



**To advertise 'just to get your name out there' cross your fingers and pray that business will improve is no longer a workable or sustainable model.**

A measurable, **structured** game plan that is executed with expertise and professionalism is a much more predictable and **profitable** way to promote.

At Zot Media we can guide you through the **marketing** maze.

**Zot Media** is the **leader** in rural and regional consumer and B2B marketing and advertising. We execute insightful, strategic, traditional and digital media strategies across multiple platforms with **engaging** creativity for a broad cross section of companies in regional and rural Australia.

Being entrusted with booking **millions** of advertising dollars for clients is a responsibility that we haven't taken lightly and have years of experience observing what works and what doesn't.

The increasingly fragmented marketing environment has made marketing a **specialised** area.

We hope you find this checklist a valuable resource to help drive your business to greater success and **profitability**.

To your **success** from The Zot Media team.

*p.s. Here at Zot Media we're passionate about helping businesses multiply their results on their TV advertising with real returns. If that sounds like what you want, then we'd love to get on the phone and talk.*

**Want some help?**

Jump on the phone 02 6926 5302 or email us [info@zotmedia.com.au](mailto:info@zotmedia.com.au)

**How can we help you?**



FREE REPORT REVEALS

**15 CLEVER**  
**WAYS SMART**  
**BUSINESS OWNERS**  
**USE THEIR TV ADS...**

SQUEEZE THOUSANDS OF EXTRA DOLLARS AND  
VALUABLE EXPOSURE FOR LITTLE EXTRA EFFORT AND  
MINIMAL EXTRA COST!

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15 **Creative** Ways to use your TV ad / Video for more exposure, **skyrocketing ROI** and **BIGGER profits** for little extra effort and **minimal cost**.

This is a report rich in **value** and substance. It is recommended that you print this out and follow the exact steps each time you promote a **TV ad** or Video.

### Your TV ad / Video Tip;

(When creating your TV ad or **video** it is important to maintain a **customer** focus rather than a product focus. Many business owners fall into the trap of promoting features of their product or service rather than highlighting how it makes someone's life easier or better. **Always remember this saying; Features Tell, Benefits Sell.**)

### Upload your video to Your Website;

Choose a keyword/s to help SEO (Use the Google Keyword Planner Tool to perform keyword search)

### Use your research finding to help develop your title.

Your title will yield best results if it

- Asks a question that intrigues your customer.
- Have your chosen keyword in the title.

### Create a HTML email signature;

Create a HTML signature (send it to [fiverr.com](mailto:fiverr.com)) and use the video as part of your email signature



Click the image to view this video  
Click this box to view more examples

*(Tip; this is a great place to put testimonial videos)*

### Embed TV Ad / Video on a post on your blog, then use the blog rss feed to automatically post to:

- Share on your Facebook Business Page (Boost post to ramp up your exposure. Make sure you have selected appropriate demographics and regions)
- Share on Facebook (personal account)
- Share on Twitter (Your personal account)
- Share on Linked In (Your personal account)
- Share on Google+ (Your personal account)

### Upload TV Ad / Video to YouTube then:

- Rename your video file using your chosen keyword.
- Choose a keyword/s to help SEO (Use the Google Keyword Planner Tool to perform keyword search) (This is vital to do before you upload the video because you can't change it once it's uploaded.)

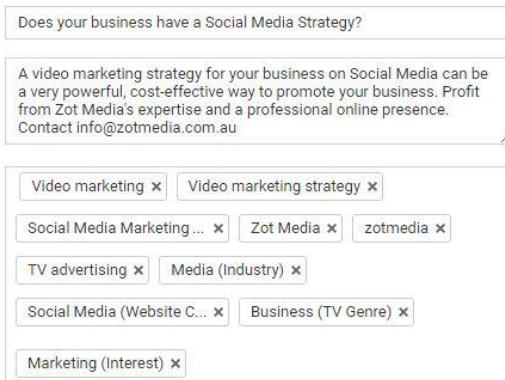
For example, if your chosen keyword is 'Personal trainer' then name the file 'personal trainer.mp4' or whatever the file extension name is.

If this is vague, go to youtube and google how to change your filename. There are numerous tutorials showing you specifically how to do it.

- Create a heading for your video using your research finding from 'Google Keyword Planner Tool' to help develop your title.
- Again your title will yield best results if it

- a) Asks a question that intrigues your customer.
- b) Has your chosen keyword in the title.

- Use the relevant keywords to help SEO by inserting them into the tags section of your Youtube settings. (Here is an example from one of our Zot Media videos.)



- Add a call to action annotation link to your video (These can be created after your video is uploaded. It is very useful to direct the viewer to their next course of action. Take care not to overdo the annotation, don't put them up too early in the video unless you are happy for them to exit the video early.)
- Embed on a blog post
- Notify YouTube channel subscribers
- Send an email to your list with a link to You Tube or your blog post
- Click the "Share" button under the video and automatically send to:
  - Facebook
  - Twitter
  - Google +

*(It won't matter if your video/TV ad gets shared more than once on Social Media. People are active on these platforms at varying times and days. The goal is to get noticed. No time to be a shrinking violet.)*

### Transcribe the TV Ad/ Video from Rev.com, then:

- Create a blog post
- Create a Facebook post
- Edit to create a Press release
- Include in a training product

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