



APSP Video Tip Sheet

Our videos, how to use them on your website and how to maximize their marketing potential



Below is a list of APSP videos for you to use on your company website and social media platforms. These videos highlight a number of the positives to being an APSP member, and why consumers should be turning to APSP member companies for all their pool, spa and hot tub needs. These videos can no doubt help you with your digital marketing strategies, and we hope you will take advantage of their availability.

This list will be continually updated, so check regularly to see how you can target potential as well as existing clients. Also, for those unfamiliar with how to upload videos to your website or social media, we have provided an easy tutorial to follow at the end of this document. To browse APSP's complete archive of videos, visiting our [YouTube page](#). If you have any questions, email APSP Communications Manager [Jack Goodson](#).

Video List

Celebrate National Water Safety Month

APSP Swim Ambassador Lynn Sherr, author and award-winning ABC News correspondent, discusses water safety and having a passion for the water.

Link: <http://youtu.be/VZrda3PiwY>

Embed code: `<iframe width="560" height="315" src="http://www.youtube.com/embed/VZrda3PiwY?rel=0" frameborder="0" allowfullscreen></iframe>`

Marketing Tip: Safety should always be at the forefront of the pool, spa and hot tub discussion. Let potential and existing clients know that you stand behind the latest and best safety practices by displaying this video on your website and posting it to social media during the month of May which is National Water Safety Month.

Why Customers Should Choose An APSP Certified Professional

APSP Swim Ambassador Lynn Sherr, author and award-winning ABC News correspondent, discusses the value of using an APSP Certified Professional.

Link: <http://youtu.be/4itFh1En6-c>

Embed code: `<iframe width="560" height="315" src="http://www.youtube.com/embed/4itFh1En6-c?rel=0" frameborder="0" allowfullscreen></iframe>`

Marketing Tip: Certification means joining an elite group of professionals who stand out from the competition. Let customers know just how significant certification is by using this video. Provide a short sales pitch with the video - something like this: *Experienced pool and spa professionals demonstrate their commitment to quality, expertise, safety, and professional excellence with APSP Certification. APSP Certified Professionals adhere to*

strict ethical standards and commit to the highest standards of service, performance, and ethical conduct. - and really set yourself apart from the rest.

Why Customers Should Choose a APSP Member Company

APSP Swim Ambassador Lynn Sherr, author and award-winning ABC News correspondent, discusses the value of choosing an APSP member.

Link: http://youtu.be/dk7bQM_044I

Embed Code: `<iframe width="560" height="315" src="http://www.youtube.com/embed/dk7bQM_044I?rel=0" frameborder="0" allowfullscreen></iframe>`

Marketing Tip: Consumers are becoming more knowledgeable by the day, but many still might not understand just how important using an APSP member for products, services and overall pool and hot tub insight really is. Use this video as a way to quickly inform clients on the value of APSP membership online - then follow-up with your own sales pitch in person to seal the deal.

The Best Of The Best In Pool, Spa & Hot Tub Design

APSP Swim Ambassador Lynn Sherr, author and award-winning ABC News correspondent, discusses how APSP International Awards of Excellence winners are the best of the best in pool, spa, hot tub, and water feature design.

Link: <http://youtu.be/KO8yYVBkilk>

Embed Code: `<iframe width="560" height="315" src="http://www.youtube.com/embed/KO8yYVBkilk?rel=0" frameborder="0" allowfullscreen></iframe>`

Marketing Tip: Been recognized by AOE? Pair this video with images of your winning entries to really catch the eyes of your consumers. If you haven't yet entered AOE or been recognized, this video could prove valuable in terms of giving potential and existing clients an idea of just what an APSP member is capable of building. It's a win-win! Also, don't forget that the AOE entry submission site opens on April 1.

How To Upload Videos

This is a short, simple tutorial on how to get these videos up and running on your website if you already don't know how to do so. Under each video description, we have included the embed HTML code for your convenience. It looks like this:

```
<iframe width="560" height="315" src="http://www.youtube.com/embed/dk7bQM_044I?rel=0" frameborder="0" allowfullscreen></iframe>
```

After copying this code, return to your website client (such as Wordpress) and navigate to the page you want to upload the video to. This page should have an HTML tab or view button. Make sure your page opens to the HTML section of the page and then paste the embed code into the page. Save your page and, presto, you should have video up and running on your website! If you run into any problems, contact your web host administrator or browse Google for easy solutions. If that doesn't work, feel free to email APSP Communications Manager [Jack Goodson](#).

Changing the YouTube Video Window's Look & Features

Your website may call for a shorter video or one that is not quite as long. This is an easy alteration. All you need to do is alter the width and height fields in the embed code, as highlighted below.

```
<iframe width="560" height="315" src="http://www.youtube.com/embed/dk7bQM_044I?rel=0" frameborder="0" allowfullscreen></iframe>
```

You may need to play around with the dimensions before settling on a look that fits your website's page, but that shouldn't take long. You also have the option of removing the width and height fields from the code, which will allow the video to conform to the space presented, on any device. It's a good option for those that don't want to worry about a customized look.