



Checklist 14: Video Traffic – Email

Project
Name:

Date:

A great way to drive a ton of engaged traffic to your videos is to email all the people on your email list. After all they all signed up to hear from you and if you're providing value and gone out of your way to create a video that will help them they'll love you for it and it'll help build a connection with your list even more especially if they can see and hear you.

Watch your video and pick out the key benefits – such as the benefits, the results your viewer will get, the time it'll take for them to get these results etc.

Yes No

- 1 Create an attention grabbing intriguing email subject line.

It's worth taking time to think about what your subject line will be because if it doesn't connect with someone right away then your email won't even be opened. Think outside the box but make sure it's relevant to the content of your email.

- 2 Write your email content

Tell a story and let the reader know why you created the video and what it's about but make sure it's aimed at helping them and not all about you. How will they benefit from watching your video and what will they get if they click on your link?

- 3 Will the link send them to your video on YouTube or on a page on your blog/website?

- 4 Include a thumbnail image

Notes



Checklist 14: Video Traffic – Email

Including an image of the video will encourage them to click on it to go watch your video. If you need to then put a transparent play button over the top of the image and then hyperlink the image with the link to your video or the page on your blog.

- 5 Add a text link to your video

Make sure you also add a link to your video in the text content of your email and add the words “click here” or “watch video now” because some people won’t realise that they can click on the image

- 6 Schedule your emails

If you have a whole bunch of videos online then you can set up a whole email sequence sending people to them at a specific time and day. You could have emails sending people to a video they’ll like, on the same day every week so they get used to it and begin to expect it.

There are some great email autoresponders out there but one I’ve found recently has got to be the best one I’ve found yet! Click here visit [MailerLite.com](https://www.mailerlite.com)

Notes