



**How to post trackable,
personalized videos on your
Social Media accounts
using the eVideo Launcher**

LinkedIn®, Facebook®, twitter®, etc.

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.*

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.

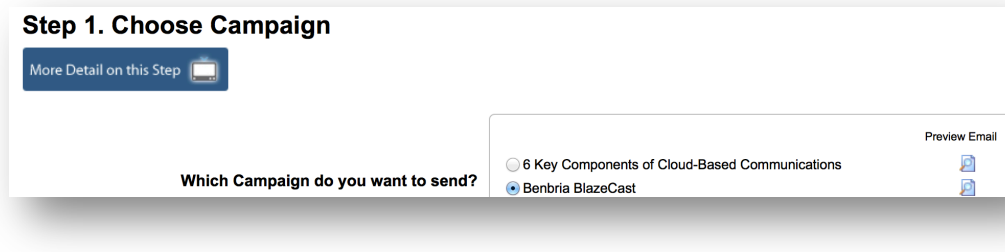
Surprise: According to the video measurement company TubeMogul, twitter has emerged as a top referrer for web video traffic, far outpacing Facebook, LinkedIn, Yahoo, Google, and Bing. So "tweet away" and enhance your Voodoo results!

Post personalized videos with NO click-through tracking

Step 1:

Choose the campaign containing the video you want to post.

Click the Preview Email icon to see the email containing active links to your video or other content.



Step 1. Choose Campaign

More Detail on this Step

Which Campaign do you want to send?

☐ 6 Key Components of Cloud-Based Communications

☒ Benbria BlazeCast

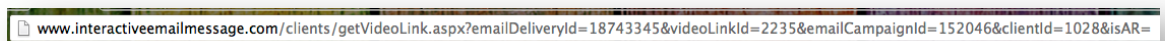
Preview Email



Step 2:

Click the video link in the Preview Email, then copy the video URL (or a shortened version) and use it in your post.

Clicking the video link will load your personalized video into your web browser. 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 on twitter), use the Google Link Shortener or any number of other free services to make it short and sweet. For example:
<http://tinyurl.com/create.php>

Enter a long URL to make tiny:

[&emailCampaignId=12813&clientId=23](http://www.interactiveemailmessage.com/clients/getVideoLink.aspx?emailDeliveryId=18743345&videoLinkId=2235&emailCampaignId=152046&clientId=1028&isAR=)

Make TinyURL!

Copy-paste this shortened link into your account on the Social Networking service of your choice and post it.

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

Post personalized videos WITH campaign tracking

Step 1:

Choose and send yourself a campaign, naming it for Social Media tracking

A) In eVideo Launcher Step 1, Choose Campaign.

1. Select your desired campaign from the available list.

Step 1. Choose Campaign

More Detail on this Step

Which Campaign do you want to send?

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Preview Email

2. Name the campaign. In this example, we'll post a video about a product called "Benbria BlazeCast" to a twitter account, so we'll name this campaign *Benbria BlazeCast for twitter*, then click **Next**.

Name your campaign: Benbria BlazeCast for twitter

Next

B) In Choose Recipients area (Step 2), create a Contact List with a single contact—YOU!

- Next to "Who should receive this campaign?" Choose **I want to enter contacts one at a time**. This will open an empty contact list. Name the list **Myself Only**, complete your contact info, then click **Add to Queue**. Once the contact populates, click **Next**.

Name your contact list: Me only

New Recipient

Email: rcassard@voodoooviral.com

First name: Robert

Last name: Cassard

Company Name: Voodoo Viral Marketing

+ Add to Queue

C) Continue through the Personalize Email Step and on to the Preview & Send step.

There's no need to personalize your campaign or preview it. When you reach the Preview & Send page, simply click the large green button that says Send Campaign.

Ready to Launch?

Send
Campaign

This will send you an email that includes your embedded Video Link. (If you don't receive it within 2 minutes, check it your Spam or Junk folder.)

Step 2:

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

To: Robert Cassard <rcassard@voodoooviral.com>

Click on the link in the email you received.

[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:

[&emailCampaignId=12813&clientId=23](http://www.interactiveemailmessage.com/clients/getVideoLink.aspx?emailDeliveryId=18743345&videoLinkId=2235&emailCampaignId=152046&clientId=1028&isAR=)

Make TinyURL!

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.

To see how many friends and followers have clicked through to your video, just visit your Tracking Stats, and select the specific campaign you sent. That's it!

View Tracking Statistics

ID	Scheduled Send Date	Video Page ↕	Total ↕	Sent ↕	Optout	Failed ↕	Opened	Unopened	Video Views	Video Viewers ↕
129355	9/27/2013 3:03 PM	<u>Benbria BlazeCast</u>	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. (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 unique trackable 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!