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# MARKETING PLAN

SHORTSNINJA.COM

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## Product

### About Shorts Ninja

ShortsNinja is an **AI-powered platform that automates the creation of engaging and faceless short videos**. It allows users to produce professional and viral content swiftly, suitable for any niche, enhancing SEO and audience engagement.

## User Persona



**Name** Emily      **Age** 29      **Live in** London, UK

**Job** Content Creator      **Family** Single

### Likes

Emily enjoys creating **captivating and viral content** that resonates with her audience. She is keen on using tools that enable her to **produce high-quality videos quickly**, without the need for extensive technical skills or on-camera presence.

### Desire

Emily wants a platform that can help her **produce engaging and professional short videos** without showing her face, thereby expanding her reach and online presence while maintaining **creative and visual appeal**.

### Current Solution

Currently, Emily uses a combination of **basic video editing software** and **social media editing tools** to create content. However, these tools require more time and effort, and **do not fully automate the video creation process**, which limits her efficiency.

### Pain

Emily struggles with the **time-consuming nature of video creation** and the need for **consistent content output** that attracts a large audience. Additionally, she wants to avoid being in front of the camera.

### Where can you find Emily

You can find Emily actively participating in online communities related to content creation and digital marketing. She often engages on platforms like **Reddit's Content Creators communities**, and **Facebook groups dedicated to video marketing**. She also follows **YouTube channels** that provide tips on social media growth and **Instagram profiles** focused on digital content trends. Emily is a regular reader of articles from **Medium** and follows discussions on **Content Marketing Institute** for the latest strategies.

Offline, Emily attends **content creation workshops** and **networking events** in London. She frequents **creative industry meetups** and often visits **tech and media conventions** that showcase the latest in digital content innovation.

## Channel Strategy Overview

### Channel 1: Organic Shorts

**Expected timeline** 3 months **Expected cost** \$0

**Expected** 2.3k website traffic  
**average ROI** (between 563 to 5.6k)

### Channel 2: Organic Youtube

**Expected timeline** 3 months **Expected cost** \$0

**Expected** 1.2k website traffic  
**average ROI** (between 300 to 3k)

### Channel 3: SEO

**Expected timeline** 3 months **Expected cost** \$499/m

**Expected** 1.3k website traffic  
**average ROI** (between 313 to 3.1k)

### Channel 4: Post on Reddit and Facebook group

**Expected timeline** 3 months **Expected cost** \$0

**Expected** 1.9k website traffic  
**average ROI** (between 482 to 4.8k)

## Channel 1: Organic Shorts



Channel rating **10/10**

**Pros** Free, snowballing, depends less on luck, virality

**Cons** Requires consistent posting, time-intensive

### How does Organic Shorts works?

Organic shorts (TikTok/Instagram Reels/Youtube shorts) are short-form video content that are often interesting and **easily viral**. It's a great channel for **most B2C SaaS product**, and occasionally also for B2B SaaS product if the content is planned well.

### Why Organic Shorts for Shorts Ninja?

Shorts Ninja is designed to automate the creation of engaging and viral short videos, making organic shorts a perfect channel to showcase the capabilities and results of the product.

### Expected Investment

Cost: **Both free or paid options**  
Time: **1 month**, posting 6 short per week (0.5 to 1 hour per day)

### Expected ROI, if executed well

To calculate the website conversion: Estimated website traffic is **3.9k** visitors. With a **0.5%** conversion rate, the number of sign-ups and paying users is **19**. Since conversion to paid is **100%**, all sign-ups become paying users.

### Organic Shorts content strategy for Shorts Ninja

Organic shorts is about **testing different variation of content approach**, actively see what went viral in other accounts and test what works best for you SaaS, then repeat the pattern that works and keep scaling until the pattern no longer gets attention, then you find another content pattern that works. The overall approach for Shorts Ninja will be to create 1-3 accounts (depends on how productive you are or if you have a team), having more accounts allows you to test content approach faster. You should post around 6 shorts per week. So by 3 months, you should have posted at least 70 shorts for each account on all platforms.

Based on the product nature of Shorts Ninja, we recommended these 2 types of content strategy: **Memes approach, Personal brand.**

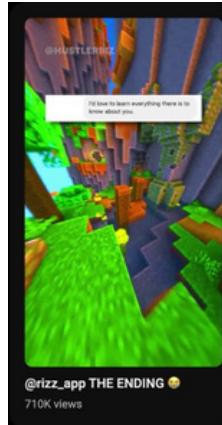
#### 1. Memes approach

Utilizing a meme approach with ShortsNinja is ideal for B2C SaaS products. Memes create easily relatable, humorous content that aligns with ShortsNinja's AI-driven video creation. This method enhances engagement and virality, particularly for products tied to lifestyle and culture, by resonating with audiences. By integrating memes, ShortsNinja users can boost SEO and audience interaction, making it apt for any niche. As a B2C platform, ShortsNinja can leverage memes to amplify its content's reach and impact effectively.

## Channel 1: Organic Shorts (cont'd)

Here are some example of **meme approach content**: **Rizz** is a mobile app that gives you AI conversation advices with people you're dating. They uses a lot of organic shorts on Youtube and TikTok to promote their product, like this video .Their shorts content are memes and funny scripts that are easily resonating with the audience who wants to date someone, which makes the video viral. Check a sample video:

<https://www.youtube.com/shorts/xl-CuRfVDQk>



Screenshot of a Rizz app shorts

### Sample of Memes shorts that Shorts Ninja can make

Here's 2 example to show what could be made for a product like Shorts Ninja:

#### 1. "When AI edits better than you"

Use clips from The Office to depict characters reacting to surprisingly good video edits by AI. Add comedic music to emphasize the contrast and humor.

#### 2. "How AI stole my editing job"

Show scenes from Friends with characters dramatizing their shock and disbelief at AI's superior editing skills. Use playful background tunes for comedic effect.

We recommend you to follow some SaaS accounts that promote their product through meme content, some examples are @dropship, @kayyindia, @kayyoxyz, @riseapp.life, @love8.app. See what worked for them and try to replicate a similar content approach until you find a content that works well. For a product like ShortsNinja, you can research on similar accounts in your niche by finding hashtags like #AIVideoCreation, #FacelessContent, #ViralVideos, #ShortVideoMarketing, #ContentAutomation to see what meme shorts went viral and copy them.

## Channel 1: Organic Shorts (cont'd)

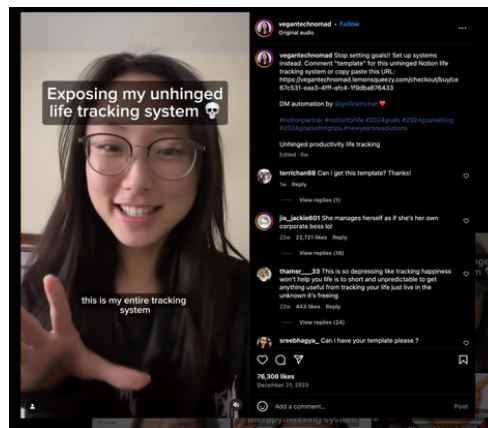
### 2. Personal brand

Embracing a personal brand approach with ShortsNinja allows creators to share valuable content in their niche without overtly selling, fostering genuine connections. By integrating ShortsNinja's AI-driven video production into personal brand reels, users can seamlessly include product mentions within engaging, faceless short videos. This strategy mirrors the authenticity of a YouTuber's content in a short form, enhancing SEO and audience engagement across any niche. It's an ideal fit for ShortsNinja, as it positions users as experts while leveraging the platform's advanced automation capabilities.

Here's some example of good personal brand videos shorts: **Jennifer Chou (@Vegantechnomad)** is a UGC creator in the productivity niche, her Reels talks about how to be more productive, like how to use Google Sheet to track her routine.

Check one of her most viral video that got 76k likes and 4k comments:

<https://www.instagram.com/p/C1F7N4uvdb2/?hl=en>



Screenshot of a Reel by Jennifer

### Sample of personal brand shorts that Shorts Ninja can make

Here's 2 example to show what could be made for a product like Shorts Ninja:

#### 1. "From Idea to Viral in Seconds"

Showcase how ShortsNinja turns basic ideas into viral videos, instantly enhancing your brand's reach and engagement.

#### 2. "Boost Your Brand with AI-Driven Shorts"

Highlight how using ShortsNinja's AI tools can elevate your content creation process, making professional videos effortlessly.

In the caption, you can do a giveaway for something valuable, such as a mini life reset program, or a Notion template for improving your life in 66 days. Ask the viewer to comment "Shorts Ninja" to get the giveaway content, when they comment, you will DM them with the link. Use ManyChat to set up such DM automation.



## Channel 1: Organic Shorts (cont'd)

There are also many other possible content approach other than the recommended 2, you should try to follow more accounts in your niche and see what goes viral for them, and replicate those format and experiment new approaches constantly. Be creative and active.

### What you need to do in the 3 months time

In each week, this is what you should be doing:

#### Week 1 (Preparation)

- |  |   |
|--|---|
| <input type="checkbox"/> Create a shorts account on Instagram, TikTok and Youtube                                | <input type="checkbox"/> Learn how to make shorts and use tools like Capcut and Manychat          |
| <input type="checkbox"/> Design the brand of your shorts account (profile picture, bio...)                       | <input type="checkbox"/> Prepare a list of 10 account that is similar to your niche/ideal profile |
| <input type="checkbox"/> See what went viral for those 10 account, make a list of 10 shorts ideas based on those | <input type="checkbox"/> Edit and publish the first short   |

#### Week 2 to 12 (Execution)

- |   |  |
|---|--|
| <input type="checkbox"/> Repeat the shorts creating process, keep posting 6 shorts per week | <input type="checkbox"/> Repurpose the same shorts to all 3 platforms        |
| <input type="checkbox"/> Test different content approach to see what works the best         | <input type="checkbox"/> Review what works and not to finetune your approach |
| <input type="checkbox"/> Find trendy audio to use for your content                          |  |

### Relevant tools and learning resources

#### Tools

- Capcut (video editing)
- Revid.ai (AI shorts generation)
- Pallyy (Social media scheduling)
- Buffer (Social media scheduling)
- ChatGPT (Content brainstorm)

#### Learning resources

- How I Actually Make Viral Shorts  
(<https://www.youtube.com/watch?v=fHNR3ZHDXug>)
- 8 things I learned from making an extremely viral reels (9.3M+ views) for my app  
(<https://x.com/desmondhth/status/1788903624992600529>)

## Channel 2: Organic Youtube



Channel rating **9/10**

**Pros** Free, quality-driven, virality

**Cons** Consistency, creativity to get the right content, rely on luck to get viral

### How does Organic Youtube works?

Youtube video for SaaS is about one thing: providing value through knowledge. Make content that are relevant to your niche audience and let them search on Youtube. Plug your product in the video, or even better, use the product as the core of the video.

### Why Organic Youtube for Shorts Ninja?

The product has a general appeal and can cater to various niches, making YouTube an ideal platform for knowledge sharing and demonstrating the versatility and effectiveness of Shorts Ninja.

### Expected Investment

Cost: **Free** since it's all organic. Additional costs if shorts editor are hired.  
Time: **3 months**, making and posting 1 video per week

### Expected ROI, if executed well

To calculate the website conversion: Estimated website traffic is **1.2k** visitors. With a **0.5%** conversion rate, the number of paying users is **6**, since the conversion to paid is **100%** at first sign-up.

### Organic Youtube strategy for Shorts Ninja

The key to successful organic YouTube content in marketing a SaaS is consistently producing high-quality, valuable content that resonates with your target audience. This helps you stand out as an authority in your niche and attracts a dedicated following. Additionally, optimizing your videos for search and using eye-catching thumbnails will increase your visibility and drive traffic to your channel.

For ShortsNinja, the main content strategy for YouTube will focus on crafting short videos that align with the platform's core offering: creating engaging, automated content that captivates viewers. Your videos should provide value to individuals looking to elevate their content creation game, either by demonstrating the ease and efficiency of using ShortsNinja to produce viral, faceless videos, or by offering insights into maximizing audience engagement and improving SEO. Explore similar products in your industry and assess the type of content they succeed with on YouTube. Utilize search terms like 'AI video creation' or 'viral short video tips' to discover content that resonates with your intended audience.

## Channel 2: Organic Youtube (cont'd)

For Shorts Ninja, here are some Youtube content ideas to help you start brainstorming video ideas in the niche, you can take them as initial references of what could be created. The following ideas are drafted with detail script breakdown and editing guide:

### 1. “ShortsNinja: The Ultimate Tool for Creating Viral Videos in 2024”

ShortsNinja is an AI-powered platform that automates the creation of engaging and faceless short videos. It allows users to produce professional and viral content swiftly, suitable for any niche, enhancing SEO and audience engagement.

#### Video title

ShortsNinja: The Ultimate Tool for Creating Viral Videos in 2024

#### Description to be used on the video

“

In this video, I explore ShortsNinja: the AI-driven platform revolutionizing short video creation. Discover the strengths and limitations of this tool. Perfect for anyone looking to boost their video content game.

If you're eager to enhance your video strategy, try

ShortsNinja now: <https://shortsninja.ai>

Like, comment, and subscribe for more digital content creation tips!

#ShortsNinja #VideoCreation #AIContent #DigitalMarketing #ContentStrategy

Connect with me on social media:

Instagram: [Your Instagram Handle]

TikTok: [Your TikTok Handle]

#### Total video length

Approximately 10 minutes

#### A rough script plan for the video

0:00 Welcome & Overview

1:20 What Makes ShortsNinja Stand Out

3:50 Key Benefits of Using ShortsNinja

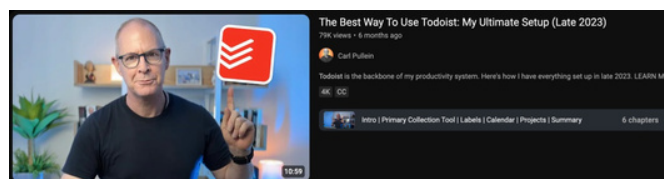
7:40 Tips for Maximizing ShortsNinja

9:20 Drawbacks to Consider

10:05 Conclusion & Recommendations

#### Viral videos in simialr format

This video, ‘**The Best Way to Use Todoist**’ talks about how to use the to-do list app Todoist. It is **similar to ‘How I reset my life in 66 days’** as it **also gives detail explanation on a product and how to use it to get benefit**. You can follow the camera setting, script and editing style of this video. Check the video here: <https://www.youtube.com/watch?v=UrW19hZih48>



Screenshot of the video from Carl Pulein

## Channel 2: Organic Youtube (cont'd)

### 2. “I Created 30 Viral Videos in 30 Days Without Showing My Face”

A deep dive into creating engaging short videos using AI technology without ever showing your face.

#### Video title

I Created 30 Viral Videos in 30 Days  
Without Showing My Face

#### Description to be used on the video

“

In this journey, I challenged myself to create 30 viral short videos in 30 days without showing my face, using AI technology. Discover the ups and downs of this creative process as I explore how AI can revolutionize content creation. From finding the right tools to understanding what makes a video viral, I share the strategies and lessons learned throughout the month. Whether you're a content creator looking to boost your engagement or just curious about AI's role in digital media, this video is packed with insights and tips. Follow along as I dive into the challenges and triumphs of producing professional and captivating content. Connect with me on: Instagram: [Your Instagram Handle] TikTok: [Your TikTok Handle]

#### Total video length

12 minutes

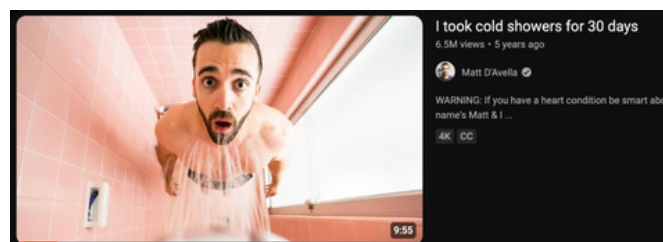
#### A rough script plan for the video

0:00 Introduction  
0:45 Challenge Overview  
2:00 Day 1-5: Getting Started with AI Tools  
4:00 Day 6-10: Overcoming Content Creation Hurdles  
6:00 Day 11-20: Discovering What Makes a Video Go Viral  
8:00 Day 21-25: Engaging with the Audience  
10:00 Day 26-30: Reviewing Performance and Insights  
11:30 Final Thoughts and Future Plans

#### Viral videos in simialr format

This video, ‘I took cold showers for 30 days’ by Matt D’vella is a similar Youtube video, which is similar to ‘I woke up at 6 AM for 30 days’ since both is about habit forming and a consistent challenge. You can follow the camera setting, script and editing style of this video. Check the video here:

<https://www.youtube.com/watch?v=MsSBBPeNNDY>



Screenshot of the video from Matt D’vella

## Channel 2: Organic Youtube (cont'd)

### 3. “What Automation Teaches Us About Creativity”

In this video, we explore the intersection of AI technology and creative content production. Learn how automation, powered by ShortsNinja, can revolutionize the way we approach video creation, making it more efficient and impactful.

#### Video title

What Automation Teaches Us About Creativity

#### Description to be used on the video

“

This video delves into the transformative potential of AI-powered platforms in content creation. Discover how automation is reshaping the landscape of video production, offering new avenues for creativity and efficiency. We'll discuss fundamental automation strategies and offer practical advice for integrating these innovations into your workflow. While the spotlight isn't solely on ShortsNinja, we'll showcase how this tool empowers creators to optimize their content strategy and amplify their reach. #AI #VideoCreation #Automation #Creativity #ContentStrategy

#### Total video length

16 minutes

#### A rough script plan for the video

0:00 Introduction to AI and Video Creation

1:00 Unpacking the Role of Automation

3:30 Core Concepts of Content Automation

4:30 Sponsored Segment: ShortsNinja

6:00 Creativity Unleashed Through AI

9:30 Applying Automation in Video Content

12:00 Daily Integration of AI Tools

14:00 How ShortsNinja Enhances Automation

16:00 Final Thoughts and Insights

#### Viral videos in simialr format

This video, ‘**Introduction To Marketing | Business Marketing 101**’ by Alex Hormozi is a knowledge sharing video with 192k views. You can follow the way this video presented the knowledge. Check the video here: <https://www.youtube.com/watch?v=CrOKdqZ954c>



Screenshot of the video from Alex Hormozi

## Channel 2: Organic Youtube (cont'd)

### What you need to do in the 3 months time

In each week, this is what you should be doing:

#### Week 1 (Preparation)

- |  |  |
|--|--|
| <input type="checkbox"/> Create a youtube account for your channel                     | <input type="checkbox"/> Design the brand of your channel (profile picture, content style..) |
| <input type="checkbox"/> Make a list of 10 major Youtube channel that is in your niche | <input type="checkbox"/> Brainstorm 10 video ideas and pick the best one                     |
| <input type="checkbox"/> Edit and publish the first video                              |  |

#### Week 2 to 12 (Execution)

- ☐ Keep posting video every week

### Relevant tools and learning resources

#### Tools

- iMovie (Video editing)
- Adobe Premier Pro (Video editing)
- Adobe After Effect (Video editing)
- Veed.io (Video editing)
- Capcut (Video editing)
- ChatGPT (Script writing)
- Thumbnailtest.com (Video thumbnail testing)

#### Learning resources

- YouTube Case Study: How We Achieved a 2969% Increase In Monthly YouTube Revenue (<https://www.linkedin.com/pulse/youtube-case-study-how-we-achieved-2969-increase-monthly-beau-lieu/>)
- 261,000 Subscribers in 5 Months with 20 Videos — Faceless YouTube Channel Case Study (<https://medium.com/the-youtube-playbook/261-000-subscribers-in-5-months-with-20-videos-faceless-youtube-channel-case-study-406823801bcc>)

## Channel 3: SEO



Channel rating **10/10**

**Pros** Free, long term exposure, higher leads intent

**Cons** Require consistency and patience, usually takes long time (usually at least 12 weeks) to have good effect

### How does SEO works?

SEO (Search Engine Optimisation) is a common SaaS marketing technique, since most of your target audience would go on Google to find solutions to their questions. Therefore by SEO techniques like writing useful blogs and building your website authority, you can rank your website higher so people will find your SaaS through organic traffic.

### Why SEO for Shorts Ninja?

With a 3-month timeline, SEO is essential for enhancing discoverability and driving organic traffic to Shorts Ninja, leveraging its emphasis on improving audience engagement and SEO through its video content.

### Expected Investment

Cost: **\$499/m** Time: **3 months**, making and posting blog 10 Blogs/day

### Expected ROI, if executed well

To calculate the website conversion: Estimated website traffic is **2.5k** visitors. With a **0.5%** conversion rate, the number of paying users is **13**. As users convert directly to paid subscriptions, the conversion to paid remains at **100%**.

### SEO strategy for Shorts Ninja

Put simply, there are 3 things you can do for Shorts Ninja to improve your SEO: **SEO blogs, free tools and backlinks.**

#### Strategy 1: Writing SEO blogs for Shorts Ninja

Blog is a classic and fundamental SEO approach, your goal is basically to create information for your target audience want to know and will search on Google, so that they will land on your blog page and know your product, and eventually convert downwards in your funnel. To write SEO blogs that ranks high and converts, there are mainly 2 types of blogs that you can write for Shorts Ninja: **Information blog** and **case study blog**.

## Channel 3: SEO (cont'd)

### 1. Information SEO blogs

Information style of blogs means blogs that deliver direct value to your target audience, by **solving their questions and providing knowledge**. To write good informative SEO blogs, you will need to do extensive keyword research (i.e. what keyword does your target users often search on Google) and create blog content around these keywords. To find the best keywords for Shorts Ninja, you can use SEO keywords searching tools, like Semrush or Adhref, to find the keywords with most volume. There are [free version](#) or [paid version with free trial](#). Go to these tools and type in some keywords that you think your target audience might be looking for, and see whether the **keyword volume** is high (i.e. How many people search this keyword on Google) while the **keyword difficulty**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> How to create viral short videos              | <input type="checkbox"/> AI tools for video marketing               | <input type="checkbox"/> Faceless content creation strategies |
| <input type="checkbox"/> Increasing engagement with short-form content | <input type="checkbox"/> Effective video marketing for social media | <input type="checkbox"/> Boosting SEO with video content      |
| <input type="checkbox"/> Streamlining video production with AI         | <input type="checkbox"/> Tips for creating engaging video content   | <input type="checkbox"/> Latest trends in video marketing     |

After identifying a keyword that is promising, you need to write a compelling blog either by yourself or machine. There are SEO blog AI like [tryjournalist.com](https://tryjournalist.com) and [junia.ai](https://junia.ai) that helps you generate SEO-optimized blogs. If you want to write on your own, make sure to follow standard SEO guidelines like using proper amount of keywords and H1 headings, you can check [this blog](#) for more information. Here's [an example](#) to see how a well-written information blog looks like. Based on the above drafted keywords, here is an example of a good informative blogs structure for Shorts Ninja:

#### Example blog title

"Streamlining Video Production with AI: A Game Changer for Creators"

#### Target keyword

Streamlining video production with AI

#### Blog sections

- 1.Introduction to AI in Video** (Discover how AI is transforming video production, enhancing efficiency, and creativity in content creation.)
- 2.Benefits of Automation** (Explore the perks of automating video production, from saving time to boosting creativity and consistency.)
- 3.AI Tools Overview** (An overview of AI tools that simplify video production and help create stunning short videos effortlessly.)
- 4.Case Study: ShortsNinja** (Learn how ShortsNinja automates video creation, allowing users to produce viral content quickly.)
- 5.Steps to Get Started** (A simple guide on how to begin using AI tools for effective and streamlined video production.)



## Channel 3: SEO (cont'd)

**6. Conclusion and Next Steps** (Summarize the benefits and encourage readers to leverage AI for video production with ShortsNinja.)

Here are some more examples of informative blog titles that you can think about writing:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> How AI is Revolutionizing Video Creation | <input type="checkbox"/> Effortless Video Production with AI Technology | <input type="checkbox"/> Unlocking the Power of AI for Video Content |
| <input type="checkbox"/> Maximize Video Engagement with AI Tools  | <input type="checkbox"/> Creating Impactful Videos Using AI             | <input type="checkbox"/> AI in Video Marketing: A New Era            |

## 2. Case studies SEO blogs

The goal of case study is to show your visitor how does it looks like to use Shorts Ninja, and show them the success outcome that they can get after using it. You should find your previous users and ask them how did using Shorts Ninja helped them, and turn what they said into a blog. If you don't have any, ask your friend to test Shorts Ninja and note down how it helped them. Here's [an example](#) to see how a well-written case study blog looks like.

Below is an example of a good case study blog structure for Shorts Ninja, with a hypothetical AI-powered video creation platform called Shorts Ninja:

### Example blog title

"How ShortsNinja Boosts Engagement with AI Video Creation"

### Blog sections

- 1. Introduction** (ShortsNinja transforms video creation through AI, enabling users to produce viral content swiftly. Discover how it enhances SEO and engagement across niches.)
- 2. The Content Creation Challenge** (Traditional video creation is time-consuming and requires expertise. Many struggle to produce engaging content regularly, impacting audience growth.)
- 3. Implementing ShortsNinja** (Users adopted ShortsNinja to automate video production. Its AI-driven platform simplifies creating professional, faceless short videos, perfect for any niche.)
- 4. Results and Success** (With ShortsNinja, users saw increased engagement and improved SEO. The platform's efficiency led to viral content, enhancing audience reach and interaction.)
- 5. User Testimonials** (Hear from satisfied users who experienced significant growth in their audience and engagement using ShortsNinja's AI-powered video creation.)
- 6. Conclusion and CTA** (Summarize the benefits of using ShortsNinja and encourage readers to start their video creation journey with this innovative tool.)

## Channel 3: SEO (cont'd)

### Strategy 2: Building free tools for Shorts Ninja

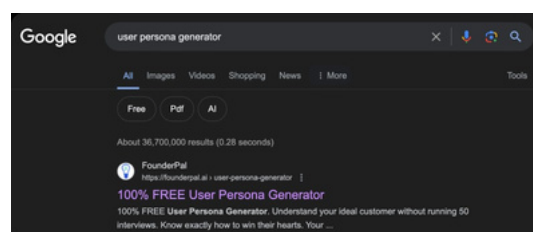
Another core SEO strategy for SaaS is to build free tools. Free tools are **mini web apps that many people will search on Google**, like 'HEIC to PNG', 'remove background', 'SEO keywords generator' etc. You can brainstorm things that your target audience would love to use for free on the Internet, and turn it into a free tool.

Here's are a list of free tools that you can consider building for Shorts Ninja:

- 1. Video Topic Generator** (A tool that suggests trending and engaging video topics based on user inputs and current market trends, enhancing video content strategy.)
- 2.Video Title Optimizer** (A tool that helps users create catchy and SEO-friendly video titles to maximize visibility and engagement on platforms like YouTube and TikTok.)
- 3.Hashtag Recommender** (A tool that suggests relevant and trending hashtags for short videos to increase reach and discoverability on social media platforms.)
- 4.Script Template Generator** (A tool that provides script templates for various video types and niches, helping users streamline the video creation process.)
- 5. Video Length Analyzer** (A tool that analyzes video lengths based on platform preferences and suggests optimal durations to keep viewers engaged.)
- 6.Thumbnail Creator** (A tool that assists users in creating eye-catching and professional video thumbnails, increasing the likelihood of clicks and views.)
- 7.Engagement Predictor** (A tool that estimates the potential engagement levels of a video based on its content, title, and description, helping users enhance their content strategy.)
- 8. Caption Generator** (A tool that automatically generates compelling video captions aimed at increasing accessibility and viewer retention.)
- 9. Music Mood Matcher** (A tool that recommends music tracks that match the mood and tone of the video content, enhancing viewer experience and emotional engagement.)

### Free tool SEO success case reference

**FounderPal** is a SaaS to generate marketing strategy for startup founders. Their SEO strategy includes mainly building free tools, such as user persona generator. When people search 'User persona generation' on Google, they will land on this tool developed by FounderPal. Then they are redirected to FounderPal for a complete marketing strategy generation service.



**We will do it for you! For \$499/month**

## Channel 3: SEO (cont'd)

### Strategy 3: Getting backlinks for Shorts Ninja

Backlinks is a more complicated concept, but the core idea is that each website have a 'authority score' (you can check [Shorts Ninja's score](#) here), if you have more websites with high authority score that links to you, you will have higher score too. Below are some websites that allows you to post your SaaS for free to get backlinks:

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Product Hunt<br>( <a href="https://www.producthunt.com">https://www.producthunt.com</a> ) | <input type="checkbox"/> Mircolaunch<br>( <a href="https://www.mircolaunch.net">https://www.mircolaunch.net</a> )       | <input type="checkbox"/> PitchWall<br>( <a href="https://www.pitchwall.co">https://www.pitchwall.co</a> )                |
| <input type="checkbox"/> Fazier<br>( <a href="https://www.fazier.com">https://www.fazier.com</a> )                 | <input type="checkbox"/> AlternativeTo<br>( <a href="https://www.alternativeto.net">https://www.alternativeto.net</a> ) | <input type="checkbox"/> Launching Next<br>( <a href="https://www.launchingnext.com">https://www.launchingnext.com</a> ) |

Note: the backlinks building plan here is simplified to avoid over-complicating the plan. But you should spend some time to learn more about it including concepts like do-follow and no-follow links. Check [this guide](#) to start.

### What you need to do in the 3 months time

In each week, this is what you should be doing:

#### Week 1 (Preparation)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Set up Google Search console                      | <input type="checkbox"/> Learn basic SEO knowledge | <input type="checkbox"/> Brainstorm a list of 10 blogs ideas to write |
| <input type="checkbox"/> Brainstorm a list of 10 free tools ideas to build |  |   |

#### Week 2 to 12 (Execution)

- |  |  |
|--|--|
| <input type="checkbox"/> Start writing and posting 3 to 4 blogs per week             | <input type="checkbox"/> Start building and shipping 1 free tool per month |
| <input type="checkbox"/> Start posting your product to other platforms for backlinks |  |

### Relevant tools and learning resources

#### Tools

- Semrush (SEO keyword planning)
- Adhref (SEO keyword planning)
- Journalist AI (SEO blog writing)
- Junia AI (SEO blog writing)

#### Learning resources

- Complete SEO Course for Beginners: Learn to Rank #1 in Google (<https://www.youtube.com/watch?v=xsVTqzratPs>)
- Link Building for Beginners: Complete Guide to Get Backlinks (<https://www.youtube.com/watch?v=C5ddo63kHHI>)

## Channel 4: Post on Reddit and Facebook group



Channel rating **9/10**

**Pros** Free, high converting

**Cons** Consistency, indirectly plugging your products

### How does Post on Reddit and Facebook group works?

Reddit and Facebook groups are typically what we called 'community'. They are concentrated with people who have the same interests, so it is a great place to reach any type of target audience. But usually no self-promo is allowed, so the strategy will be to contribute value to the community when subtly promoting your SaaS.

### Why Post on Reddit and Facebook group for Shorts Ninja?

Platforms like Reddit and Facebook groups can foster community discussions, feedback, and organic reach among users interested in video creation and AI technologies, aligning with Shorts Ninja's target audience.

### Expected Investment

Cost: **Free** since it's all organic. Additional costs if shorts editor are hired.  
Time: **2 months**, regular posting and engaging

### Expected ROI, if executed well

To calculate the website conversion: Estimated website traffic is **3.1k** visitors. With a **0.5%** conversion rate, the number of paying users from the site is **15** since conversion to paid is **100%**.

## Reddit strategy for Shorts Ninja

Most subreddit don't allow self-promo, so your goal will be to **create interesting and engaging posts that provides value, then subtly plug Shorts Ninja to your posts**. Here's some sample post strategy:

### 1. Ideal subreddit for Shorts Ninja

Since ShortsNinja is a B2C SaaS designed for individuals and businesses looking to create engaging short videos quickly and efficiently, the ideal subreddits should be focused on content creation, video production, and social media marketing. Here are some subreddits you can explore:

1. **r/VideoEditing (1.1M members)** - A community for video editors to discuss tips, share projects, and explore tools, ideal for promoting a platform like ShortsNinja that aids in video creation.
2. **r/Filmmakers (1.4M members)** - A subreddit for filmmakers and video creators to share and discuss all aspects of video production, making it a great place to engage with potential ShortsNinja users.
3. **r/ContentCreators (100k members)** - A community for content creators across various platforms to exchange ideas and tools, suitable for discussing ShortsNinja's capabilities in video marketing.
4. **r/SocialMedia (417k members)** - A subreddit dedicated to social media strategies and tools, perfect for sharing how ShortsNinja can enhance engagement through video content.

## Channel 4: Post on Reddit and Facebook group (cont'd)

5. **r/SEO (160k members)** - A community focused on SEO strategies, ideal for discussing how ShortsNinja-created videos can boost search engine visibility.

You are recommend to focus on at most 5 subreddit and build your presence there as an active community member, but here are also some more that you can explore for Shorts Ninja:

**r/DigitalMarketing (112k members), r/YouTube (4.2M members), r/VideoProduction (566k members), r/InfluencerMarketing (50k members).**

### What to post in those subreddits

Most subreddit don't allow self-promo, so your goal will be to **create interesting and engaging posts that provides value, then subtly plug Shorts Ninja to your posts.** Here's some sample post strategy:

#### 1. "How I Boosted My Content Engagement By 200% Using AI"

In this post, I'll share my journey of how I leveraged AI tools to create engaging content that significantly increased my audience interaction. This includes tips on how to identify trending topics, enhance video quality, and optimize content for various platforms. This is valuable for content creators and marketers aiming to boost their content strategy.

##### Target subreddit

r/ContentCreation

##### Plugging strategy

Mention Shorts Ninja subtly by discussing how AI tools like it can streamline the video creation process, making it easier to produce high-quality content without the need for extensive resources or editing skills. Encourage discussion around AI in content creation where you can further engage with users.

#### 2. "5 Essential Tools for Streamlining Your Content Creation Process"

This post will cover the top tools that have transformed my content creation process, making it more efficient and effective. I'll discuss tools for video editing, graphic design, and scheduling, providing a comprehensive guide for fellow creators.

##### Target subreddit

r/VideoCreation

##### Plugging strategy

Include Shorts Ninja as one of the tools in your list, highlighting its capability to automate video creation and improve SEO. You can share a personal anecdote about how it helped you save time and enhance content quality, inviting others to share their experiences.

Explore niche subreddits like r/VideoEditing or r/ViralMarketing where discussions about content optimization and AI are frequent. Engage with existing discussions by offering insights, and you can naturally mention Shorts Ninja if it fits the context. Additionally, consider creating a short demo video showcasing the platform's capabilities and share it in r/sideproject with a compelling title.

## Channel 4: Post on Reddit and Facebook group (cont'd)

### How to engage in these subreddits

Engaging in subreddits involves strategically replying to posts where users are seeking advice or sharing experiences related to content creation, video marketing, or SEO. This is an excellent opportunity to mention Shorts Ninja while offering genuine assistance and insights.

#### Scenario 1: replying on a post titled '**Struggling with video content creation**', in r/contentcreation

In this hypothetical post, the user u/CreativeFlair101 **expressed difficulty in staying consistent with video content due to time constraints and lack of resources**. Your reply could be:

“

Hey u/CreativeFlair101, I totally feel your pain. Staying consistent with video content can be a real challenge, especially with limited time and resources. One thing that has helped me immensely is using Shorts Ninja. It's an AI-powered platform that automates the creation of engaging, faceless short videos. This tool allows you to produce viral-worthy content quickly and efficiently, freeing up more time for you to focus on other creative aspects. If you're interested in learning more about how it can help streamline your content creation process, feel free to reach out!

#### Scenario 1: replying on a post titled '**Best tools for boosting SEO with video content?**', in r/SEO

In this hypothetical post, the user u/SEOpro88 **is looking for recommendations on tools that enhance SEO through video content**. Your reply could be:

“

Hey u/SEOpro88, great question! Video content is indeed a powerful way to boost your SEO. One tool I've found incredibly effective is Shorts Ninja. It helps you create professional short videos that can significantly enhance your online presence. What's great about it is the automation aspect, allowing you to generate multiple videos that are optimized for engagement, without needing extensive video-editing skills. This consistent content output can improve search visibility and drive more traffic to your site. Give it a try and see how it can transform your SEO strategy!

### Posting and engaging frequency

You should aim to engage on the given 5 subreddit daily and make **at least 5 comments everyday**, and make **1 post per week on each of your target subreddit** (so in total 5 posts per week). You can also consider using auto-reply AI like ReplyGuy.

### Facebook group strategy for Shorts Ninja

Facebook group strategy is very similar to Reddit, in the way that both are communities that don't allow direct self-promotion. So your plan will also be to create value for other people while plugging your product.

## Channel 4: Post on Reddit and Facebook group (cont'd)

### What Facebook group to join

There is usually two types of Facebook groups: **groups with huge number of members (5 to 10k above) but not active (<5 post per week)**; or **groups with smaller number of members (under 10k) but active (5+ posts per day)**. It's very hard but not impossible to find groups with large number of members and active. You should always find the second type because engagement and level of activity is the most important.

When selecting Facebook groups to join, avoid using broad terms like 'video creation' or 'AI tools' for Shorts Ninja. Instead, focus on **specific interests, niches, or communities** that align with your target audience such as **'YouTube Growth and SEO', 'Content Creators Unite', or 'Influencer Marketing Hub'**.

### How to engage and post in Facebook group

Engagement is more important in Facebook group than Reddit, because everyone is showing their face so authenticity and contribution to the community will be key before you start asking from the community. **Try to engage everyday by replying to 5+ posts per day, continue for at least 1 week before you start plugging Shorts Ninja.** In terms of how to engage, be genuine and give thoughtful replies to other members on your honest thoughts.

You can do **user-generated content showcase** in Facebook groups once you became a core and active members in the group, here's an example:

#### Hypothetical group

YouTube Growth and SEO

#### Content strategy

Encourage group members to create and share their own short video using Shorts Ninja, highlighting how it has helped them grow their channel or improve their SEO.

#### Post text

“

Hey, YouTubers! ■ Have you ever wondered how to make your content stand out in the crowd? I've been using Shorts Ninja and it's a total game-changer! It helped me boost my channel's SEO and create viral videos effortlessly. Want to see the magic? Try it and share your creations here! Visual: **\*A captivating short video made using Shorts Ninja\***

## Channel 4: Post on Reddit and Facebook group (cont'd)

You can also do **free trial offer** in Facebook groups once you became a core and active members in the group, here's an example:

### Hypothetical group

Content Creators Unite

#### Content strategy

Post an invitation for a free trial of Shorts Ninja, encouraging content creators to explore the seamless video creation process.

### Post text

“

Hello, amazing creators! ■ I'm thrilled to offer you an exclusive free trial of Shorts Ninja. It's an AI tool that makes crafting engaging short videos a breeze, no face required! Ready to elevate your content game? Comment 'Ninja' below, and I'll send you the link to start your adventure!

### Posting and engaging frequency

You should aim to engage on the at least 4 Facebook group daily and make at least 5 comments everyday, and make 1 post per week on each of your target Facebook group (so in total 5 posts per week).

### What you need to do in the 3 months time

In each week, this is what you should be doing:

#### Week 1 (Preparation)

- |   |  |
|---|--|
| <input type="checkbox"/> Identify 5 subreddit in your niche to engage and post in | <input type="checkbox"/> Identify 5 Facebook group with >5 posts per day to engage and post in |
| <input type="checkbox"/> Start engaging and posting on both Reddit and Facebook   |  |

#### Week 2 to 12 (Execution)

- |  |  |
|--|--|
| <input type="checkbox"/> Keep engaging daily on Reddit   | <input type="checkbox"/> Keep engaging daily on Facebook   |
| <input type="checkbox"/> Make 5 posts per week on Reddit | <input type="checkbox"/> Make 5 posts per week on Facebook |

### Relevant tools and learning resources

#### Tools

- DelayforReddit (Best time to post on Reddit)
- ChatGPT (Content writing)
- ReplyGuy (Reddit reply bot)

#### Learning resources

- How we got our first 100 paid users via Facebook groups step-by-step: (<https://x.com/Davidjpark96/status/1700559646489301133>)
- How To Promote Your App/ Saas With Reddit (<https://riteshosta.medium.com/how-to-promote-your-app-saas-with-reddit-d1c8c03057a1>)



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