

YouTube Funeral Video Tribute Strategy

Deceased Name: Tom Heppell

Destination URL: <http://www.mccallbros.com/thomas-george-tom-heppell/>

Not necessarily your home page, if possible directly to the deceased's obituary page

Video Title: Keywords: Deceased's Name "Funeral Service Video Tribute" | City, Prov. / State [60 Characters Max.]

Tom Heppell | Funeral Service Video Tribute | Victoria BC

Description:

Always start with your URL including the http://, include a portion of the obituary & make sure there are keywords, end with call to action

<http://www.mccallbros.com/thomas-george-tom-heppell/>

Thomas George "Tom" Heppell Celebration of Life Video Tribute.

[Include obituary excerpt. Make sure to include keywords.]

This service is provided by McCall Bros. Funeral Home & Cremation Services, Victoria, BC

To read Tom Heppell's complete obituary and to read and share condolences, visit:

<http://www.mccallbros.com/thomas-george-tom-heppell/>

Tags: Use 6 keywords to describe video; last keyword should be somewhat unique to you & to be used in all other videos to link them together.

Tom Heppell, Funeral, Video, Tribute, Victoria, BC, McCallBros

Video File Name: Tom-Heppell-Video-Tribute.mp4

Format: MP4 (H.264 encoding) preferred (others: flv, avi, wmv, mov, mpg) - **Length:** 10 mins. Max. - **Size:** less than 100 MB

Steps to promote and distribute Tribute Video...

- Upload video file to YouTube and fill out fields with information above
- Embed YouTube video in obituary post on funeral home website (make sure to uncheck "Include Related Videos")
- Include on Memorial Folder: "To view Memorial Tribute Video, visit: www.YourFuneralChapel.com/john-doe"
- After funeral, email link to YouTube page and link to Obituary to all family members that have email addresses
- Instruct family how to add YouTube video to their Facebook profile (same as adding Obit to Facebook profile)
- Add YouTube video to funeral home Facebook page

Important Note: Ensure that music for video tribute is royalty-free & will not infringe copyright laws.

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