

# EFFECTIVELY USING CO-BRANDED VIDEOS FROM FOREMOST®

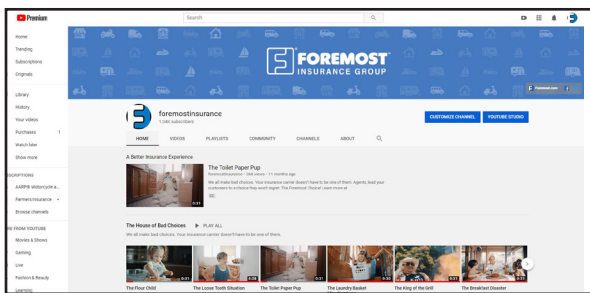
Looking for a unique way to reach customers? Try requesting a FREE co-branded video from Foremost!

Under the **Marketing** tab on **ForemostAgent.com**, we offer a variety of videos that can be co-branded with your agency's logo and contact information. These videos are a great way to create a dynamic online presence. They can help you start conversations with customers, reach new social media followers and bring more attention to your agency.

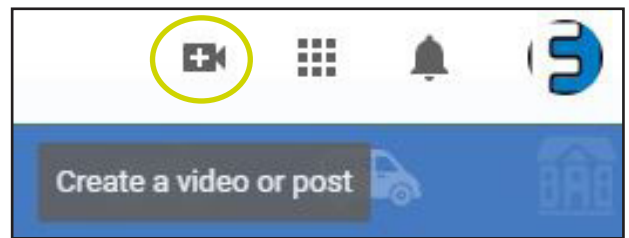
If video isn't typically included in your marketing mix, here are a few ideas on how to make the most of it.

## Upload Videos on Your Agency's Youtube Channel

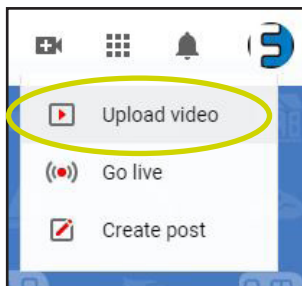
If you don't already have a YouTube channel for your agency, our co-branded videos can help you start one! Hosting videos on YouTube is helpful because they can easily be shared in other places, like on websites or in emails. Once you've created a YouTube channel for your agency, here's how to upload your co-branded videos:



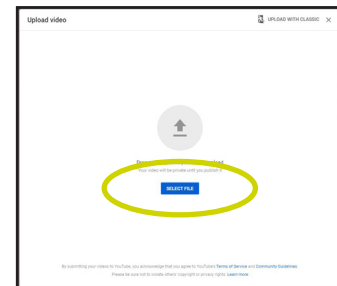
1. Log in to your agency's YouTube channel.



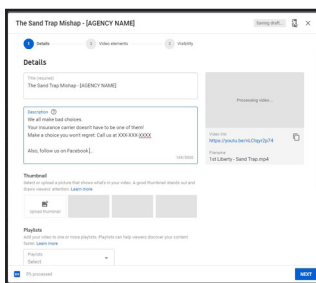
2. Click the **Create a video or post** button.



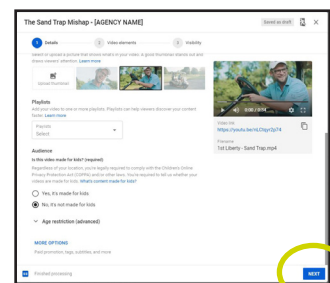
3. Select **Upload video**.



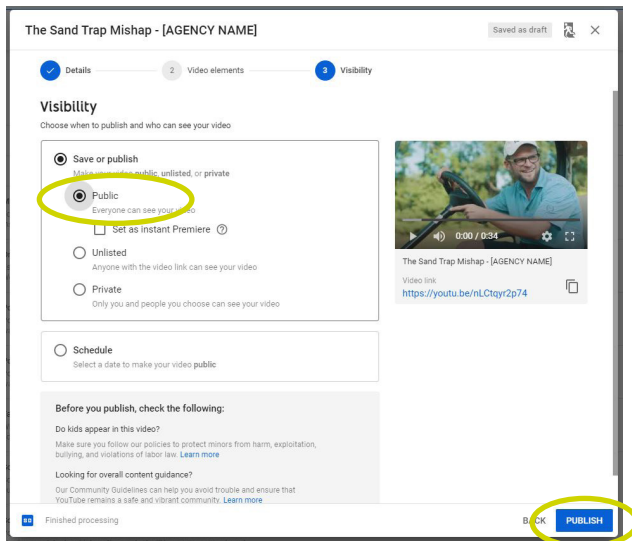
4. Click the **SELECT FILE** button and click on the video you'd like to upload.



5. Your video will begin uploading and processing. While that's happening, create a video title and write a description with a clear call to action (for example, "Call us at 123-456-7890").



6. When your video has finished uploading and processing, click **Next** and follow the prompts.

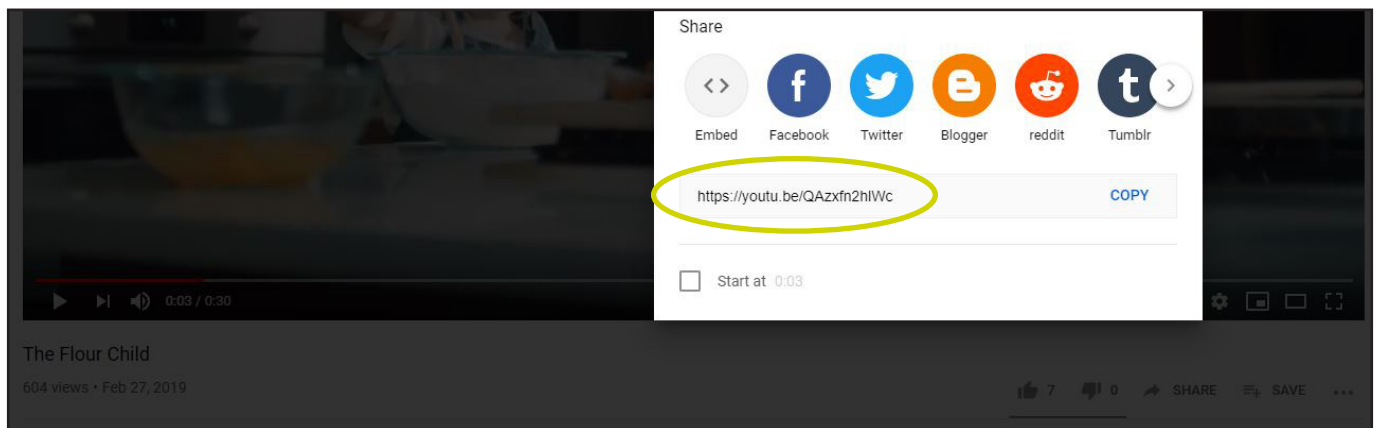


7. Under "Visibility," select **Public** – this means everyone will be able to see your video.

8. Lastly, click **PUBLISH**. Now your video is ready to view and share!

## Publish Videos on Your Agency's Website

A video can bring new personality to your website and make first impressions of your agency much more memorable. Using YouTube, you can copy the video URL link or embed video code to publish the video on your website. Make it front-and-center on the homepage to attract attention!



*Note:* Sharing links to your agency's YouTube channel will help you improve **search engine optimization (SEO)** for your website. That means it will be easier for people to find your website when searching for local insurance on Google.

## Share Videos with Customers Via Email

As you may already know, email is a great resource for contacting and sharing helpful information with customers. Include your co-branded video's YouTube link in your next email — it could be a fun **referral** opportunity! Create a call-to-action (for example, "If you enjoyed watching this video, share it with a friend or family member.").

Here's another idea: Try putting the link to your co-branded video in your **email signature**!

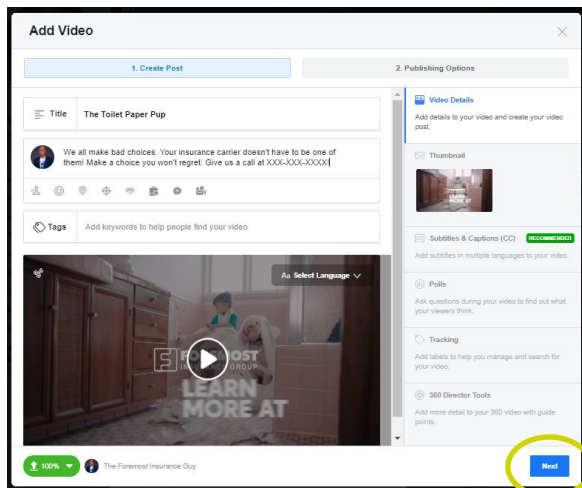
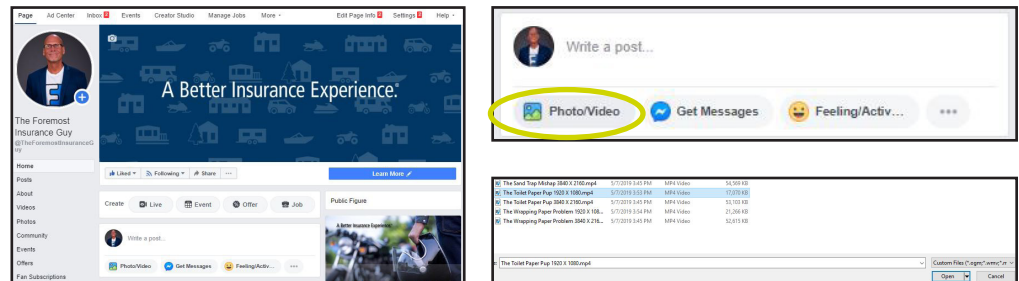
## Engage Customers with Videos on Your Agency's Social Media

Did you know that video posts have the highest engagement rate on Facebook compared to any other type of post? Here's an engagement rate breakdown:



This is just one reason why **Facebook** is a great place to share your co-branded videos! You'll engage your page followers with exciting content, and they can easily share the videos with their friends, generating lots of organic buzz for your business. Here's how to upload a video on Facebook:

1. Go to your agency's Facebook page.
2. In the "Write a post..." section, click **Photo/Video**.
3. Double click the video file you'd like to share.

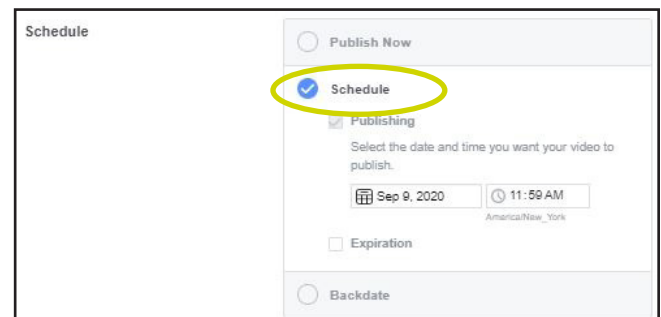
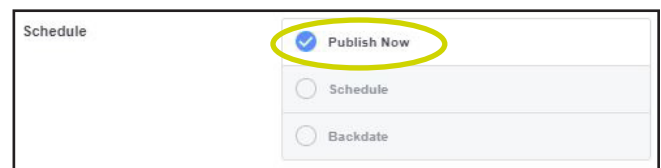


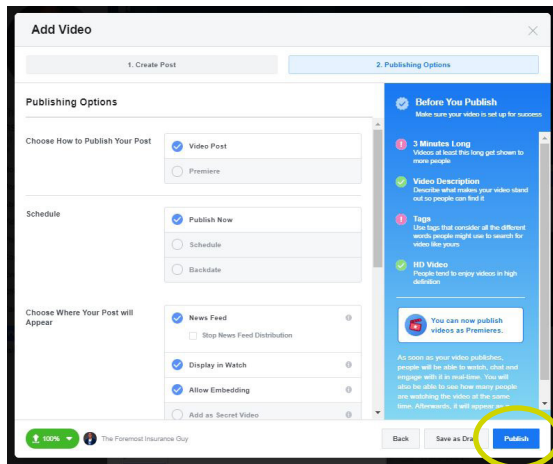
4. Your video will begin uploading. In the meantime, give your video a title and write a description. Try asking a question that will encourage comments ("Has this ever happened to you?") and include a clear call-to-action ("Give us a call at 123-456-7890 to learn more!").

5. When your video is done uploading, you'll see a green 100% in the bottom left corner. When ready, click the blue **Next** button in the bottom right corner.

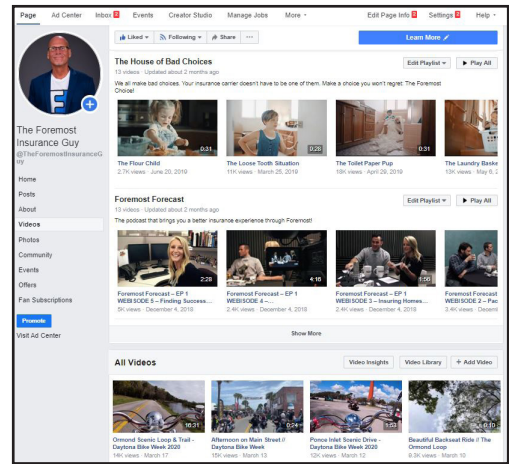
6. Select your preferred publishing options. The two most important options to consider are:

- a. **Scheduling for Later:** If you'd like your video to be published at a later time, click **Schedule** and select your preferred date and time.
- b. **Publishing Now:** If you're ready to publish your video immediately, select **Publish Now**.





7. Depending on what you selected in the previous step, click either **Schedule** or **Publish**, and your video will be shared at the time you specified.



8. After your video is published, you'll be able to find it in the Videos tab on the left side of your page. Here, you'll be able to keep track of your video's views, reach and comments.

*Pro Tip:* If you want to share a video directly on **Instagram**, **Twitter** or other mobile-focused social media platforms, use Dropbox. On your computer, create a free **Dropbox** account, log in, and upload your video in a new folder. Then, download the Dropbox app on your mobile device, log in and export the video file to your phone's photo/video library. Afterwards, you'll be able to easily upload the video to any social media platform with your mobile device.

Request a co-branded video at **ForemostAgent.com/Marketing#CoBrandedVideos**  
Learn more about Social Media Marketing at **SocialMediaSuitcase.com**

1. Facebook Video Statistics from <https://99firms.com/blog/facebook-video-statistics/>  
The information in this job aid is based on experience, research and opinions from the Foremost Insurance Group. The content of this job aid is not affiliated or approved by Google™, Yelp®, YouTube, Facebook, Twitter or any other website, search engine or social media platforms or services. 9019065 05/20

A Better Insurance Experience.®