



# VIDEO DESTINATIONS GUIDE



## 1. WEBSITE HOMEPAGE

Feature the video prominently on the homepage to provide an engaging introduction for website visitors.



## 2. ABOUT US PAGE

Enhance the "About Us" section with the brand story video to offer a deeper understanding of the facility's values, mission, and legacy.



### 3. SOCIAL MEDIA PLATFORMS

Share snippets or the full video on social media channels such as Facebook, Instagram, and LinkedIn to reach a wider audience and encourage engagement.



## 4. EMAIL MARKETING

Embed the video in email campaigns to existing and potential clients, creating a more personalized and visually appealing communication.



## 5. LOCAL COMMUNITY EVENTS

Showcase the video at local community events, health fairs or industry expos to increase awareness and foster a connection with the community.



## 6. INTERNAL TRAINING SESSIONS

Utilize the video during staff training sessions to reinforce the facility's values and mission.



## 7. WAITING AREAS & COMMON SPACES

Display the video in waiting areas and common spaces within the facility to create a positive and welcoming atmosphere for visitors and clients.



## 8. STAKEHOLDER PRESENTATIONS

Incorporate the video into presentations for stakeholders, potential investors, or during facility tours to convey the facility's unique strengths.



## 9. YOUTUBE & VIDEO PLATFORMS

Publish the video on YouTube and other video-sharing platforms to expand its reach and accessibility.



## 10. PRESS RELEASES & MEDIA OUTREACH

Accompany press releases with the video link to attract media attention and coverage, enhancing the facility's visibility within the industry.



## 11. ONLINE ADVERTISING CAMPAIGNS

Integrate the video into online advertising campaigns to create a visually compelling narrative that sets your brand apart.



## 12. ORIENTATIONS

Use the video for orientations to provide an immersive introduction to the facility's culture and commitment to care.



## BONUS!

Remember to **optimize** the video for each platform and consider creating shorter versions or teaser clips for social media to capture attention quickly. Additionally, encourage viewers to share the video, facilitating organic reach and engagement. The goal is to ensure the brand story video becomes an integral part of your overall marketing strategy, resonating with both current and potential clients.



## NEED HELP STARTING WITH VIDEO?

Send us an email and let's get you started on the video journey!

Contact:



[brian@reachmediaproductions.com](mailto:brian@reachmediaproductions.com)