How to stand out with video on social media

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CLIENT SERVICES MANAGER

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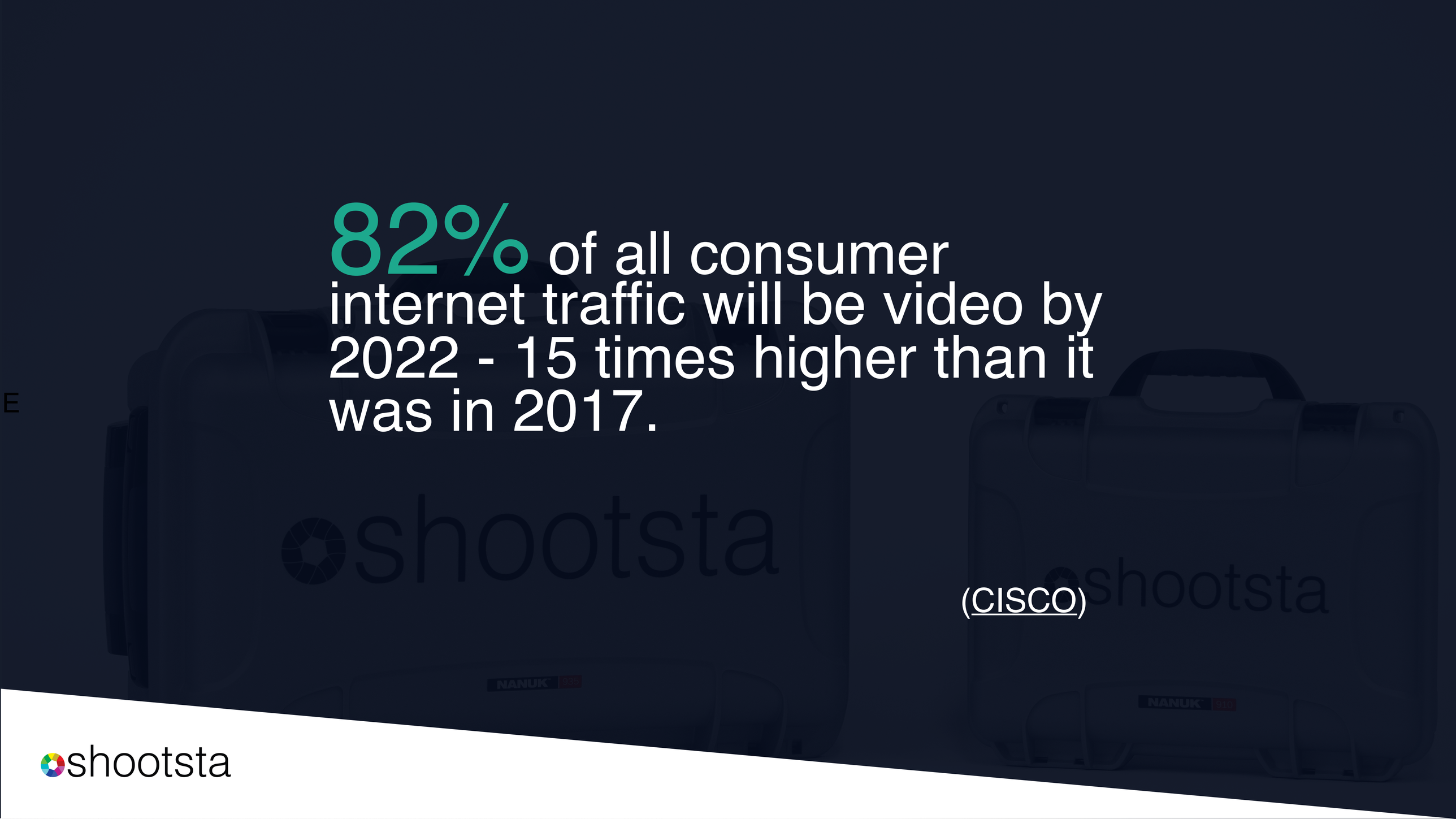
82% of all consumer internet traffic will be video by 2022 - 15 times higher than it was in 2017.

(CISCO)



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2 Key Challenges

1. How to get your video served?
   How to beat the algorithm

2. How to get your video watched?
   How to optimise the watch journey

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Challenge 1

How to get your video served?

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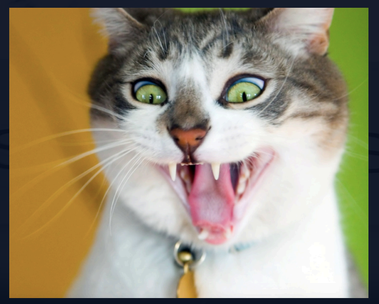
Serving Mechanism

- Algorithms
- AI



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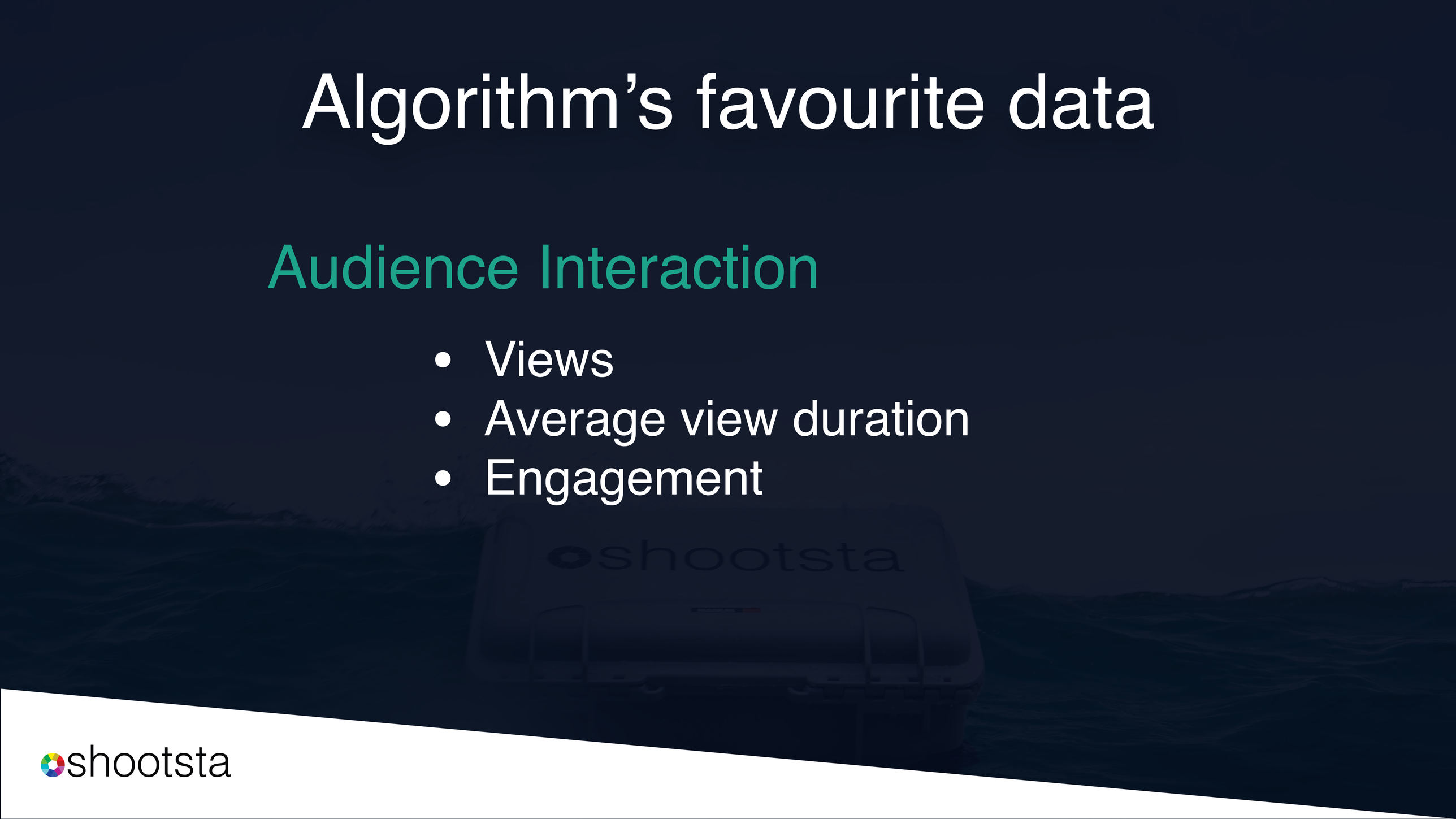
Algorithm’s favourite data

Audience Interaction

- Views
- Average view duration
- Engagement

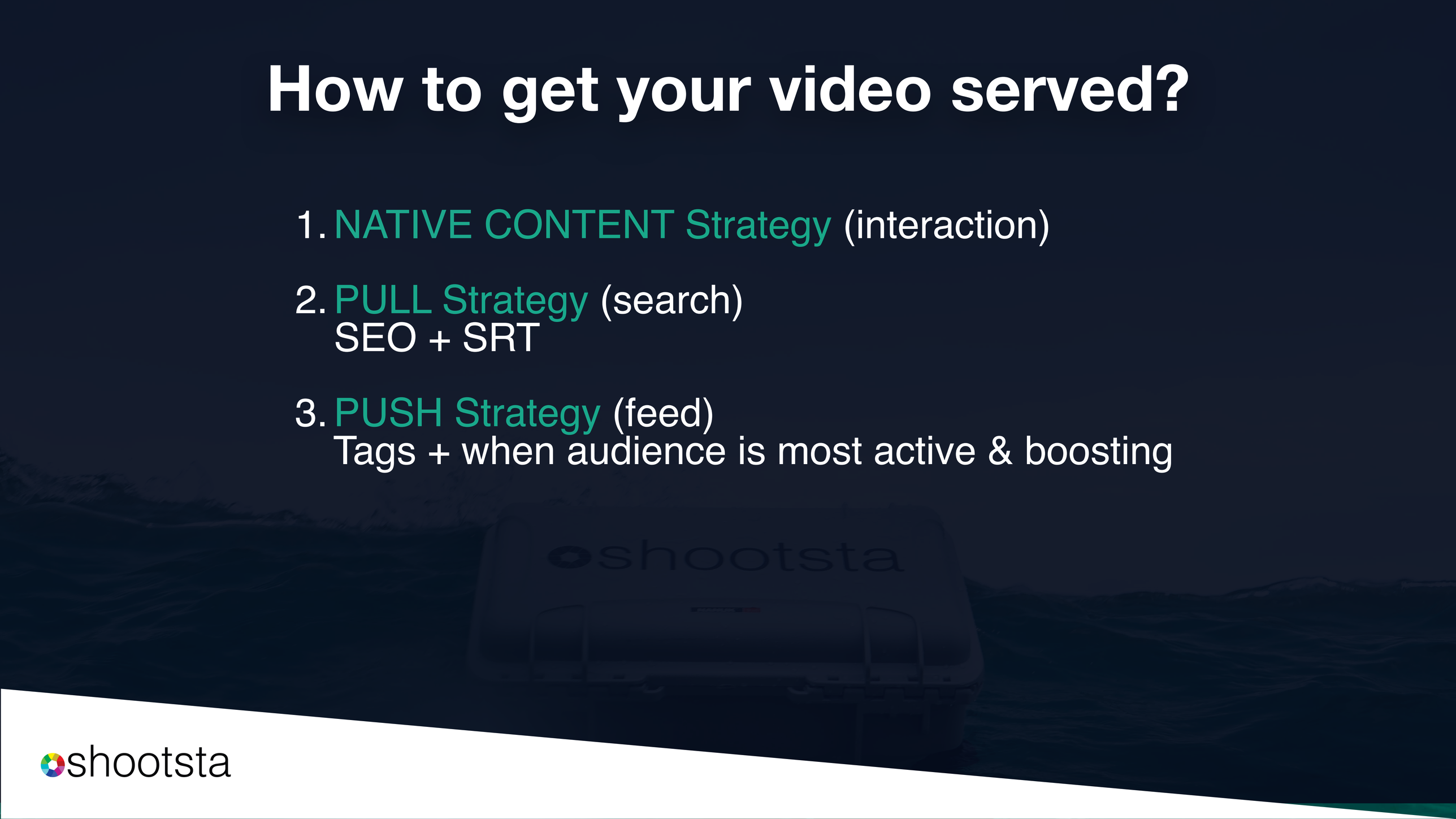


How to get your video served?

1. NATIVE CONTENT Strategy (interaction)

2. PULL Strategy (search)
   SEO + SRT

3. PUSH Strategy (feed)
   Tags + when audience is most active & boosting



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Challenge 2

How to get your video watched?

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Phase 5
CTA
Phase 1
Discovery
Watch
Journey
Phase 4
Content
Phase 2
Thumbnail
Or First Image
Phase 3
Copy

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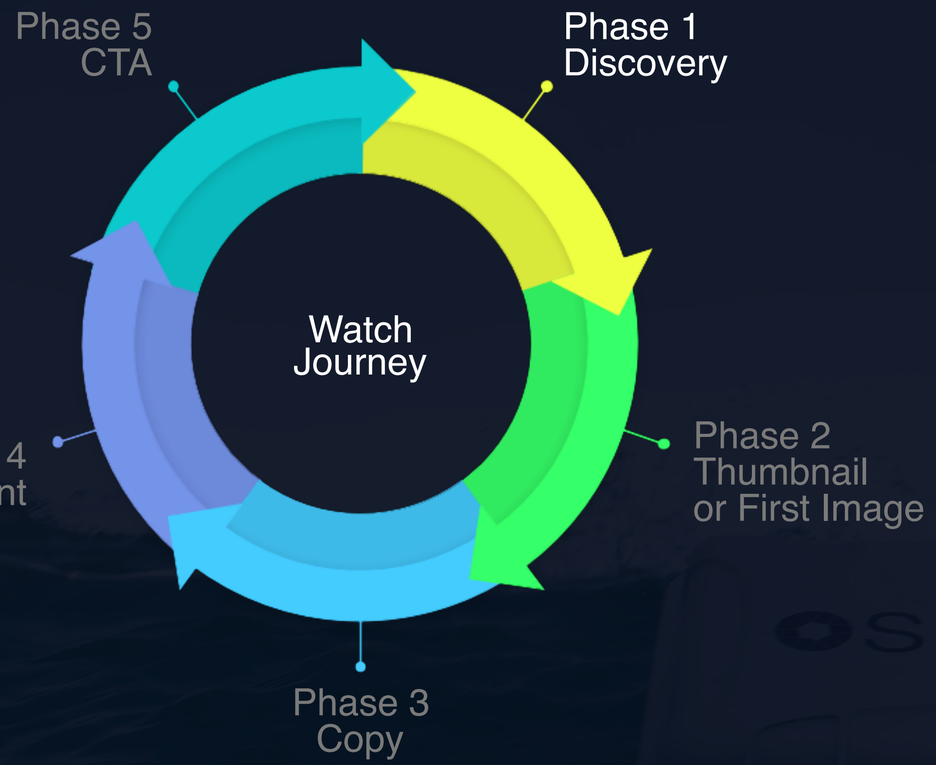
The Watch Journey



Videos appear by

1. Search
2. Feed

Maximise reach with

1. Native Content Strategy
2. Pull Strategy
3. Push Strategy

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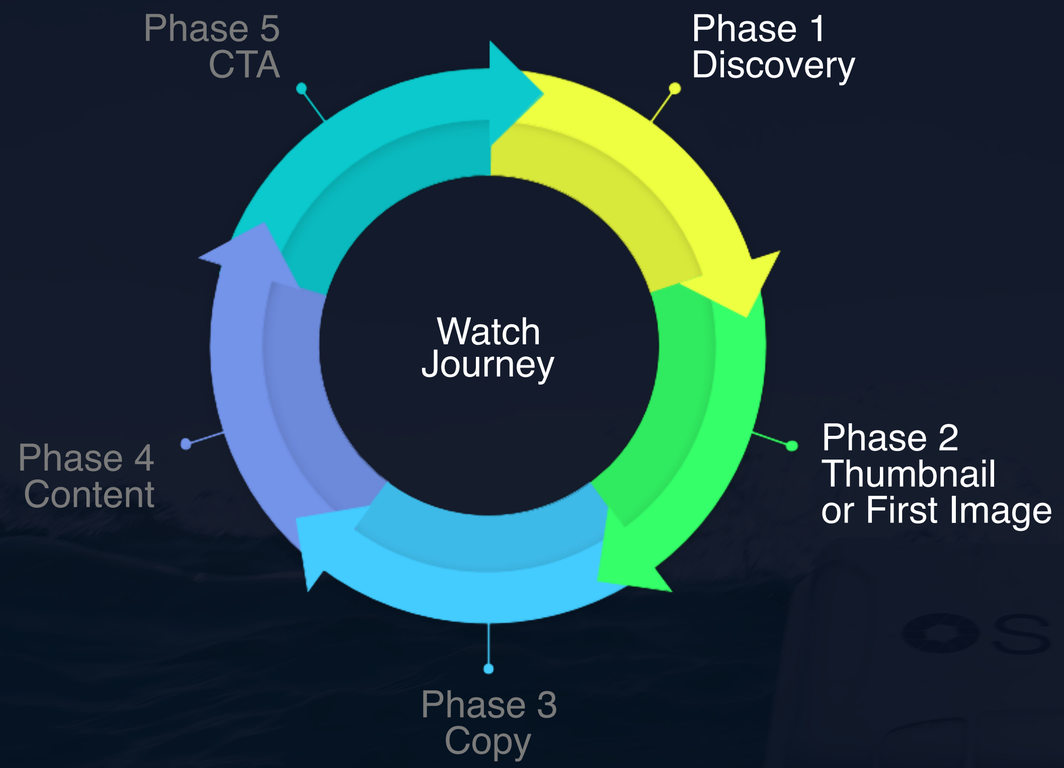
The Watch Journey



USEFULLNESS

What is the video about?

DESIRABILITY

Who is the video for?

USABILITY

Is this the best of its kind?
Is this what I expected to see?

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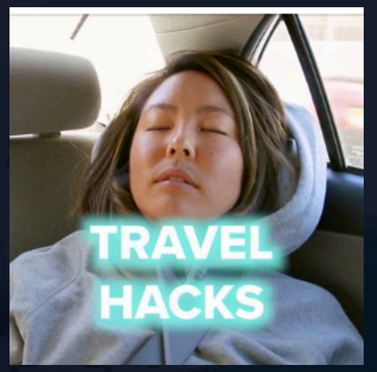
The Watch Journey

What does a good thumbnail look like?

IMAGE
People, animals, food - beautiful

COLOUR
Primary colours

FONT
Neutral, large and easy to read



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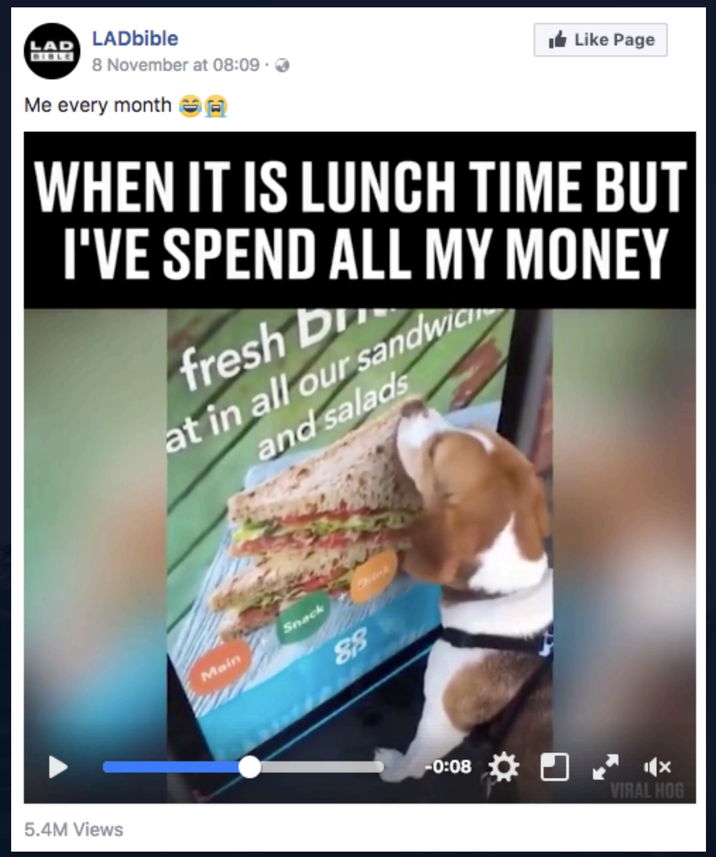
The Watch Journey



What does a good first image look like?

IMAGE
People, animals, food - unexpected

COLOUR
COLOURFUL

FONT
Neutral, large and easy to read

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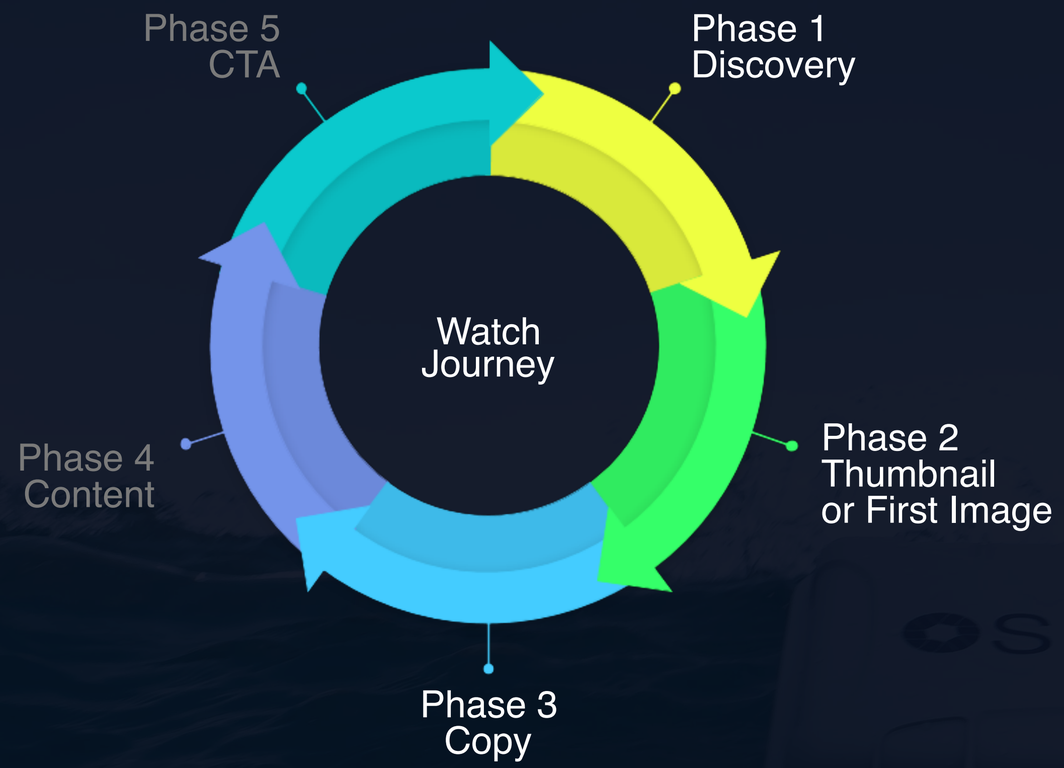
The Watch Journey



USEFULNESS

What is this video about?

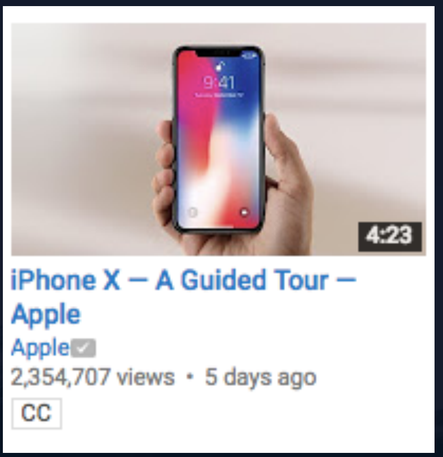
DESIRABILITY

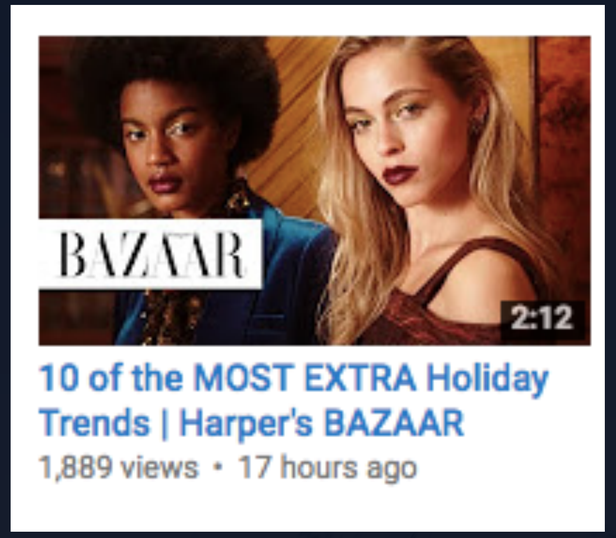
Who is this video for?

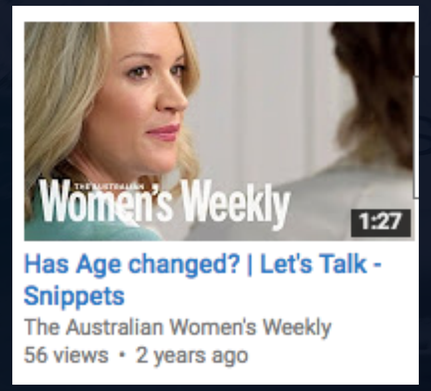
USABILITY

Is this the best of its kind? Is this what I expected to see?

The Watch Journey







What does a good copy look like?

TO THE POINT
Compliments thumbnail and content

QUESTION
Click for an answer

NUMBERS
Odd, 5 & 10

SUPERLATIVES
Nobody is interested in second best

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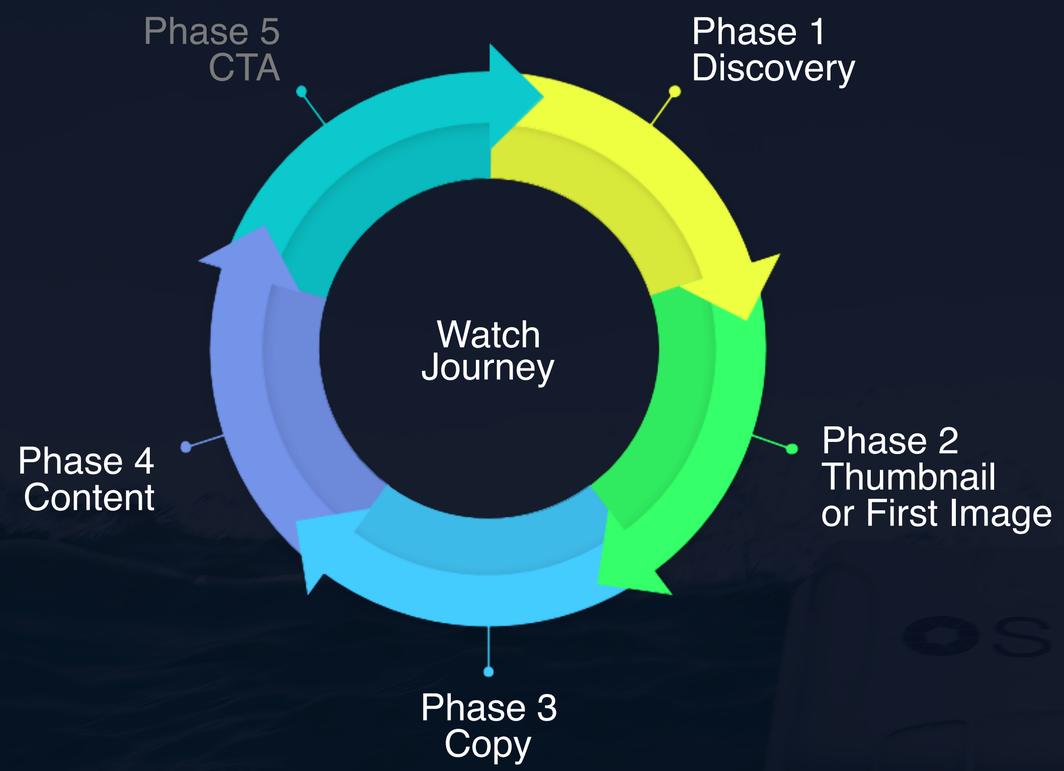
The Watch Journey



3 Seconds
To grab attention

10 Seconds
To set the scene

30 Seconds
To cover the key message

Wrap up
Run out of valuable info

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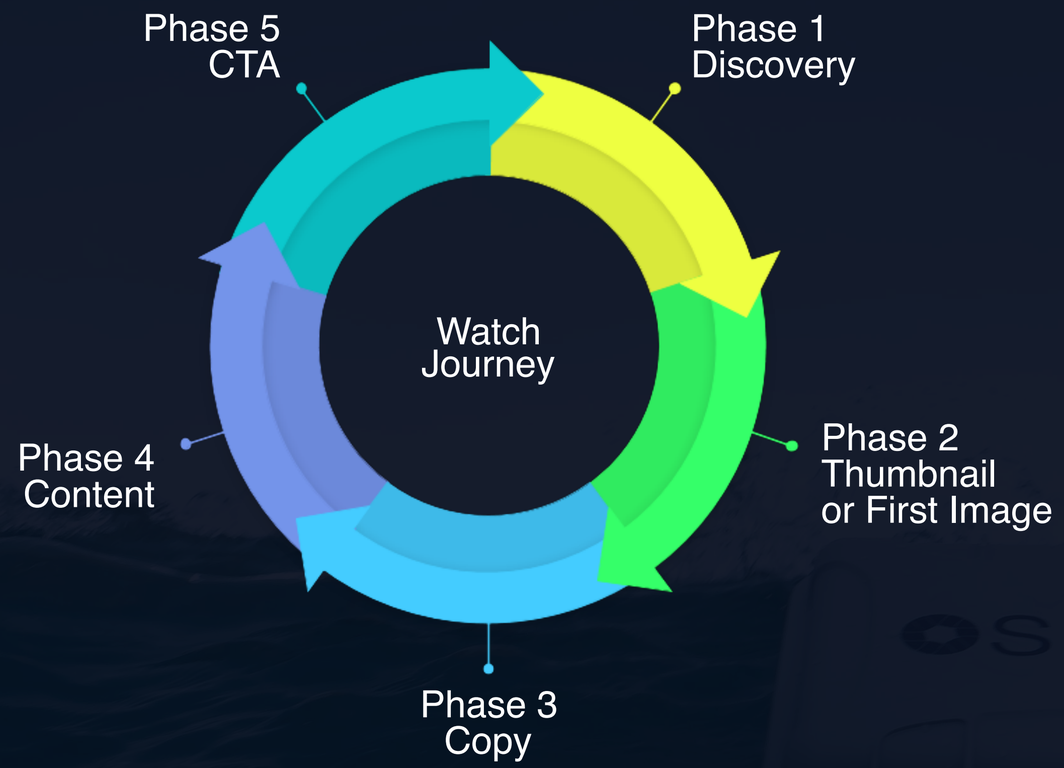
The Watch Journey



Restart the cycle with a CTA.

Be mindful of

- Decision Fatigue
- Habituation

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Phase 5
CTA
Phase 1
Discovery
Watch
Journey
Phase 4
Content
Phase 2
Thumbnail
Or First 3 Seconds
Phase 3
Copy

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Recap

1. Get your video served

Beat the algorithm

- Native Content Strategy
- Pull Strategy
- Push Strategy

2. Get your video watched

Optimise the watch journey

- Validation process
- Grab and keep attention with 3-10-30
- Extent attention with CTA

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Shoot today. Share tomorrow.