1. START WITH A VIDEO
   - Headline
   - Problem
   - Solution
   - Call to action

Your video needs to both ENTERTAIN and INFORM. You have 5 seconds to grab attention, don’t waste it.

2. CREATE A YOUTUBE, FACEBOOK & INSTAGRAM ACCOUNT
   - Brand your social media accounts
   - Upload your video to each platform
   - Optimize them for rankings & ads
   - Share them

Social media accounts should be an extension of your website and branding. Keep the same look, feel and message.

3. CREATE THE VIDEO CAMPAIGNS
   - YouTube In-stream & In-display ads:
     - Pick the exact video you want to run your ads on
     - Run video ads in front of your competitor’s videos
     - Make adjustments & keep testing

Don’t blow your budget by running your ads on the wrong types of videos. BE SELECTIVE.

FACEBOOK / INSTAGRAM VIDEO AD:
   - Create 4 types of audiences:
     - Target audiences
     - Look alike audiences
     - Conversion audiences
     - Website visitors
   - Run the video ad campaign
   - Test & monitor the results

We live in a world where one good video can lead to massive business success.