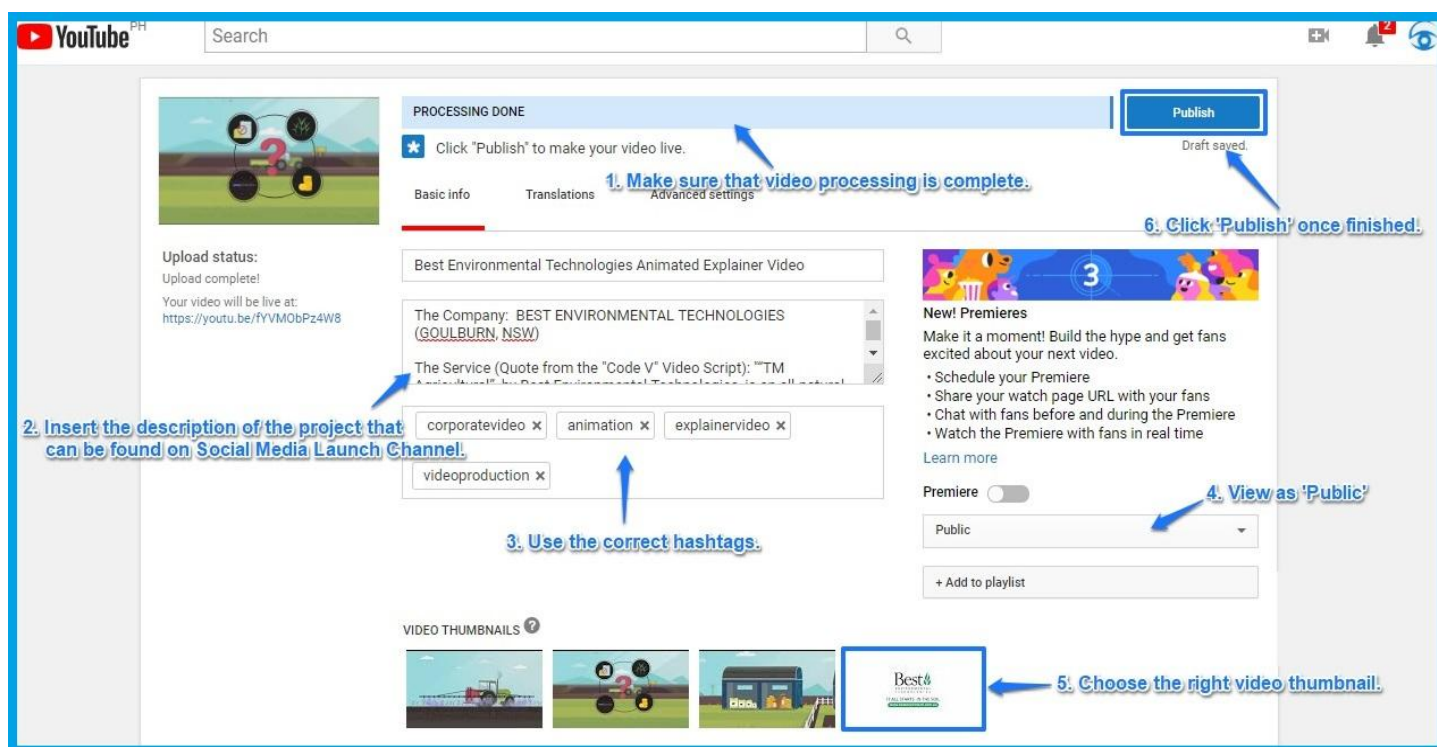
Step 1: Once logged into YouTube, click “Upload”:



Step 2: Download the video from your VISIONARY Drive to your laptop. Then drag and drop the .mp4 video from your laptop, into YouTube:



Step 3: Add video details and thumbnail (which will be provided by your Project Manager):

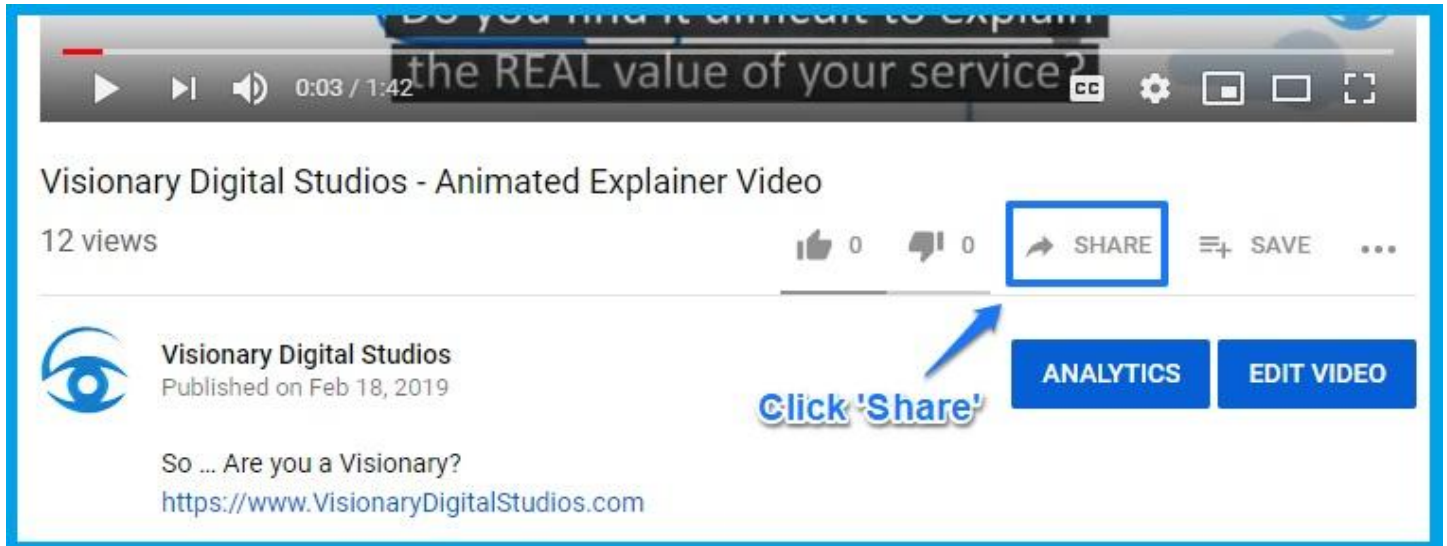


Step 4: Add an optimal video description that gets more Google searches seeing your video, and gets more viewers clicking through to your brand. You can use the following as a template: [\[ YouTube Description Template \]](#)

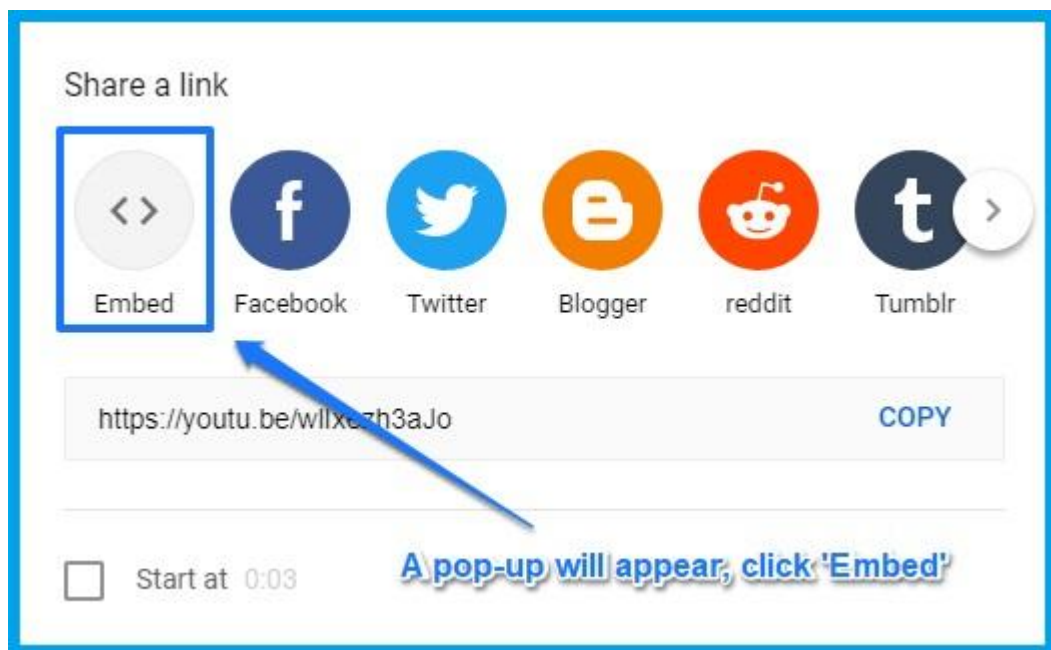
## Getting an “Embed” link from YouTube

To use YouTube to embed your video into your website or online channels, use the following instructions.

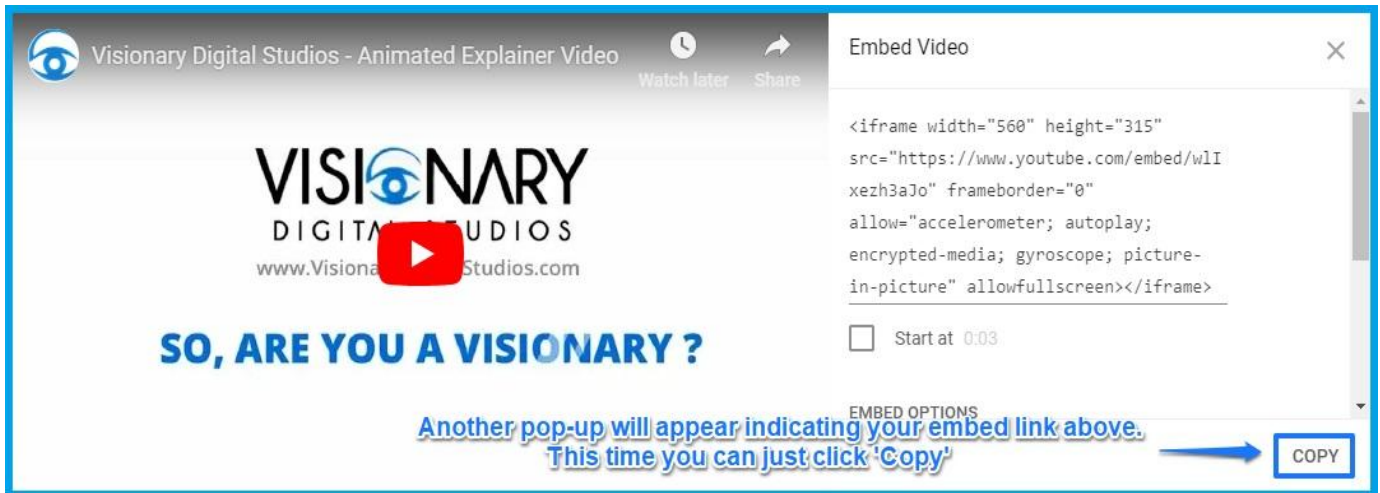
Step 1: Navigate to the video in your YouTube channel, and click “Share”:



Step 2: Select “Embed” to create an embed link to be inserted into your website:



Step 3: Another pop-up will appear, and this time click 'Copy'.



Step 4: Make sure that “rel=0” is added to your embed link: As of September 2018, YouTube now shows Suggested Videos at the end of any video. This function cannot be removed. It doesn't look great on your website, and potentially distracts viewers from your message.

However, by adding the “?rel=0” tag to the end of your video embed link, you can ensure that the Suggested Videos are from your YouTube channel only, so that you don't lose the attention of your viewers!

So your embed link will look something like this:

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/wlIxezh3aJo?rel=0"
frameborder="0" allow="accelerometer; autoplay; encrypted-media;
gyroscope; picture-in-picture" allowfullscreen></iframe>
```

A few other suggestions to get around this issue:

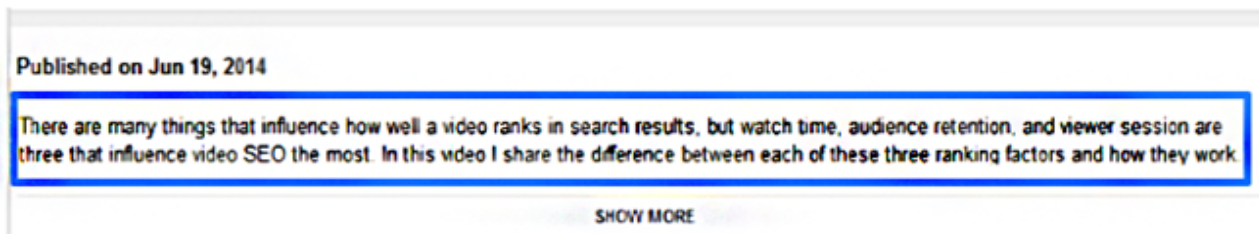
- Use a free Vimeo or Wistia account to host the video on your website
- Ask The Visionary Team to host your video on our Wistia environment
- Create a new YouTube account, with only your Visionary Explainer Video uploaded



## Adding a YouTube Description To Your Video

**Description:** Adding a description to your video once it's uploaded to YouTube is important so people can find it when they search YouTube or Google.

**Typical Implementation Time:** 15 mins - 1 hour



The description of your YouTube video helps the viewers and YouTube itself know what the video is about. The title and the description is used as metadata (eg. Provides information about what the content is) for Google Universal Search, Youtube Search and API, Facebook, Twitter and other social media channels.

### Considerations for the video description

**Quick start method:** The quickest method to add a YouTube description is to simply copy and paste your Visionary Explainer Video script as the description (this will be in your Visionary Handover Pack). If you'd rather use your own description, follow these guidelines:

- **5000 characters to use:** Although YouTube allows up to 5000 characters in the description box for you to use, only about 160 are shown in the watch page above the 'Show More' button. You need to think of these 160 characters as an ad that will attract viewers, so make the first few sentences as engaging and informative as possible.

- **Use a 200 - 500 word synopsis:** As a rule of thumb, try and always write at least 200 words so they can be used for video SEO purposes (eg.SEO's help increase the amount of visitors a website gets by obtaining a high-ranking placement in the search results). Use this space to let the viewer know what they are about to watch, give them reasons to watch the video, and let them know what to expect. Finally, do not forget to use strong "Calls to action" in the description (Whether that is going to your website, Subscribing to your channel, Signing up for a special sales or offer, etc).
- **Linking your website:** Drive traffic to your website by linking your website in the video description as well as your social media channels. This is extremely important, since the video will serve as a trailer for your service or product. **\*\*Important:** do not forget to always use http:// prefix before the URL, if you don't, it will not be clickable.
- **Your video title:** Ensure that the title of your Animated Explainer video uses specific keywords as well as strong SEO keywords pertinent to the video (this will make it easy for search engines to find it).

## Super-charge Your Website

**Description:** This chapter is all about how to implement your Visionary video into your website in the most effective way possible.

**Typical Implementation Time:** 1 - 2 hours (for a qualified website administrator)

One of the most important uses of your Visionary Explainer Video is to super-charge your website! The intention is for your target market to get to your website, immediately watch your video, and then follow the “call to action” in your video (ie. usually to contact you for more information).

### Design Considerations

Ultimately, how you present the video on your website is up to you and your design team. However, here are some important tips from our Video Strategists:

- **Above the fold:** The video should be one of the first things your website visitors see. Include the Wistia embedded video, or the YouTube embedded video, near the top of your website. Visitors should see the video immediately, without having to scroll down on the website (this positioning is known as “above the fold”).
- **Call To Action:** Your Visionary video will generally end with a Call To Action, asking viewers to take an action, to take the next step in your sales process. For example, the Call To Action might be : click “Contact Us” now. This Call To Action button should also be Above the Fold, and very easy for viewers to click as soon as they watch the video. We recommend having your “Play Video” button and Call To Action button next to each other.
- **Play Button:** Rather than embedding the whole video, often it is better to just include a “Play” button. This allows you to keep empty space (“white space”) around your video, and maintain a clean, modern, premium website design.

You can access the [Visionary library of “Play Buttons”](#) for a range of button graphics that can be used by your web design team, when implementing the video into your website.

***Once you implement your video, we suggest running it past our team so we can ensure it’s set up in the most optimal way possible.***

## **Technical Implementation By Your Web Developers**

From a technical standpoint, there are many ways to implement and embed your video. Our favourite method is to use a Wordpress Lightbox plugin. This allows you to overlay the video on top of your website once the viewer clicks “Play”. See <http://www.VisionaryDigitalStudios.com> for an example of how this looks and works.

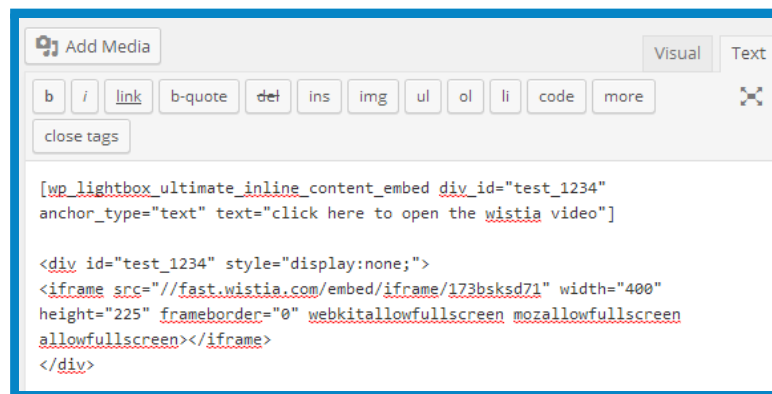
If you’re using Visionary’s Wistia hosting to embed your video into the website, we recommend your developer references the following Wistia article to get a good understanding over how Wistia embedding works (it won’t be too complex for them!):

<https://wistia.com/doc/embedding>

There are many Lightbox plugins - your developer should use their favourite. Here’s an example set of steps to implement your video this way:

(see following page)

- 1) Use the next chapter to get a YouTube “Embed” link. Alternatively, email your Visionary Project Manager and request the correct Embed code.
- 2) Once you have it, login to your Content Management System (CMS *i.e.* WordPress) admin dashboard / website backend, and open the page where you want to embed the video.
- 3) Switch to Text editor and paste the video embed code inside your custom inline div. , like the example below:
- 4) When you click the text/image link on the front end, your Wistia video will open in the lightbox.



## Revolutionise Your Email Signature

**Description:** We show you the most effective way to include your video in your email signature.

**Typical Implementation Time:** 15 mins - 1 hours

Your Visionary Creative Director will provide you with a 'thumbnail' image to include in your email signature. In the steps below, this image will be setup as a link straight to your video.

Now, when you email people, they'll have a chance to watch your video if they're interested in your company. This is especially effective when contacting prospects.

The best thing about it, though, is that it makes your company look innovative and cutting-edge!

Instructions for adding the video to your email signature are below. If you like the Visionary Digital Studios email signature, you are also welcome to "swipe" ours - simply copy it from one of our emails, and update the thumbnail, links and details to your own company's information...

***If you have any trouble with this, contact your Visionary Creative Director - we can add the image into your current email signature, and email it back to you.***

### How to add a video to your Gmail email signature

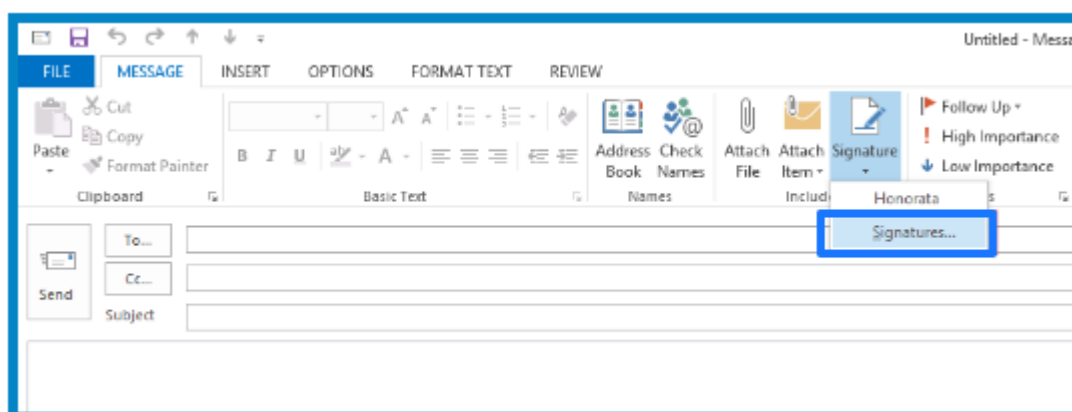
1. Log-in to your Gmail account.
2. Go to "**Settings**"
3. Click the "**General**" tab (that is alongside Labels, Inbox, Accounts and Import...)
4. Scroll down, find "**Signature**"


5. Use the image and instructions below to create your signature and change the image to a link to your video:



### How to add a video to your email signature in Outlook 2013 and 2010

1. Open your Outlook, then click on **New Message**.
2. In the resulting window select **Signature** from the Quick Access Toolbar, click **Signatures** to open the **Signatures and Stationery** box.



3. From the **Select signature to edit** bar choose **New**, type in a name and save it to create a new signature.
4. Click on **Insert Image icon** and select the image you want to use from your computer or paste the URL to where your image is hosted. Click **OK**.
5. Highlight or select the image and click the **Link icon** . Paste the URL of your video and click **OK**.
6. Save your changes. Then select **Signature** from the **Quick Access Toolbar** again and click the name of the signature you have just created to see what it looks like.

## **Important Follow Up Steps**

A few important follow up steps after you have implemented your email signature:

- Send an email to people using the following email clients and ensure the image/signature looks great:
  - o Outlook
  - o Gmail
- Also ensure your emails don't go to the recipient's SPAM folder.



# Launching Your Visionary Video To Facebook

**Description:** We bet you can't wait to launch your video to Facebook! Check out these handy hints and instructions for an optimal release.

**Typical Implementation Time:** 1 - 2 hours

Uploading your Visionary video to your Facebook page is generally a straightforward task. However, here are a few of our pro tips and tricks to enhance the effectiveness of your release...

## Pro Tips for Releasing your video to Facebook

A few tips for releasing your video to Facebook:

- **When to release:** If you don't know the best time to release your video - a general rule is to post between 1 - 3pm on Thursday and Friday. At Visionary, we use CoSchedule's article below to help us estimate the best times to post on social media:

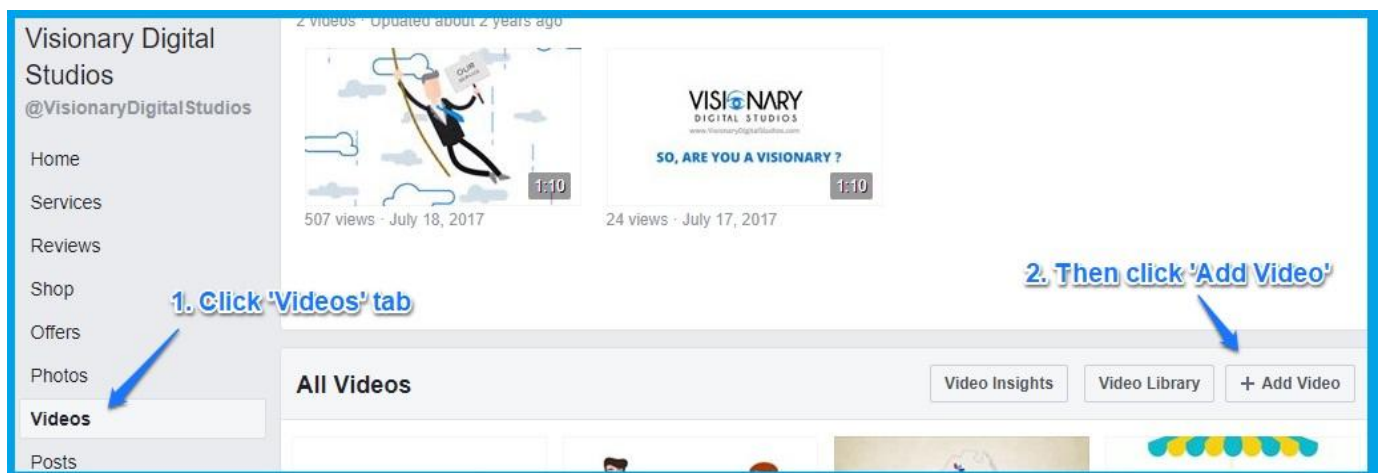
<http://coschedule.com/blog/best-times-to-post-on-social-media/>

- **Ask your staff to share:** If at all possible, once you've posted the video to your company's page, have as many people as possible (especially your own staff!) share it to their network. When sharing, each person can add their own comment (for example: "Have you ever wondered what our company does all day!? Check out our new short video!"), so that their network understands the relevance of the video, and actually views the video.

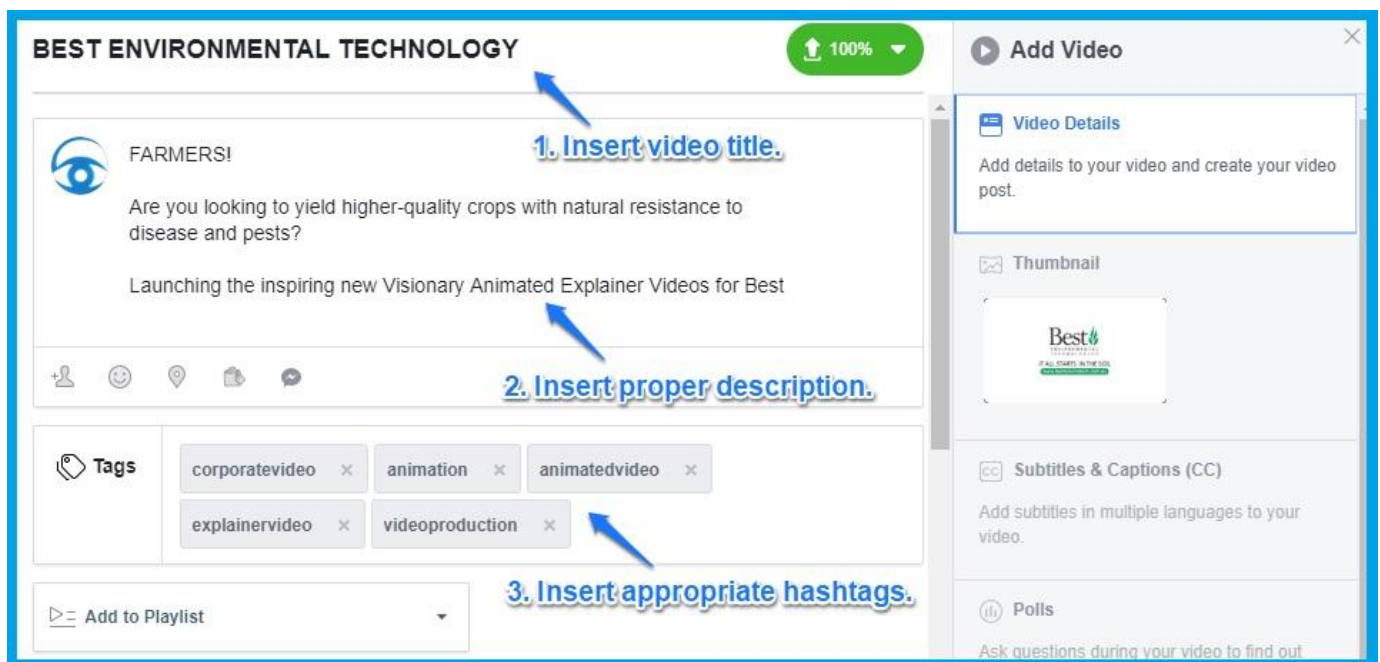
## Release to your Company Facebook Page

Use these instructions to release your video to your Company Facebook page:

Step 1: Upload the video to your company's Facebook page:



Step 2: Add video details and information:



## BEST ENVIRONMENTAL TECHNOLOGY

100%

### Choose a Thumbnail for Your Video

This image will display when your video isn't auto playing. You can select an auto-generated image, upload a custom image or choose a still frame from your video.

**Auto-Generated Image**  
Select one of these 10 images from your video.

Choose Image

**Custom Image**  
Upload a high resolution image that best represents your video.

Change Image

4. Choose your video thumbnail.

5. Click 'Next'

Next

### Add Video

Add details to your video and create your video post.

**Thumbnail**

**Subtitles & Captions (CC)**

Add subtitles in multiple languages to your video.

**Polls**

Ask questions during your video to find out what your viewers think.

**Tracking**

Add labels to help you manage and search for your video.

Step 3: Click 'Publish';

## Publishing Options

**Posting**

Choose how you want to publish your video.

☒ **Publish now**

☒ **Post this video as a new release**

When your video first publishes, your viewers will be able to tune in to watch and chat about it live. Afterwards, it will be saved and shown in News Feed as a regular video post.

☐ **Premiere**

☐ **Schedule**

☐ **Backdate**

☐ **Save as Draft**

6. Lastly, click 'Publish'

Back

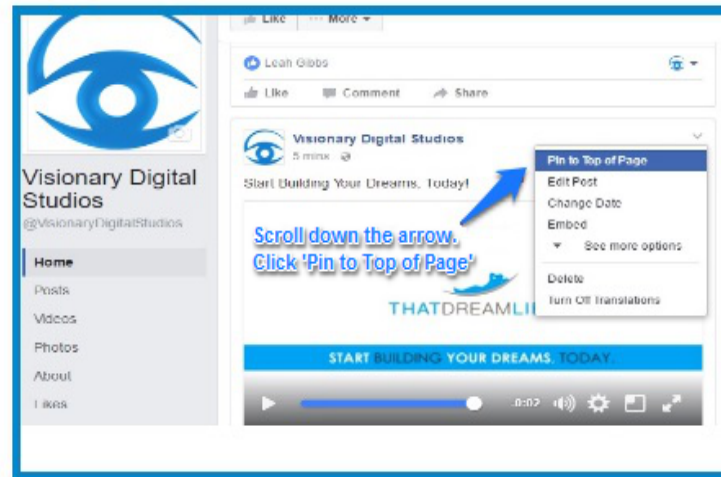
Publish

### What's this?

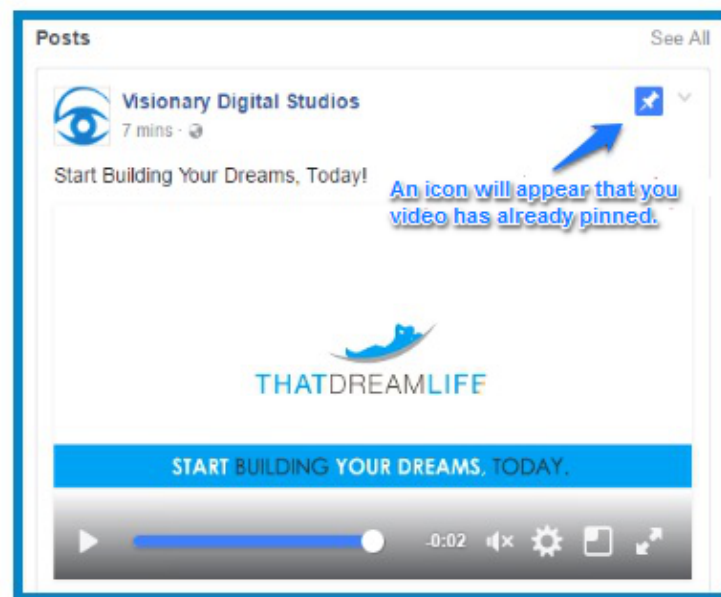
You can now publish videos as **New Releases or Premieres.**

As soon as your video publishes, people will be able to watch, chat and engage with it in real-time. You will also be able to see how many people are watching the video at the same time. Afterwards, it will appear as a regular video post.

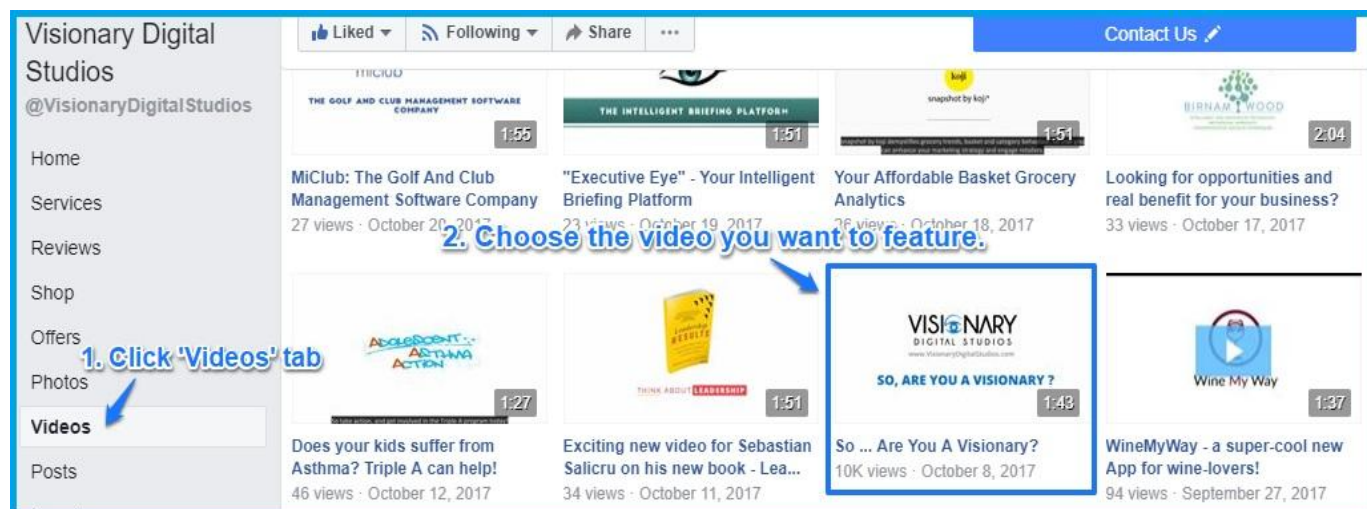
Step 4: Pin the video to the top of your Facebook page, so that all newcomers to your page have the opportunity to see what your company is all about:



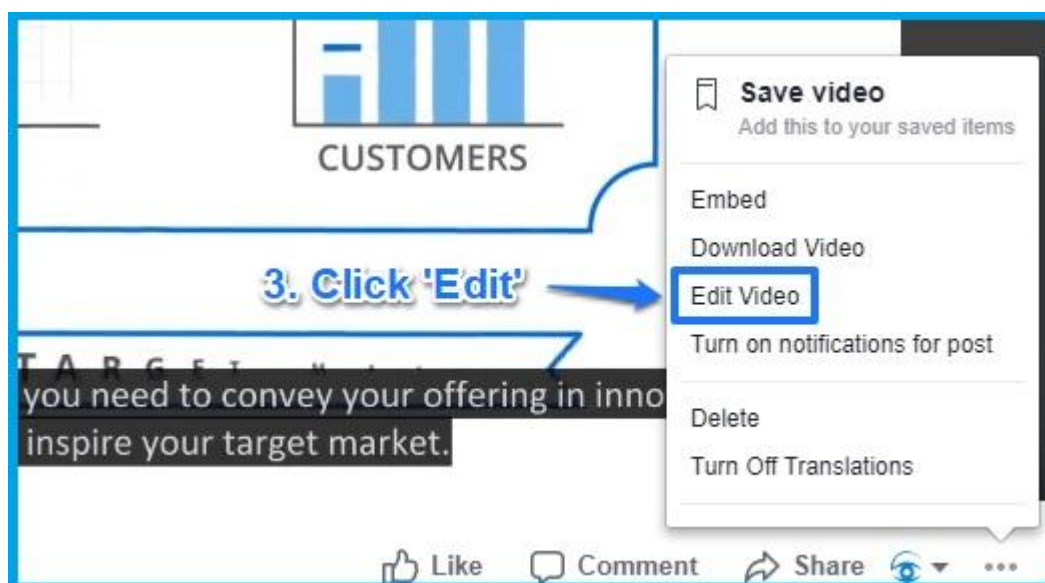
then ...



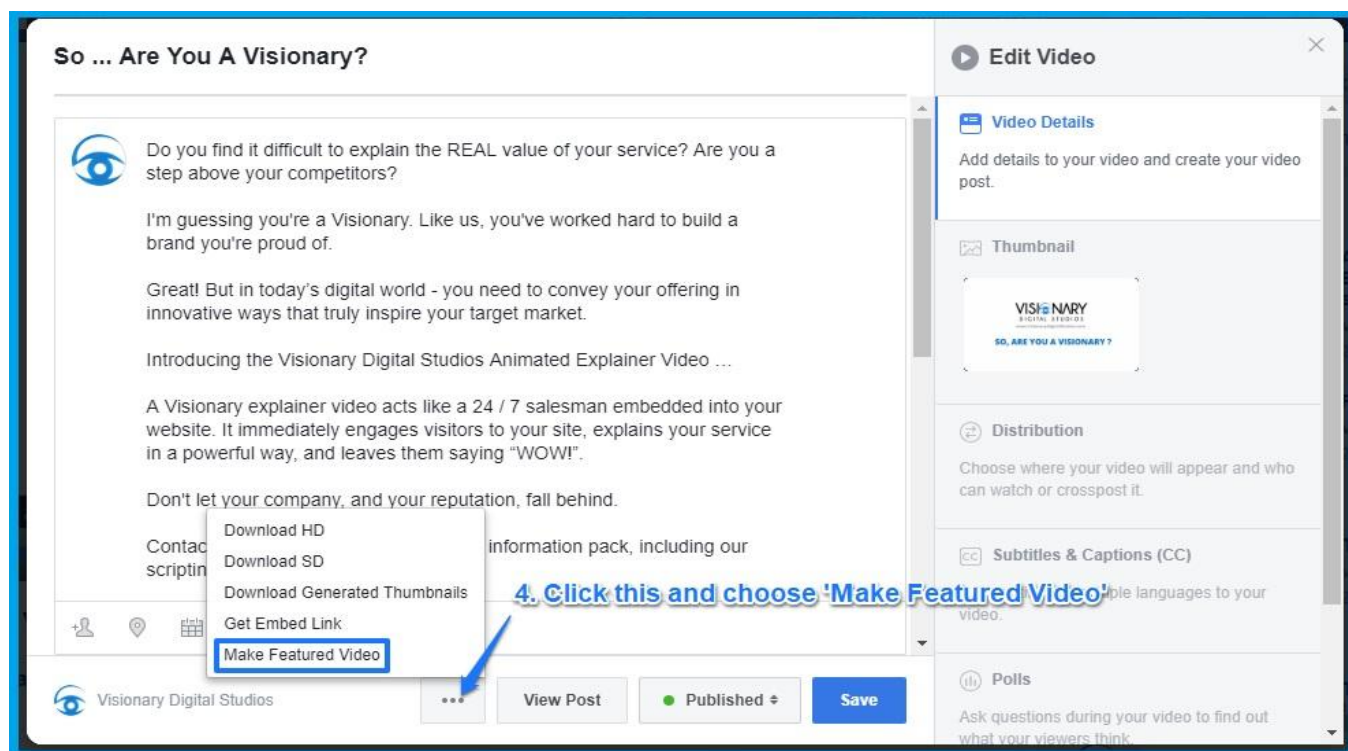
Step 5: Set the video as your “Featured Video”:



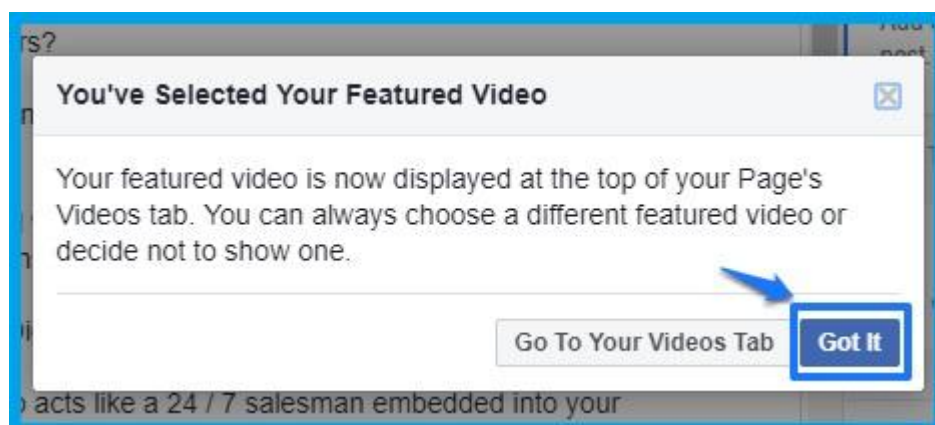
then...



then ...



And finally...



Now, your featured video will now be displayed prominently at the top of your Video page and at the top of your video section on your timeline.



## Release Your Video As Your Official Cover Video

Facebook recently announced their 'Cover Video' feature where you can use your video as the banner to your Company Facebook page. For an example of this in action, check out the Visionary Digital Studios Facebook page here:

<https://www.facebook.com/VisionaryDigitalStudios>

**NOTE: Your video needs to be less than 90 seconds to upload as your Facebook banner. If your video is too long, use the following free service to cut it down to less than 90 seconds:**

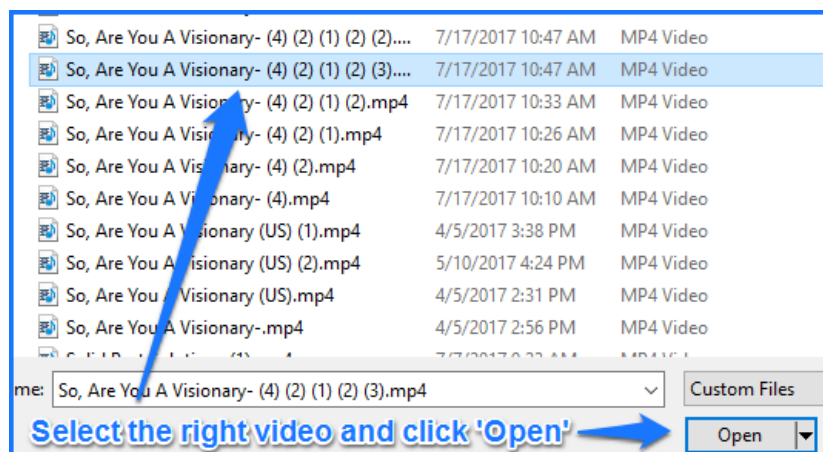
<https://online-video-cutter.com/>

Use the following steps to implement:

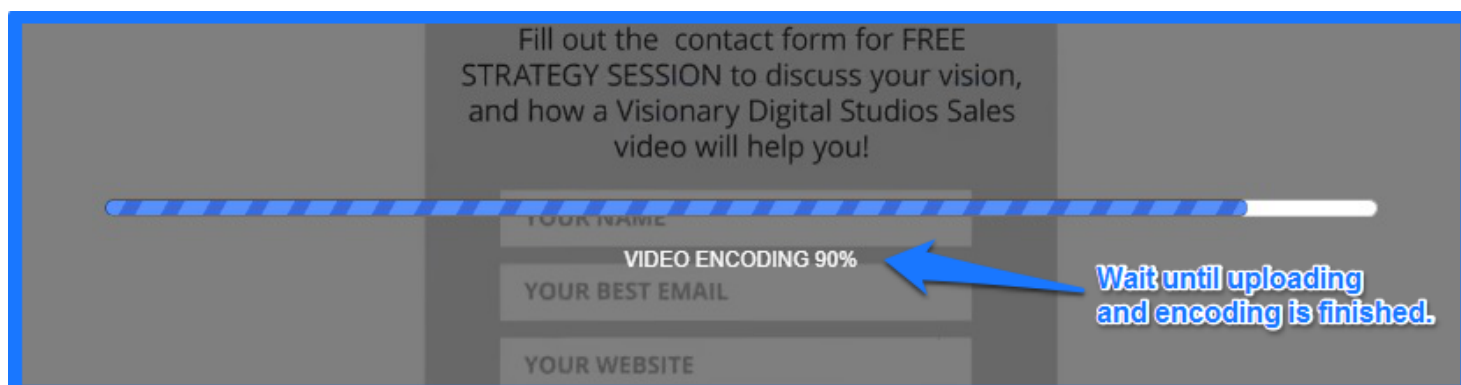
Step 1: Go to your official page, move your cursor to **"Change Cover"** then select **"Upload Photo/Video"** on drop down.



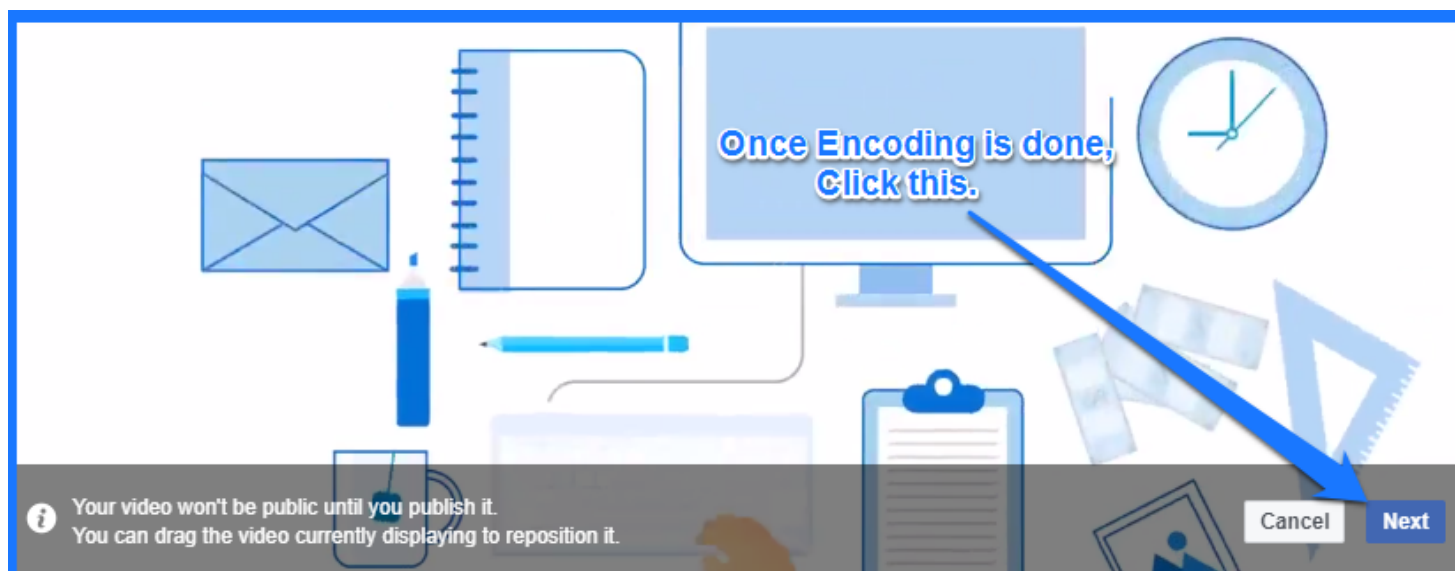
Step 2: Your designated folder will pop-up . Choose the right video you want to upload , once selected, click **"Open"**.



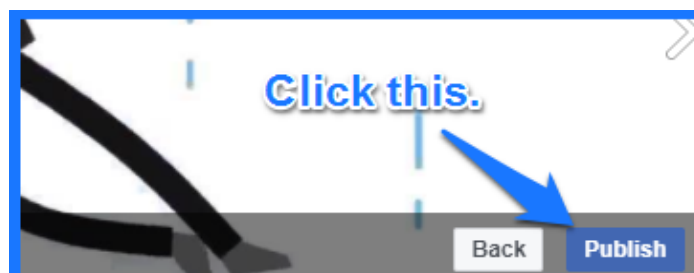
Step 3: The video will now upload and encode. Wait until finished.



Step 4: Once done, click '**Next**':



Step 5: Click '**Publish**'





Step 6: Video has been published. Now, we need the right link of your video on other platforms so visitors can watch.



Step 7: Lastly, click '**Save Changes**' and you are good to go.



## Impressing Your LinkedIn Network

**Description:** We take you through the process for releasing your video to your LinkedIn business page.

**Typical Implementation Time:** 30 mins - 1 hour

LinkedIn is often an underutilised platform for collecting leads and building a network for your business. Your Visionary Explainer Video will add a powerful impression to your company page.

For more tips on super-charging and collecting leads using LinkedIn, refer to the final chapter of this eBook ...

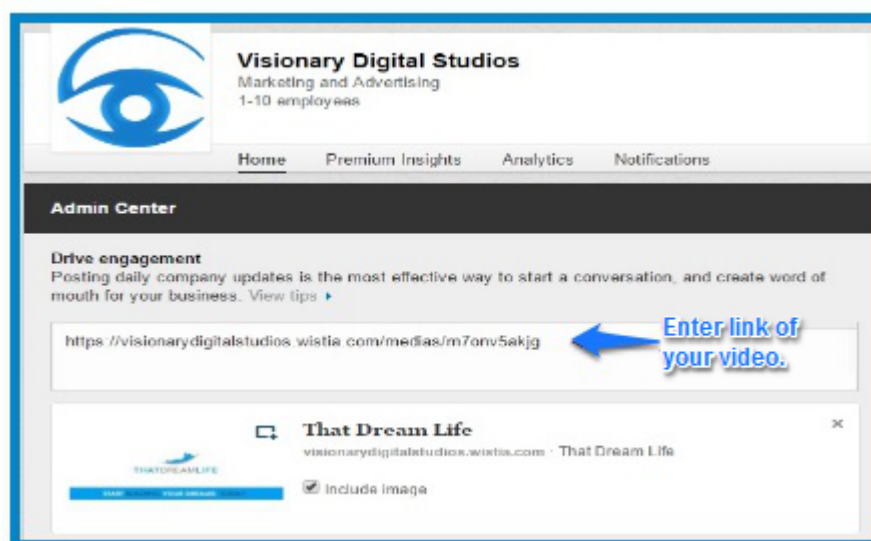
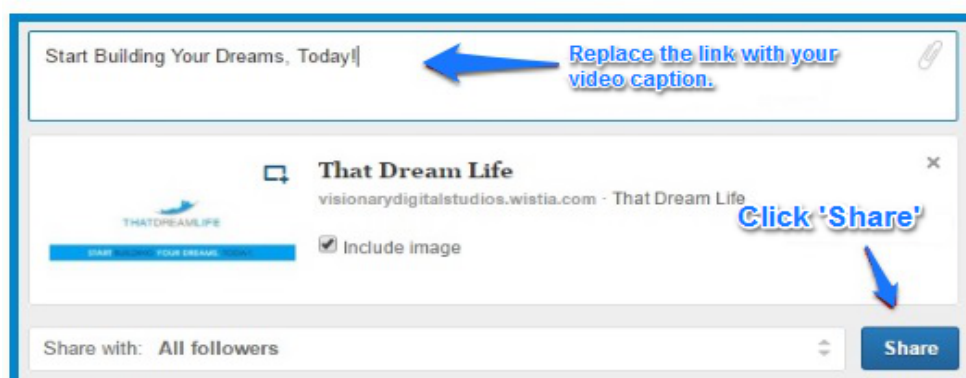
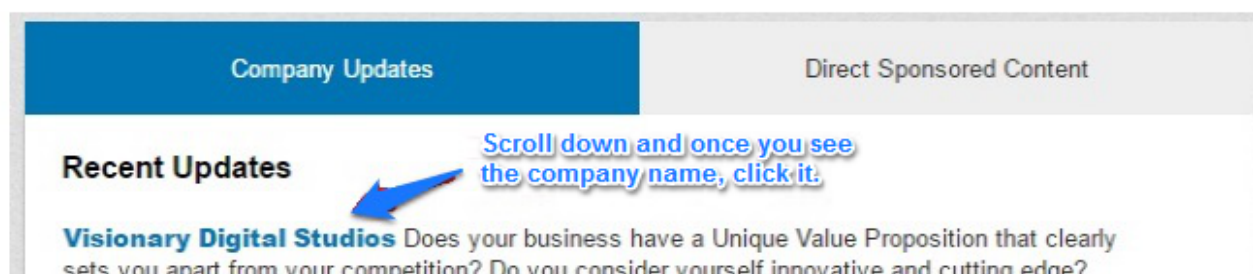
### Pro Tips for Releasing your video to LinkedIn

A few tips for releasing your video to LinkedIn:

- **When to release:** If you don't know the best time to release your video, for your audience - a general rule is to post between 5 - 6pm on Tuesday, Wednesday or Thursday, for the most views. Refer to [CoSchedule's article](#) for more information on optimal social media release times.
- **Ask your staff to share:** Once you've posted your video, your staff simply need to "Like" it in their LinkedIn newsfeeds, and the video will be shared to their networks' news feeds as well. This is important for getting maximum possible exposure for your video.
- **LinkedIn Posts:** Everyone involved in a sales capacity, at the very least, should have the video "posted" to their LinkedIn profile. This allows prospects who connect with them to view the video. The optimal way to post a video to your personal LinkedIn profile is to navigate: Home -> Write An Article (don't use "Share An Update" as the update won't be permanent). When posting the video, use the Wistia "medias" link, which you can get from your Visionary Project Manager. For more information on optimising individual LinkedIn profiles, use the last chapter of this eBook.

## Release To Your Company LinkedIn Page

Use the instructions below to post the video to your company's LinkedIn page:



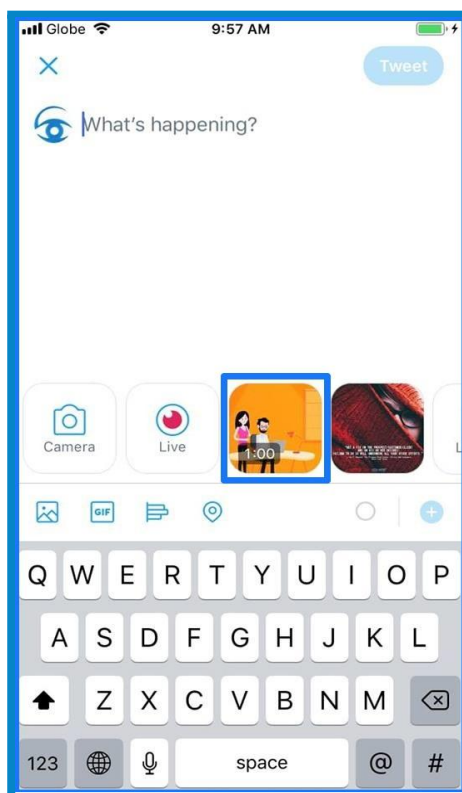
## Launching Your Visionary Video to Twitter

**Description:** We know you are excited to launch your video to Twitter! Check out these handy hints and instructions for an optimal release.

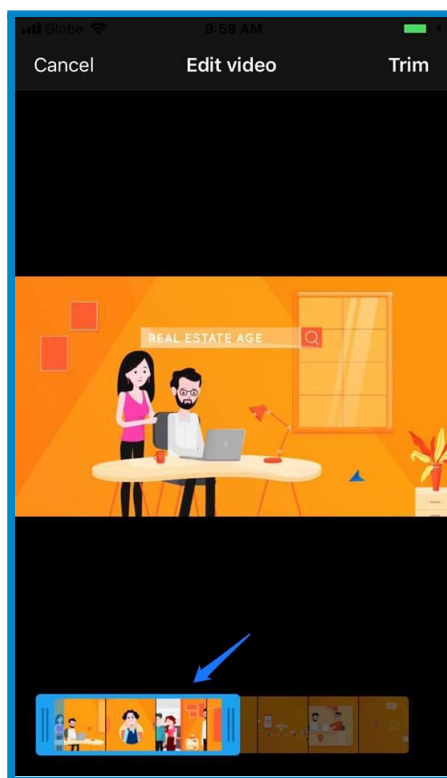
**Typical Implementation Time:** 30 minutes

There are a few different ways to post videos on Twitter. Here's a simple way to release your video to your Company Twitter page:

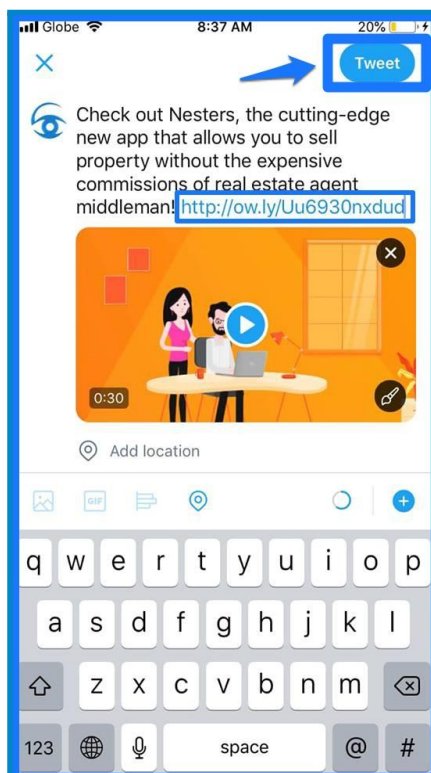
Step 1: Choose and upload the video to your company's Twitter page:



Step 2: Trim the video to 2 minutes 20 seconds maximum:



Step 3: Give a powerful caption and include the link of the video. (please shrink) and after that, click 'Tweet'



## Using Your Visionary Explainer Video At Conferences

We recommend you use your Visionary Explainer Video when attending Conferences, in the background of your stall/stand. You can have the video running on repeat, for anyone who visits your stand to view.

Here are a few pro tips for doing this effectively:

- **Subtitles Version:** Speak to your Visionary Project Manager about having a subtitles version of your video developed. Often at a conference, you won't be able to use audio, or the audio won't be easy to listen to. We can create a subtitled version of your video for you, so visitors to your stand can still watch the video and get the message.
- **Playing the video:** We'd suggest using a laptop, and playing the MP4 version of the video, rather than using YouTube or Wistia. This way the video will run much more reliably, without requiring internet bandwidth. Also your video statistics will be unaffected.
- **QR Code:** Speak to your Visionary Project Manager if you'd like a QR Code like the example below. This allows your stand visitors to "scan" your video, and view it on their phone. We love this! Simply because it looks high-tech and represents your company as super-innovative ...

Check out what happens when you scan the example below!



## Using Your Video To Position Your Sales Meetings

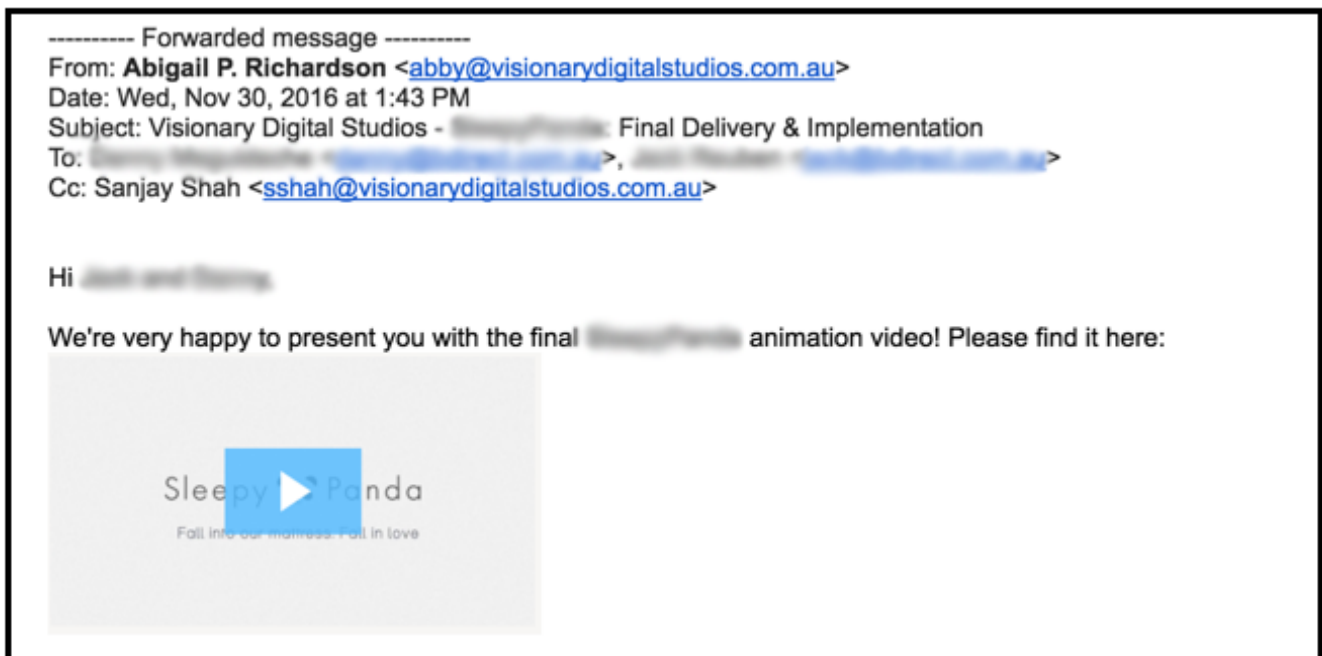
Your Visionary Explainer Video can be a great way to “warm up” your audience before sales meetings. That way, when you get to the meeting, you’re pitching to an audience who already understands the benefits of your product (and sees you as an innovative, exciting brand!).

We usually suggest you send the video through to attendees the morning before, along with a reminder of the meeting time. Ask them to watch the video in preparation for the meeting. **In your email - it’s important to emphasise that the video is short**, so that people watch it straight away, rather than “leaving it for later”.

**Instead of just providing the video link, copy the video thumbnail image and paste it into the body of your email. Then highlight the image, and make it a link to a website or Landing Page that has the video at the top.**

This way, it will appear as if the video is embedded within your email, and people are more likely to click on it. Notice that this is how your Project Manager would have presented videos to you throughout the project.

Here’s an example of the video thumbnail embedded as a link in this way:



## And Don't Forget Your Instagram Channel ...

A few pro tips for uploading your Visionary video to Instagram:

- **Video Length:** The maximum video length for Instagram is 60 seconds. If your video is longer than this, you can still upload it, but Instagram will only display the first 60 seconds. We recommend including a link to the video on your website, or the Wistia “medias” link, within the comments of your Instagram post. In your post, also mention that you're only posting the first 60 seconds of the video, and viewers can watch the full video on your website.
- **Subtitles:** Most Instagram viewers will be using their mobile phone, which often doesn't have easily accessible sound. So we recommend uploading the subtitles version of your video to Instagram so all users can get the message.
- **When to release:** If you don't know the best time to release your video, for your audience - a general rule is to post between 8 - 9am on Tuesday, Wednesday or Thursday, for most views. Refer to [CoSchedule's article](#) for more information on social media release times.

### How to Upload your video to Instagram

- 1) You'll need your Visionary Project Manager to re-format the video for you in 720p (1280x720). Send them a quick email request for this, and refer to this article. Alternatively, simply download from Wistia a lower resolution file and send to your email.
- 2) Download the video to your mobile phone
- 3) Now you can upload to your Instagram in the normal way.



## Where Else Can You Implement Your Visionary Explainer Video?

At Visionary, we want to run Explainer Video projects that REVOLUTIONISE your marketing programs. With this in mind, here are a few bonus articles we've created that enable you to use your Visionary project deliverables, to turbo-charge your online strategy.

### Optimise Your LinkedIn Profile and attract qualified leads

Using your potent Code V Animation script in your team's LinkedIn profiles will transform every team member's LinkedIn profile into a sales page for your company. Use [our article on optimising LinkedIn profiles](#) for your team.

We've even included our super-secret tips for how to turn your LinkedIn profile into a lead generating machine!

### Optimise Your Website Conversion Rate

Your website is like a 24/7 advertisement for your company. It is essential that it is designed by a digital strategist, so that potential customers are excited by your site, and inspired to take the right navigations towards becoming a prospect, and eventually a customer.

It's important to understand that potential customers are comparing you with your competitors online, using your website.

A potent website is a MASSIVE advantage.

Make no mistake - digital strategy is a science AND an art, and should be performed by professionals. We've included the most important steps to enhancing the effectiveness of your website in our article:

[“The 7 Triggers of Highly Effective Websites”](#).

## Get In Touch With The Visionary Team ...

As we mentioned - now that we've completed your project, you have lifetime access to our team. Our mission is to connect with like-minded visionaries, leaders in their field, those who are adding mass value to the world - and help them communicate their message as effectively as possible.

So if we can provide any help in implementing your video, in any of the ways in this eBook, or any other ways you can conceive ...

Don't hesitate to get in touch!

The best way to contact us is to email your Visionary Creative Director, so that they can help you directly, or put you in touch with the right Visionary team member. Alternatively, here are our contact details:

**Email:** [studio@VisionaryDigitalStudios.com](mailto:studio@VisionaryDigitalStudios.com)

**Phone (within Australia):** 1300 699 752

**Phone (International):** +61 2 8005 0139

**Website:** [www.VisionaryDigitalStudios.com](http://www.VisionaryDigitalStudios.com)

And finally, on behalf of the whole Visionary Team ... Thank you.

Keep thinking big and making a difference!

The world needs more visionaries ...