



Checklist 19: Video Traffic – Instagram

Project Name: _____ Date: _____

The problem with Instagram is that you're only allowed ONE link in your bio and you're only allowed to upload videos less than 60 seconds. However, in this checklist I'll share with you a few ways around this so you can start driving tons of traffic to your videos from Instagram.

- | | | Yes | No |
|---|---|--------------------------|--------------------------|
| 1 | Add multiple links in your bio
<i>Ok so you can only add ONE link but that one link can provide your visitors with more than one link. So, they can see links to your YouTube channel, Your Blog, Other Social Media accounts and even products you're promoting.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Set up a Linktree account
<i>Linktree is a free tool you can use to create a neat looking list of links with your profile image being displayed at the top.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Watch this video tutorial
<i>In this video, I'll show you exactly how to set this up and how it works Watch Video Now</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Create your Free Linktree account
<i>Click here to visit Linktree</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Now add buttons linking directly to your channel, playlists or individual videos | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Create video-related images
<i>You can use Canva to create these or use the thumbnail images you created for your videos.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Add the link in the description
<i>You can add the video link in your description but it won't be a clickable link. So, you'll need to tell people to copy and paste the video link or tell them to click the link in your bio</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Upload short videos
<i>Another great way to drive traffic from Instagram is to post a short video letting people know about your latest video on i.e YouTube. You can do this by adding a pre-recorded video from your camera roll, you could add a video to your Instagram story or you could even do a short Instagram Live video!</i> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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Remember to let people know what you're going to discuss or help them with and then tell them to click the link in your bio to go watch the full-length video for more info.

Notes