

MAKE THE MOST OF YOUR INVESTMENT VIDEO PLACEMENT CHECKLIST

To ensure your prospective students see and engage with your videos, consider these placements:

Website:

- Homepage** *Introducing the student journey*
- Program Pages** *Demonstrating solutions*
- Blog or news sections** *Sharing student stories*
- About Us page** *Establishing your university as the guide*

Social Media Platforms:

- Facebook** *Posts, Facebook Live, cover video*
- Instagram** *Posts, stories, IGTV*
- X, formerly known as Twitter** *Tweets, pinned tweet*
- LinkedIn** *Posts, university page*

Email Campaigns:

- Newsletters** *Featuring student journeys*
- Program and event announcements**
- Thank you and follow-up emails**

YouTube Channel:

- Regularly updated with content related to student journeys**
- Organized into playlists for easy navigation** *e.g., success stories, how-tos*

Events and Webinars:

- Featuring student stories and testimonials**
- Sessions focused on addressing student needs and solutions**

Digital Advertisements:

- Google ads**
- Social media ads**
- Video platforms like YouTube**

Partner Websites and Blogs:

- Collaborations with influencers and local businesses sharing similar student stories**

Offline Settings:

- College events featuring student journey narratives**
- Information kiosks with interactive student stories**
- Presentations highlighting how your college guides students careers**

By strategically placing videos across these platforms, you ensure that your message reaches your audience effectively, encouraging them to embark on their journey with your university. Remember, the key is creating captivating content and ensuring it's seen at the right time by the right people.

