



EMPLOYER GUIDE: YouTube Video Distribution Strategy

Congratulations! You've decided to hire a virtual assistant to help you with your Youtube Video promotions.

Here are the things you need to prepare to equip your OFS for this campaign:

- Google drive, dropbox or any cloud storage where they can download the videos from.
- Access to your blog
- Access to your Google Ads
- Keywords you're trying to rank for

This SOP guide is focused solely on a video distribution strategy. This includes tips on the best graphic, micro vlog, captions and ad set-up, but will not include comprehensive blow by blow instructions. Make sure your OFS already has ample knowledge on the technical tasks, or that the appropriate OFS for the task also has access to this guide.

Your VA may now proceed to the [YouTube Video Distribution Strategy Course](#)