



(SOP) Distributing YT Videos To Email List

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Introduction (watch the video [here](#))

This resource will show you how to distribute your YT videos to your email list, which will help you get more views, subs & also improve retention rates.

Here's what you will need:

1. ActiveCampaign Login Details or team member account
2. Canva Login Details or team member account
3. Youtube Thumbnails & Description
4. Links to the Youtube Videos

Workflow: Everytime you upload a Youtube video, be sure to send that same video to your email list straight after. This will give your most recent uploads an immediate boost & help the algorithm favour your video, which will then benefit you in the long run.

Steps:

1. Have the Youtube video, description & link on standby
2. Prepare thumbnail, designed for email distribution with the YT button edited in the middle (not essential but recommended)
3. Launch the email