Social Media Marketing

Using Short Clip Videos to Connect with Customers

Presented by: Shannon Loy (The Social Ginger)
"The beauty of developing a video marketing plan is that you are making it easier for your viewer to be exposed to the information you are trying to communicate."
AGENDA

1. Why short videos work
2. How to use video to connect with customers
3. Ideas on what content to shoot
4. What does it take to make an effective short video
5. What do you need to get started & overcome stage fright
6. How to best share your video content on the social platforms
Why Do Short Videos Work?
93% of companies have acquired new customer(s) via social media video.

58% of viewers will watch the entire video if it's less than 60 sec. long.
Ultimately, to make video content work for you it needs to be packaged nicely, easy to understand, and as fast as possible to consume.
MOST POPULAR PLATFORMS

SOCIAL PLATFORMS (that support short form video and GROWING)

- TikTok
- Snapchat
- Instagram
- YouTube
- Pinterest
1 TikTok - Video content up to 10 min. Can upload via phone or desktop app.
2 Snapchat - Video content up to 1 min. Upload via phone app.
3 Instagram - Video content between 3 sec - 10 min. Reels 15 sec. to 1 min.
4 YouTube - Videos can be as long as you want. Videos uploaded to "Shorts" can be up to 1 min.
5 Pinterest - Video pins can be 4 sec. to 15 min. BUT, the file size can not exceed 2 GB. You can also share YouTube links.
Target your videos to what your customers want to know.

Consider the top things you get asked by your customers.

Make the process EASY!
Ideas on what to shoot.

Behind the Scenes

Educational Tips
Ideas on what to shoot.

Recipes Using Your Products

Video Montage
Ideas on what to shoot.

Promotional

A Day in the Life
Diary Style / Documentation
Customer or Influencer Interviews
Product Demos or Teasers
Process to Create Something
Invitation to an Event
What Makes an Effective Video on Social Media?

**KEY COMPONENTS TO AN EFFECTIVE VIDEO**

- **Short & Snackable**: The best and most versatile video length is 30 - 60 sec.
- **Attention Grabber**: Always use an attention grabber. HOOK them in with a question, startling fact, or a message that piques curiosity.
- **Educating Entertaining**: Create something that is meaningful. The goal is to educate, entertain, or both.
- **Have a CTA**: ALWAYS have a reason for making the video and end with a CTA (Call-to-Action). *Stop by, order online, follow me, read my blog etc.*
WHAT DO YOU NEED TO GET STARTED

- Smartphone
- Phone editing apps
- Tripod or Selfie Stick
- Shotgun Microphone or Plugin Lavalier Microphone
TIPS TO CONSIDER WHEN VIDEO RECORDING

1. Confirm your phone battery is charged and your lens is cleaned.
2. If you don't want to be interrupted, set your phone to "Do Not Disturb" mode.
3. When recording, always look at the camera lens.
4. AVOID "digital zooming" while recording.
5. If you forget your words, PAUSE... THINK... SMILE and then CONTINUE.
6. ALWAYS consider your lighting and backdrop to every video.
HOW TO OVERCOME STAGE FRIGHT!

1. "Before anything else, preparation is the key to success."
   _Alexander Graham Bell_

2. Write out your video plan and/or script ahead of time.

3. Practice recording yourself on your phone. This will give you insight on what to correct.

4. REMEMBER, we are our harshest critics. It's not as bad as you think.

5. If you forget your words, PAUSE... THINK... SMILE and then CONTINUE

6. You don't ALWAYS have to be the center of attention. Focus the camera on someone else.
TOOLS TO HELP EDIT VIDEO CONTENT

Smartphone

Phone editing apps: VideoShop, Inshot, Boomerang, BigVuk etc.

Canva.com
Free for basic version
or
$12.95 per mo for paid

Cloud-based storage apps.
Google Drive, Dropbox, One Drive
Needed to transfer video files to your desktop computer.
When possible upload videos natively to the social platform.  
**[Exception]** When the video file is too large or too long. In this case upload to YouTube and share the link.

When possible install and use captions to stay ADA compliant.  
**[Tip]** Rev.Com is a helpful tool. They can install the captions for you too.

Create video to fit the platforms you plan to post on.  
16x9 (YouTube, LinkedIn, & FB); 9x16 (FB/IG Reels & YouTube Shorts, TikTok); **Square** (FB, IG, LinkedIn, Pinterest)

Include a thumbnail. Either create it ahead of time or select the best screenshot to use.

Compose a keyword rich title for search functionality.

ALWAYS include copy about the video and #hashtags for search functionality.
Ways to Schedule to Social Platforms via Desktop

**Facebook Creator Studio**
Allows you to upload and schedule content for Facebook & Instagram  
[business.facebook.com/creatorstudio](https://business.facebook.com/creatorstudio)

**Instagram**
Instagram now allows you to upload and post content immediately to the platform.  
There is no way to currently upload and schedule IG Reels at this time.

**TikTok**
TikTok allows you to upload and post content immediately to the platform.
Going Live!

YES! Do it. (FB/IG)

Things to Consider:

• Make sure you have a strong Wifi signal.
• What will be your reason and format for your live experience.
• Practice going live before doing it.
• Be sure to complete the "copy" area and add #hashtags before going live so that viewers know a bit about what they are watching.
POP QUIZ

How do you create great video content?

Do What Shannon Says!

Just Start!

Consider All of the Suggestions from Today's Workshop!
Hope you liked this presentation!
TheSocialGinger.com