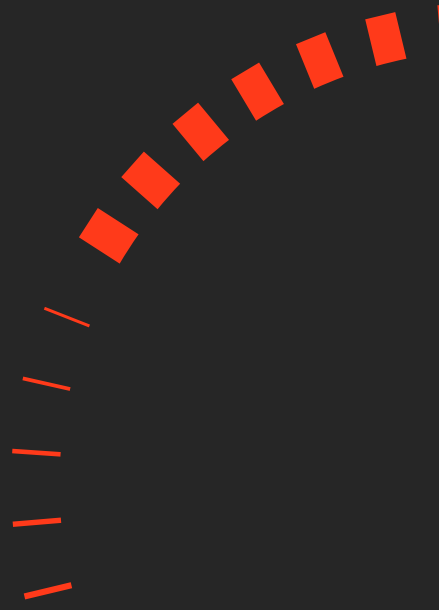




# THE ULTIMATE GUIDE TO **VIDEO DISTRIBUTION** CHANNELS IN 2025

Let's Get Your Videos in Front of the Right Eyes

This guide is your roadmap to making sure your videos don't just sit in a digital graveyard. We're breaking down the top platforms, their quirks, who's watching, and how to squeeze the most out of every upload.





## YouTube: The Undisputed King of Video Content

### Why it's great:

- ◆ Built-in search engine powers long-term discovery
- ◆ Perfect for evergreen content that keeps getting views
- ◆ SEO-friendly (Google owns it, so you win on both fronts)

### The catch:

- ◆ It's a marathon, not a sprint—growth takes time
- ◆ Your thumbnails and titles need to be clickable
- ◆ YT LOVES longer vids, as it wants to keep you on its platform,

**Pro Tip:** Chop up longer videos into bite-sized clips to share on other platforms, driving people back to the full video. Repurposing your content is a no-brainer.



## Instagram: TA Visual Playground

### Why it's great:

- ◆ Reels have insane reach right now
- ◆ Perfect for storytelling, brand-building, and quick engagement
- ◆ Ideal for short, high-energy videos

### The catch:

- ◆ Algorithm loves consistency, so you gotta post often
- ◆ Short-form reigns supreme—longer videos might not land

**Pro Tip:** Got a longer video? Post teaser clips in Reels and Stories with a “watch the full video” CTA.



## TikTok: The Viral Factory

### Why it's great:

- ◆ Short, engaging, fast-paced content thrives
- ◆ Viral potential is higher than most platforms
- ◆ No need for fancy production—raw, authentic works best

### The catch:

- ◆ Trends move at light speed—what's hot today is gone tomorrow
- ◆ Keeping up requires creativity and frequent posting

**Pro Tip:** Take existing video content and add text overlays, captions, or trending sounds to make it TikTok-friendly.



## Facebook: Still in the Game

### Why it's great:

- ◆ Massive user base = more potential eyeballs
- ◆ Video performs well, especially native uploads
- ◆ Facebook Groups = engagement goldmines

### The catch:

- ◆ Organic reach isn't what it used to be
- ◆ Pay-to-play is often needed for real visibility

**Pro Tip:** Got a longer video? Post teaser clips in Reels and Stories with a “watch the full video” CTA.

# MAKING YOUR VIDEOS WORK HARDER

## REPURPOSE LIKE A PRO

Turn a long-form YouTube video into LinkedIn snippets.  
Cut engaging highlights for Instagram Reels & TikTok.  
Share behind-the-scenes footage in Stories.  
Use a blog post or email campaign to drive traffic to your videos.

## THINK PLATFORM-FIRST

Each platform has different rules. Don't just post the same video everywhere—tailor it. (A TikTok-style clip might feel out of place on LinkedIn, and a formal B2B piece won't fly on TikTok.)

## KNOW YOUR GOALS

Brand awareness? TikTok, Instagram Reels, and YouTube Shorts.  
Cut engaging highlights for Instagram Reels & TikTok.  
Share behind-the-scenes footage in Stories.  
Use a blog post or email campaign to drive traffic to your videos.





## FINAL THOUGHTS

### THE RIGHT VIDEO IN THE RIGHT PLACE

The key to video marketing success in 2025?

Be strategic. It's not about blasting your content everywhere it's about placing the right videos on the right platforms for the right audience.

So, go on. Take this guide, put it to work, and start getting those views, clicks, and conversions.

And if you need a hand, well... we know a video team that can help.

