



Checklist 16: Video Traffic – Facebook

Project Name: _____ Date: _____

A great way to drive traffic to all of your YouTube videos is by creating a Watch Video button on your Facebook page.

		Yes	No
1	Click on the blue button on your Facebook page (This is for a page not your profile)	<input type="checkbox"/>	<input type="checkbox"/>
2	Then click edit button	<input type="checkbox"/>	<input type="checkbox"/>
3	From the button options click on “more about your business”	<input type="checkbox"/>	<input type="checkbox"/>
4	Then select the ‘Watch Video’ option	<input type="checkbox"/>	<input type="checkbox"/>
5	Then click on “website link”	<input type="checkbox"/>	<input type="checkbox"/>
6	Go and grab the link to your YouTube channel <i>To help increase your subscribers add the following to the end of your YouTube channel link ?sub_confirmation=1</i>	<input type="checkbox"/>	<input type="checkbox"/>
7	Now add the that whole link into the ‘website link’ box on Facebook and hit finish <i>By adding that bit of code at the end of your link, when anyone clicks the link and visits your channel they will immediately see a Subscribe to my Channel box appear over your channel. Alternatively, you could add a link directly to a specific video or better still to a YouTube Playlist where your viewer can watch a series of videos.</i>	<input type="checkbox"/>	<input type="checkbox"/>

Facebook Posts

Whenever you post a video to Facebook make sure that people can see right away what the video is about within the first sentence of your post content or in the video itself.

A good way of doing this is to ask a question that will lead your visitor to answer yes to such as;

Do you do “XYZ”

Such as “Do you do Video Marketing”

Or, are you fed up with “XYZ”

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Such as “Are you fed up with not getting enough video views on YouTube?”

If they answer yes then they are much more likely to read more and watch your video.

You can upload your video directly to Facebook and you can see how many views it receives.

In many cases your video might receive 100's of views!

All of those views would really help rank your YouTube videos but YouTube videos shared on Facebook don't appear as full-size videos and auto-play. They appear as small thumbnails which don't grab people's attention.

However, you can use [VidIQ](#) to do this and then make the most of all those views you get on Facebook ;)

Click here to visit [VidIQ.com](#)

Another cool tip;

When posting on your page or in groups try and remember to tag the name of the page or group within the text content of your post. Do this simply by typing @pagename or @groupname

If you have any links you want to share then it's a good idea to add these in the comments section too.

Boosting Facebook Posts.

Before we cover paid Facebook Post Boost...

Did you know, whenever someone comments on your post, it actually bumps it back up to the top of the newsfeed so more people will see it!

So, what you can do is, comment on the post yourself and then either leave the comment or delete it, either way it'll still bump your post for more exposure ;)

If you want to drive instant traffic to your new Facebook Video Post then once you've posted it, you can boost the post and choose your ideal target audience.

- | | | | |
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| 8 | Click on the Boost Post Button | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Create a new targeted audience or use an existing audience you've created | <input type="checkbox"/> | <input type="checkbox"/> |

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| 10 | Give this audience a name (something you can recognise, they won't see this) | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Choose whether you want to target Men Women or Both | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Choose the age range | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Select which location/s you want to target | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Now choose which Interests to target | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Set your budget | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Choose the duration you want this boost to run
<i>such as; 1 Day, 7 Days, 14 Days</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Finally turn on your Facebook pixel
<i>This is one of the biggest benefits to boosting a Facebook video post because you can later retarget everyone who watch a specific amount of your video, with related Facebook ads.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | Once done hit the Boost Button. | <input type="checkbox"/> | <input type="checkbox"/> |

Facebook Live Video

This is an awesome way to connect with your followers on Facebook and also gain a lot more followers in a short amount of time. It's also a very effective way of promoting products or services on Facebook.

I'll cover Facebook Live videos more in detail in another checklist but briefly, you can do Facebook Live videos on your smartphone from within the app or you can use livestreaming software such as [Ecam Live](#) which also allows you to live stream pre-recorded videos, use text overlays, branding options, see your live chat box and reply to your viewers and much more...

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