

Animated Video Launch Tips & Strategies



- Put your video somewhere **permanent!**
- Consider **translations and subtitles** for accessibility and SEO
- Bring people together online or in-person to access your video using **multiple channels**:
 - Website Landing Pages
 - Newsletters
 - Email Campaigns
 - Embedded into email signature
 - Printed Letter Campaigns
 - YouTube
 - Partner organizations
 - Paid Social Media Advertising (Google Ads, boosted posts, YouTube pre-rolls, etc.)
 - Paid Print Advertising
 - TV ads
 - Ads in the subway, billboards,
 - Radio and podcast ads
 - Events
 - Conference Booths
 - Trade Shows
 - In-Person Meetings + Follow-Up
- Consider building additional **design assets** to complement the video
 - Vertical video for Reels (Instagram), Shorts (Youtube) and TikTok
 - Highlight cuts for social media or pre-roll ads
 - Thumbnails to increase click rate by 7% or more
 - Separate audio file for use with radio or podcasting

With careful planning, a single video can be used to build an entire campaign.

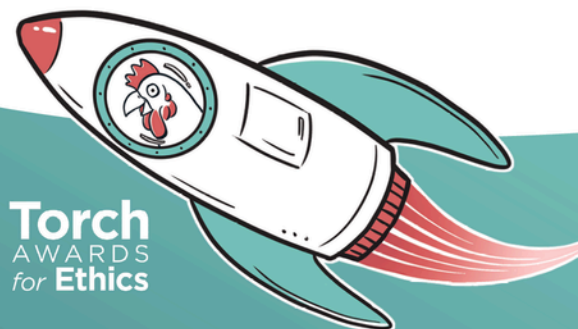


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- When sharing online, **maximize SEO** with strategic titles, descriptions, and back-end settings
 - What keyword(s) summarize the content in your video? *Hint: think of what words someone might use to find the content you're offering. Your target keyword should be a relevant, high search volume, non-branded keyword.*
 - Include your keyword(s) in the video title and throughout your description.
 - Users are only able to see about 80 characters of your title when reviewing search results, so make those 80 characters count!
 - Use the description area as a catch-all for other keywords, phrasing, and any call-to-action you might have! As with the title, put the most important keywords at the front of your description.
 - Consider Back-end Settings. Re-name the video file (before you upload) to match your title exactly. Add a closed caption transcript or an SRT file to increase the searchability of your content; these double as accessibility features.
- **Measure success**
 - YouTube stats
 - Likes and shares on social media
 - Google Analytics to track conversions
 - Donations before vs. after
 - Program enrollment before vs. after
 - We recommend recording and analyzing this data to see your success over time.
- Other Resources
 - [Maximizing Your Video's Impact for External Communications Webinar](#)
 - [Blog: Social Media Video Optimization Mistakes to Avoid](#)
 - Keyword Generators
 - <https://www.semrush.com/features/keyword-research-toolkit/>
 - <https://ahrefs.com/free-seo-tools/>

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