



## How to post trackable, personalized videos on your Social Media accounts using the Voodoo Campaign Manager

*LinkedIn®, Facebook®, twitter®, etc.*

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*Want to get even greater results from your Voodoo account?*

*Voodoo lets you post links to any video in your Voodoo Video Library on LinkedIn, Facebook, twitter and more.*



*No matter which social media service(s) you use, your videos will play with your contact info and response link at the bottom. If you're using the full version of Voodoo, your video pages can even include your Digital Business Card and photo.*

***Bonus:*** *Want to track how many people watch each video you post on each social networking service? Just send yourself a Voodoo campaign and create your post using the video link it generates.*

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### **Important Notes:**

To avoid overexposure, we suggest posting no more than one video link per social networking service per week.

LinkedIn is a popular place to post video content aimed at business contacts only. However, most LinkedIn users don't expect video content in that environment. For that reason, you might consider paying to "boost" your post to generate more visibility and maximize exposure among key target groups.

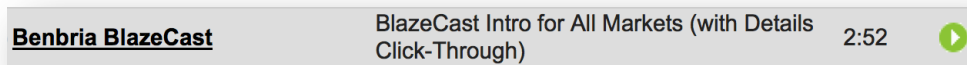
Facebook can be a surprisingly effective place to post videos, especially if you plan to engage your friends in spreading the word. Facebook now offers paid post-boosting as well.

Surprise: According to the video measurement company TubeMogul, twitter has emerged as a top referrer for web video traffic, far outpacing Facebook, LinkedIn, Yahoo, Google, and Bing. So "tweet away" and enhance your Voodoo results!

## **Post personalized videos with NO click-through tracking**

### **Step 1:**

**Access your Voodoo Video Library and click the green play arrow for the video you want to post**

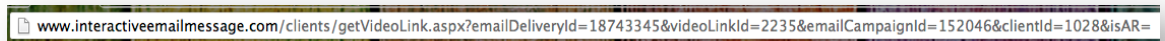


Clicking the green arrow will load your personalized video into your web browser.

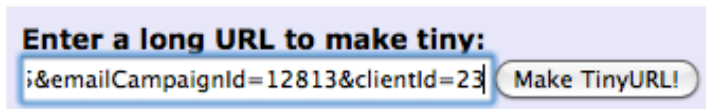
### **Step 2:**

**Copy the video URL (or a short version) for use in your post.**

Copy the entire link from the URL bar at the top of your web browser window.



If the link is too long (often the case for twitter), use the Google Link Shortener or any number of other free services to make it short and sweet. Here's an example using TinyURL which you can find at: <http://tinyurl.com/create.php>



Paste your long link into the link shortener, then copy the shortened link to post on the Social Networking service of your choice.

Please refer to the help documentation of your Social Networking service for details about posting.

## Post personalized videos WITH click-through tracking

### Step 1:

### Create and send yourself a campaign for Social Media posting and tracking

**A) NOTE: You probably already have an email template linked to the video you want to post. If so, skip this step. If not, here's how to create one:**

#### Create an email template (Manage Email Templates area)

- Select Add New Email Template [Add New Email Template](#)
- Name the email template. In this example, we're posting a video about a product named "Benbria BlazeCast," so we'll name the template *Benbria Blazecast for twitter*, and add a descriptive Subject line, for example: *Benbria Blazecast twitter Link*
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MANAGE EMAIL TEMPLATES CAMPAIGN MANAGER

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Email Template (ID: 102493)

Name Your New Message: Benbria BlazeCast for twitter  
For your eyes only - will not be seen by email recipients

Subject: Benbria Blazecast twitter link

- Next, place your cursor at the start of the body text area.
- Using the Custom Fields drop down menu, choose [Video Link] then Insert.
- For Video Link Used in Message, select the video you want from the drop-down menu, in this case, Benbria Blazecast.

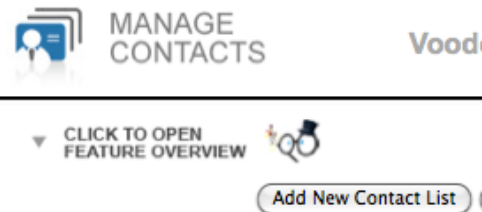
Custom Fields: [VideoLink] Insert

Video Link Used in Message: ?	Benbria BlazeCast	Insert
Display Text for Video Link: ?	Clear Selection	
	Benbria BlazeCast	

- Then click Save & Close

## B) Create a Contact List with a single contact—YOU! (Manage Contacts area)

- Click Create New Contact List



- Name the list Myself Only and click Manage Contacts for the newly created list

Myself Only ☐ 08/03/2010 0 [Manage Contacts](#)

- Click Add Contacts and add yourself to the list.

**Add New Contact**

Basic Contact Info		Other Contact Info	Send History	Notes								
<div style="display: flex; align-items: center;"> <span style="font-size: 24px; margin-right: 10px;">▼</span> <div>             CLICK TO OPEN FEATURE OVERVIEW           </div> </div> <div style="background-color: #eee; padding: 5px; text-align: center; margin-top: 10px;">Contact Info.</div> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%; padding: 5px;">First name:</td> <td style="border: 1px solid #ccc; padding: 5px;">Robert</td> </tr> <tr> <td style="padding: 5px;">Last Name:</td> <td style="border: 1px solid #ccc; padding: 5px;">Cassard</td> </tr> <tr> <td style="padding: 5px;">Email:</td> <td style="border: 1px solid #ccc; padding: 5px;">rcassard@voodoooviral.com</td> </tr> <tr> <td style="padding: 5px;">Company Name:</td> <td style="border: 1px solid #ccc; padding: 5px; border: 2px solid #00aaff;">Voodoo Viral Marketing</td> </tr> </table>					First name:	Robert	Last Name:	Cassard	Email:	rcassard@voodoooviral.com	Company Name:	Voodoo Viral Marketing
First name:	Robert											
Last Name:	Cassard											
Email:	rcassard@voodoooviral.com											
Company Name:	Voodoo Viral Marketing											

- Click Add, then close.

## C) Create and send yourself a campaign using your new email template and Myself Only Contact List (Campaign Setup Wizard)

- Open the Campaign Setup Wizard and name your campaign:  
Example: Benbria Blazecast for twitter (then click→Next)

BUILD, MANAGE AND SEND CAMPAIGNS

Voodoo Campaign Manager

Home | Log Out

Support Center

Campaign Setup Wizard 1 ... 2 ... 3 ... 4 ... 5 ... 6 ... 7

CLICK TO OPEN FEATURE OVERVIEW

Name Your New Campaign

Your New Campaign Name: Benbria BlazeCast for twitter

For your eyes only - will not be seen by email recipients

Cancel << Back Next >>

- Send on behalf of yourself, or using your own name and email address, then click→Next

Email Settings

Send on behalf of: [Myself]

- Select your email template (e.g., Benbria Blazecast for twitter), then click→Next

Compose Email

Email Template: --Select an Email Template--

Subject: Benbria BlazeCast for twitter

- Select Myself Only Contact List, then click→Next

Select Mailing List

Contact List: Myself Only (1 contacts)

- Leave Mass Email Throttling on the default settings, then click→Next
- In Additional Settings, choose Digital Business Card, but only if you've uploaded your photo and other info, otherwise don't select any of these options (then click→Next)

Additional Settings

☒ Show Digital Business Card

- Use Custom SMTP Server – No (then click→Finish)

Now Select your new Campaign from the list and click Send. This will send you an email that includes your embedded Video Link.

## **Step 2:**

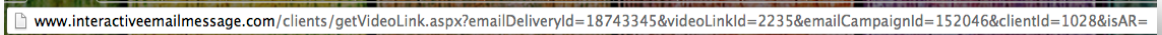
### **Copy your link and post it on the Social Media service of your choice.**

Click on the link in the email you received.

To: Robert Cassard <rcassard@voodoooviral.com>

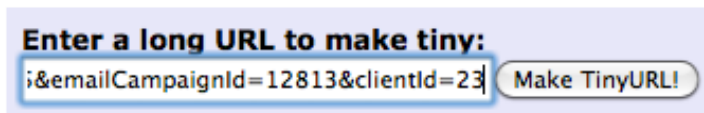
[Click here to watch a short video](#)

Copy the entire link from the URL bar at the top of your web browser window.



www.interactiveemailmessage.com/clients/getVideoLink.aspx?emailDeliveryId=18743345&videoLinkId=2235&emailCampaignId=152046&clientId=1028&isAR=

If the link is too long (often the case for twitter), use the Google Link Shortener or any number of other free services to make it short and sweet. Here's an example using TinyURL which you can find at: <http://tinyurl.com/create.php>



Enter a long URL to make tiny:

Paste your long link into the link shortener, then copy the shortened link to post on the Social Networking service of your choice.

With most services, you will find simple options such as Links→Post a Link, or simply allow you to paste the link into the text box where you'll write your post. Some services even allow you to edit the name of the link.

## **Step 3:**

### **Track your video views on twitter (or other Social Media service)**

To see how many friends and followers have clicked through to watch your video, go to your Voodoo Tracking Stats and select **Report Type: Campaigns** and your your campaign, for example: *Benbria Blazecast for twitter*



CLICK HERE TO LEARN  
HOW TO USE THIS FEATURE



Report Filter

Report Type: ☒ Campaigns ☐ Sales Funnels

Campaigns:

[All Campaigns]

Benbria Blazecast for twitter

R&R Hall of Fame Video Link for Email

vMCD Installation Video Link for Email

Virtual Solutions Video Link for Email

1 of 1

Select a format

Export



ID	Scheduled Send Date	Video Page	Total	Sent	Optout	Failed	Opened	Unopened	Video Views	Video Viewers
129355	9/27/2013 3:03 PM	<a href="#">Benbria BlazeCast</a>	1	1	0	0	1	0	22	1

You'll see in real time how many Video Views have been logged from that Social Networking source. *(Note: the Video Viewers column will always show one viewer, you, because you used your own contact information to create the link.)*

*In addition to posted views, in many cases you'll also receive email messages resulting from viewers who click the response link in the video playback frame or in your Digital Business Card. (NOTE: You will not see the names or email addresses of those who've watched the video because their names weren't in Voodoo to begin with.)*

You can create a campaign for each video and each Social Networking service and track them all using this system. It takes a little work up front, but what a way to spread the word!