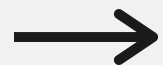




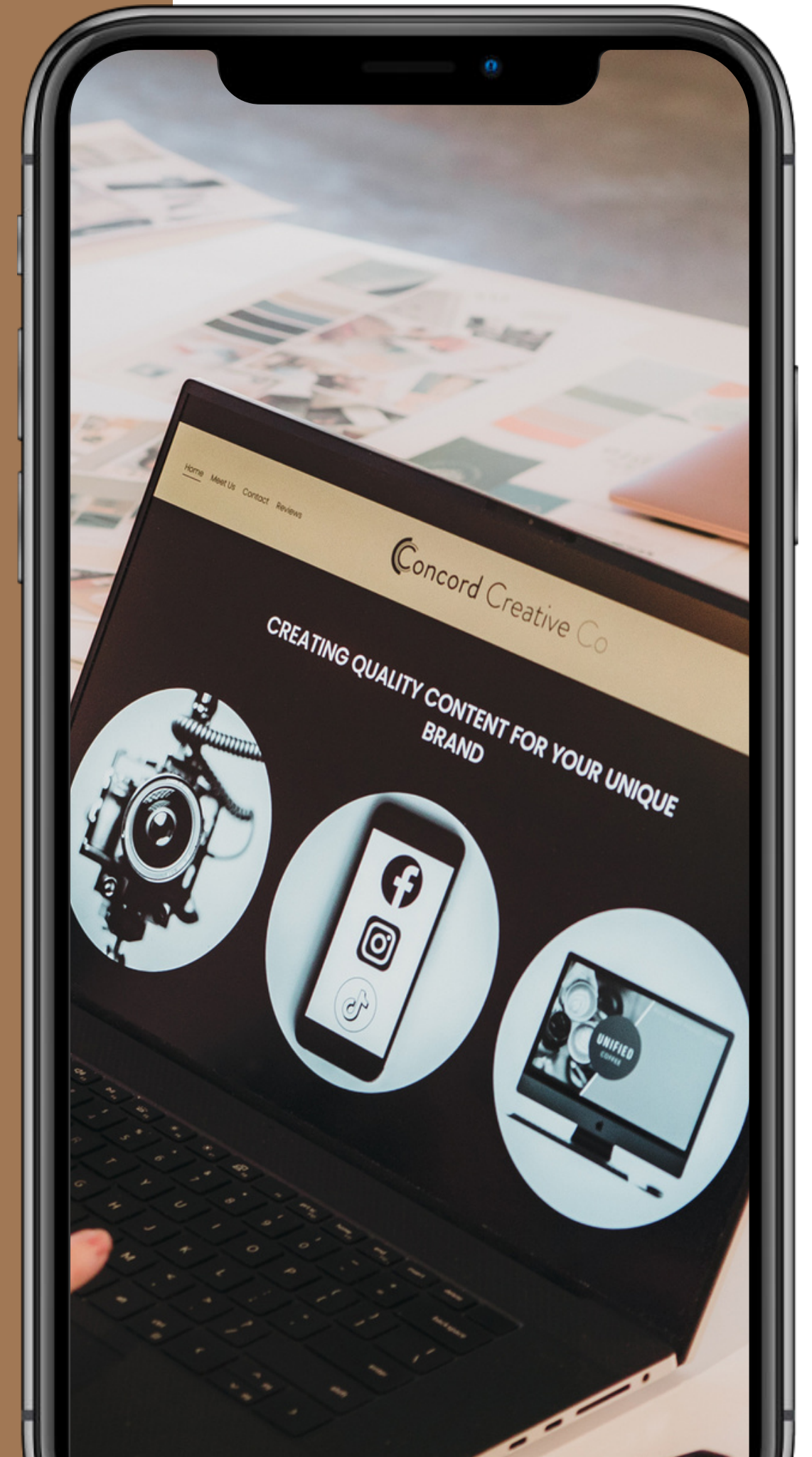
REELS, TIKTOK, AND YOUTUBE, OH MY!

BECOME A MASTER OF SOCIAL MEDIA VIDEO



SOCIAL MEDIA DIFFERENCES

INSTAGRAM
FACEBOOK
TIKTOK
YOUTUBE



BEST PRACTICES FOR EACH PLATFORM

Instagram | Facebook: 2x a day
(reel & photo)

(Video length- Insta 60sec | FB 90sec)

TikTok: 1-3x a day

(Video Length- up to 10min)

YouTube Shorts: 1x a day, week, or
month

(Video length- 60sec)



TODAY, VIDEOS ARE A NEED-TO-HAVE, NOT JUST A NICE-TO-HAVE



TARGET YOUR MARKETING GOALS WITH YOUR VIDEOS

1. Increasing revenue and sales
2. Boosting brand awareness
3. Sharing the latest services or products
4. Knowledge sharing and education
5. Improving customer service (and loyalty)

**MAKING
VIDEOS
IS
EASIER
THAN
EVER!**

**WANNA
BREAK THE
INTERNET!?**

THE TOP THREE METHODS FOR CREATING VIRAL VIDEOS:

- 1. Capture audience's attention early.**
- 2. Make sure videos are short.**
- 3. Focus on relatable material.**

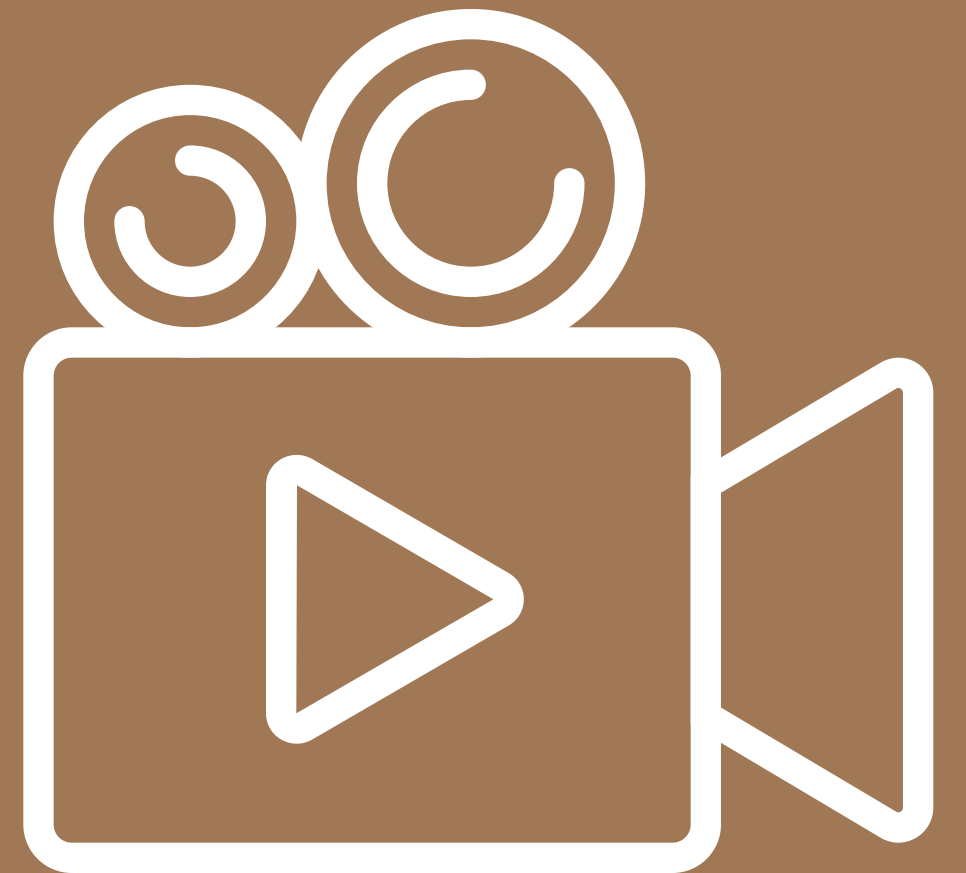



VERTICAL

VIDEOS

ARE KING

**SHORT VIDEOS
VS.
LONG VIDEOS**





Each type of video has a time and place. However, for overall engagement and ROI, there is no doubt that *short-form*, live action video is the most effective format for lead generation, ROI, and engagement.



TYPES OF CONTENT

Showcasing Your Products/Services

Reflection Of Brand Values

Trending Content

Relatable Content

Funny And Interactive Content

Nostalgic Content

User Generated Content

THE GOLDEN RULE OF
SOCIAL MEDIA VIDEO:

SHORT
AND
SWEET



WHAT ABOUT VIDEO DESIGN?

LIVE ACTION

ANIMATION

SCREEN CAPTURE



PRODUCING YOUR VIDEOS

A close-up photograph of a person's hands and arms at a wooden desk. The person is wearing a dark floral patterned top. Their hands are positioned near a laptop on the left and a white ceramic mug in the center. A black microphone is visible on the right side of the desk. The background is softly blurred, showing a green plant and a white wall.

IN HOUSE VS. AGENCY

The answer isn't black and white, and it depends on the purpose of the video, the budget for the project, and the experience level of those involved.

Marketing videos created in-house have quickness and flexibility, while those made through an outside agency often have a more high-quality professional appearance. Both have pros and cons, it depends upon the needs of each brand.

WHAT DO I NEED:

- A DSLR OR IPHONE CAMERA
- SCRIPTING, STORY BOARDING, CASTING, AND PLANNING
- EDITING APPS
- TRI-POD/MONOPOD, LIGHTING, MICROPHONES



TIPS FOR FILMING AND EDITING



Camera Settings

Camera- Frame Rate, Shutter Speed, ISO, White Balance

Phone Settings

Phone - Frame Rate and Exposure, 4K

Which Frame Rate to choose

24 Cinema | 30 Natural Eye | 60 Detailed Natural Eye

Movement is Key

When filming a video remember that you're not taking a photo, movement is key!

Change angles | variations on shots (super close, close, medium, wide)

Editing

2-3sec long clips when you have multiple clips putting together.

Editing Apps: InShot, VN, VSCO, iMovie, Capcut

Color correcting presets are available to purchase in apps or outside of apps

Learn Even More

A great resource on increasing your knowledge and skill using your phone camera is:

Brady Clayton: Pocket Cinema www.BradyClayton.com



We'd love to help your brand!

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