



# Mastering the Art of Social Video Marketing: A Formula for Small Businesses

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Presented by Animoto and SharpSpring



**Jeff Kahsen**

Senior Director of Partnerships, Animoto



**Koertni Adams**

Partner Enablement Manager, SharpSpring

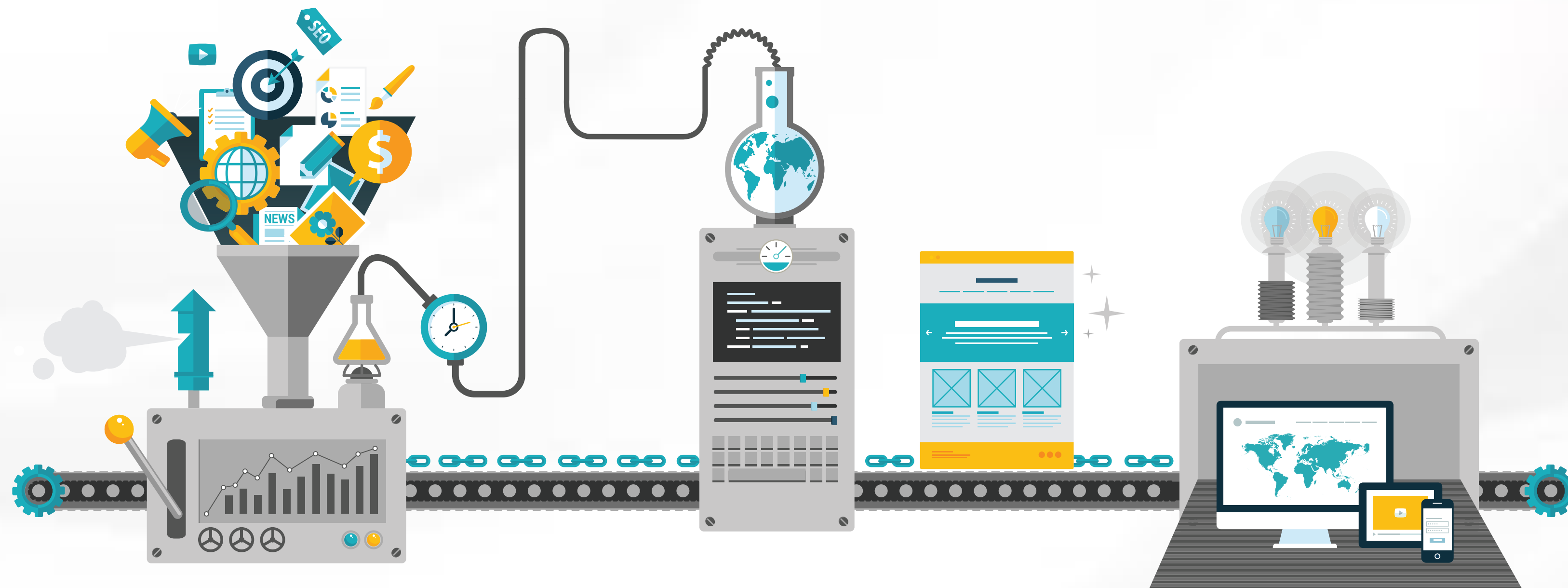
# Greetings

## Who's In The Audience

- SharpSpring Partner Agencies

## Why Are We Here?

- The five elements of thumb-stopping videos
- A simple formula for creating videos for social
- Best practices for video marketing



# Housekeeping

## Questions?

- Phone lines are muted
- Submit via Chat Box

## Webinar Recording & Slides

- Emailed after webinar

## Webinar Survey

- We need your feedback

## Upcoming SharpSpring Webinar:

David Baker : Slim Down Your Services, Bulk Up  
Your Revenue

July 27, 2017

11 a.m. – 12:00 p.m. EDT

8-8:30 a.m. PDT

4-4:30 p.m. BST



# Introductions



## Jeff Kahsen

SENIOR DIRECTOR OF PARTNERSHIPS | Animoto

Jeff Kahsen is the Senior Director of Strategic Partnerships and business customer advocate with Animoto. With over 15 years experience in video production and video marketing, he's now on a mission to help everyone understand and leverage of the power of video for business, both large and small.



## Koertni Adams

PARTNER ENABLEMENT MANAGER | SharpSpring

After starting her career in the nonprofit world, Koertni came to SharpSpring from a partner agency. She has walked in your shoes pitching and using marketing automation. She now develops content, programs, events and other resources to help agency partners become even more proficient at growing revenues and adding clients.

# AGENDA

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## **The ART:**

5 elements of a great video

## **The SCIENCE:**

A simple formula for creating social videos

## **The MASTERY:**

Video tools and best-practices



An aerial photograph of New York City, showing the dense urban landscape of Manhattan and the surrounding water bodies. The text "WE NOW LIVE IN A VIDEO WORLD" is overlaid in large, white, sans-serif capital letters across the center of the image. The background shows the Hudson River to the left, the East River to the right, and the Atlantic Ocean in the distance. The city's skyline is visible with numerous skyscrapers, and the water is a deep blue-green color.

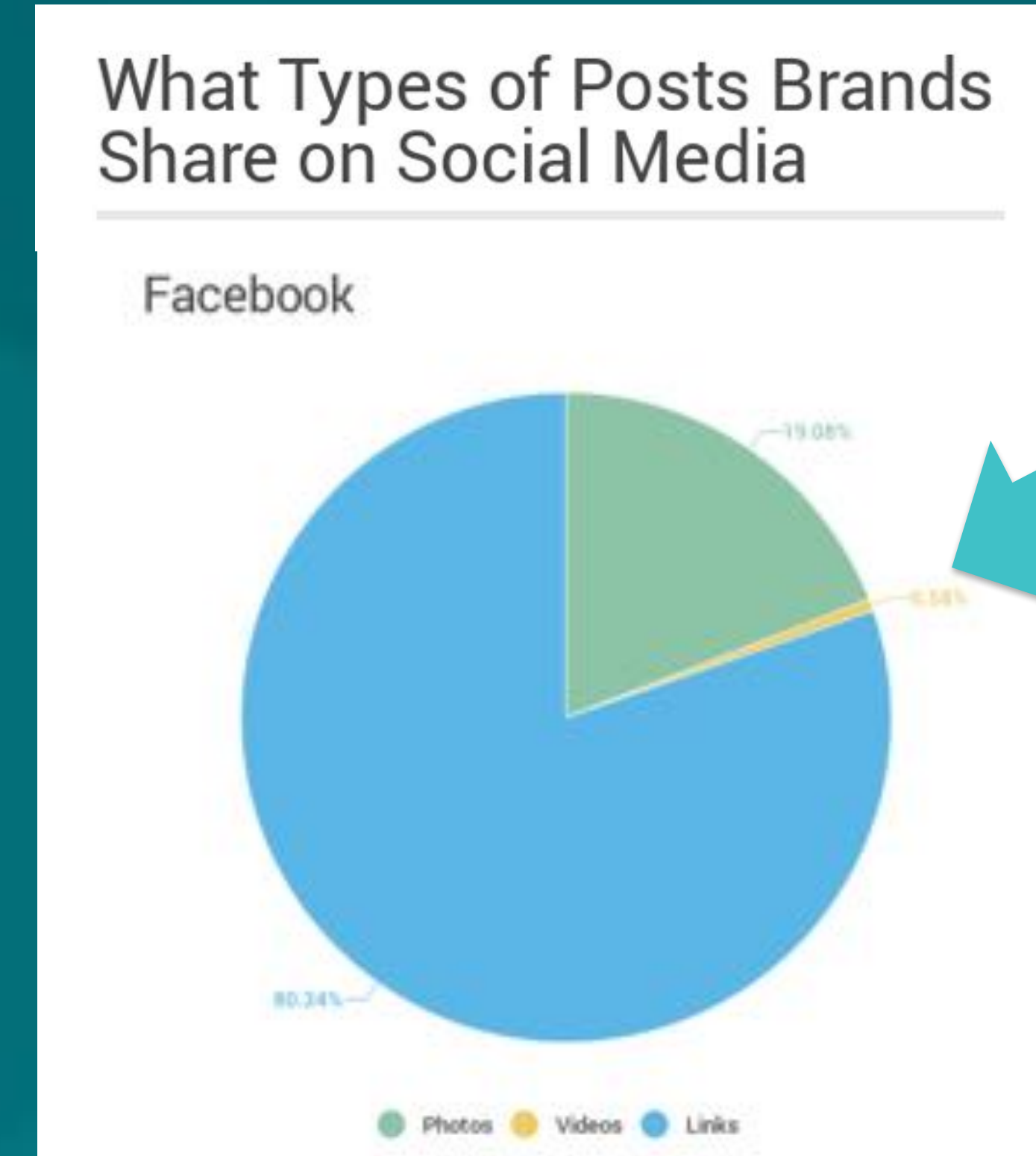
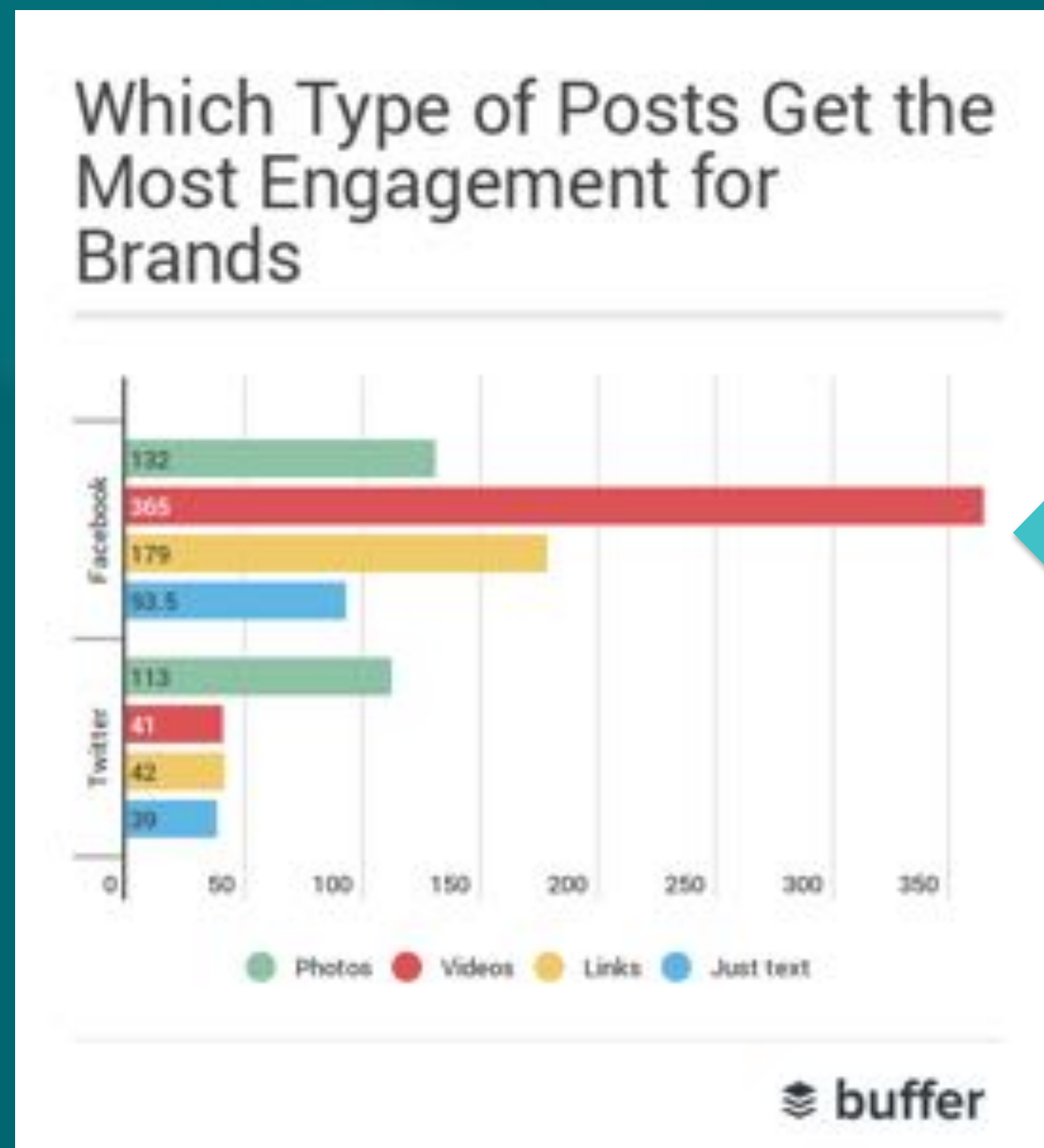
**WE NOW LIVE IN A  
VIDEO WORLD**





**"Video is a mega trend,  
in a decade, video will look like as big a  
shift in the way we share and  
communicate as mobile has been."**

**Mark Zuckerberg, CEO Facebook**  
*February, 2017*



“On Facebook, video gets **3X** as much engagement...  
but far less than 1% of posts are video.”

- Buffer (June 2016)



"Stop looking for that blogger. Start looking for that videographer. 50% of your content next year shouldn't be text, it should be video. We need to make the shift."

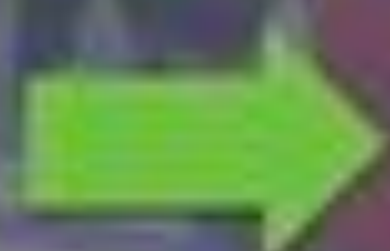
Brian Halligan, CEO Hubspot  
*November, 2016*



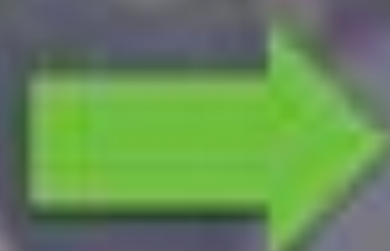


# GLOBAL COMMUNICATION HAS CHANGED FOREVER

text  
2005



photos  
2012



video  
now




“CUSTOMERS ARE NEARLY  
50% MORE LIKELY TO READ EMAILS  
THAT INCLUDE LINKS TO VIDEO.”

– ANIMOTO

“VIDEOS ON LANDING PAGES CAN  
INCREASE CONVERSION BY 80%.”

– EYE VIEW DIGITAL

A man with short brown hair, wearing a blue t-shirt, is shown from the chest up, holding a silver microphone in his right hand. He is looking slightly to his right with a focused expression. The background is dark and out of focus, showing a crowd of people.

“Bottom line: there is a f\*\*\*k ton going on in video right now, and it’s the **#1 way to capture the attention of the audience** you’re going after for your small business, brand, or company.”

Gary Vaynerchuk

CEO, Vayner Media (Dec 2015)



# VIDEO HELPS CREATE CONNECTIONS







THERE IS NO  
“ONE SIZE FITS ALL”  
VIDEO



# COMPANY OVERVIEW VIDEOS

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- Traditional “first” video type; Easiest to conceptualize
- Can be placed on landing page or posted natively on social
- “About Us” videos best started with your ‘why’

# EXPERTISE VIDEOS

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- Simple way to get into video on a regular basis
- FAQs are a great start
- Gives viewers something that will be useful to them, rather than trying to sell a product.



# TEXT-TO-VIDEO

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- Relatively new class of video
- Intended to drive audience to read content on a blog or website
- Serves as a teaser for a broader piece
- Top 5 lists work well

# OTHER TYPES

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- Customer Testimonial
- Event Promotion & Recap
- Product Release
- Employee Recruitment
- Trade Show
- Training
- Lobby / Office Video
- .....



# The ART: 5 ELEMENTS OF A GREAT VIDEO

# 5 ELEMENTS OF A GREAT VIDEO

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1. Video Style & Imagery
2. Text
3. Music
4. Branding
5. Audience Specific



# 1. VIDEO STYLE & ASSETS

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- Use transitions and special effects to enhance your message, not distract from it
- Vary media (Images, video clips, text) to provide more variability
- Use media that you have on hand; Supplement with stock if needed.



## 2. TEXT

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- Think Before The Ink
- That Ugly First Draft (TUFDD)
- Preview your video without sound
- Provide a solid Call To Action (CTA)







# 3. MUSIC

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- Captures attention and allows you to stage emotion and draw in the viewer
- Choose music that fits your brand
- Make sure you have the appropriate licensing



# 4. BRANDING

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- Front load branding (within the first 3-5s)
- Keep it relevant
- When possible, opt for subtle branding



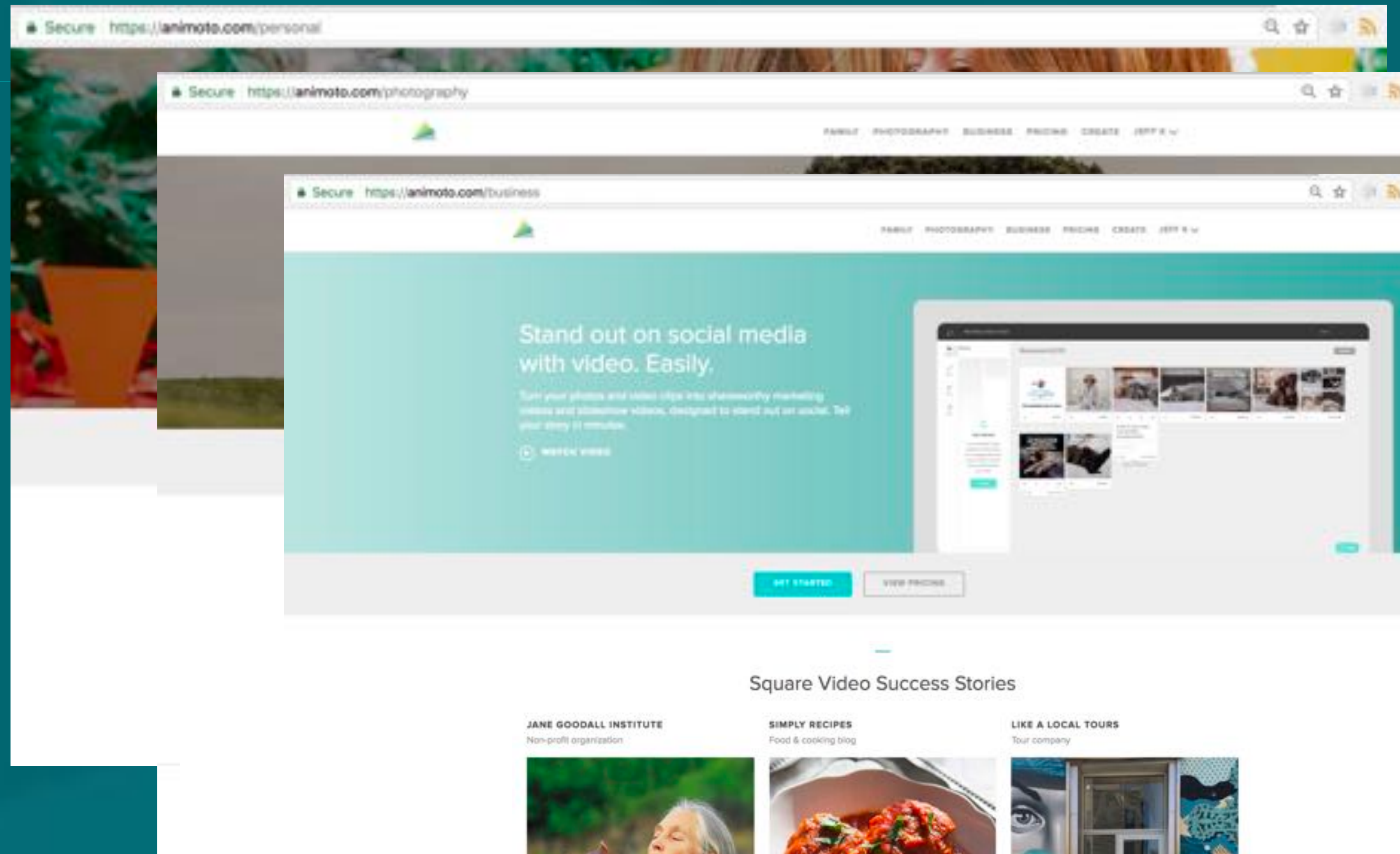


# 5. AUDIENCE SPECIFIC

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- Content is explicitly crafted for the audience
- Examples include
  - Landing Page Video
  - Targeted Social Video
  - Personalized Video

# 5. AUDIENCE SPECIFIC





# 5 ELEMENTS OF A GREAT VIDEO

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1. Video Style & Assets
2. Text
3. Music
4. Branding
5. Audience Specific

# THE SCIENCE:

## A SIMPLE FORMULA FOR CREATING SOCIAL VIDEOS



# A SIMPLE FORMULA FOR CREATING SOCIAL VIDEOS

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- A. Open with the punch-line
- B. Tell one complete, but specific story
- C. Get clear with your ask





## The punch-line:

This is the [coolest sandwich] in [Brooklyn].

It's an original creation at [Odd Fellows Ice Cream Co.] in [NYC]

## One complete, specific story:

It's a [scoop of freshly made ice cream].

[Pressed and toasted to perfection].

[Delicious].

## Clear ask:

Sign up for a [Brooklyn Bites Tour] to try this [amazing frozen treat and more]

[Explore NYC and Brooklyn with our unique tours.]







## The punch-line:

In 1900, an estimated 1-2 million chimpanzees lived in the wild.  
Today, there are fewer than 340,000.

## One complete, specific story:

- These are our closest living relatives, with bonds much like our own.
- We're on a mission to save chimpanzees from extinction.
- Everything is connected.
- Everyone can make a difference.
- Together, we can turn their numbers around.

## Clear ask:

Donate today

# A SIMPLE FORMULA FOR CREATING SOCIAL VIDEOS

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- A. Open with the punch-line
- B. Tell one complete, but specific story
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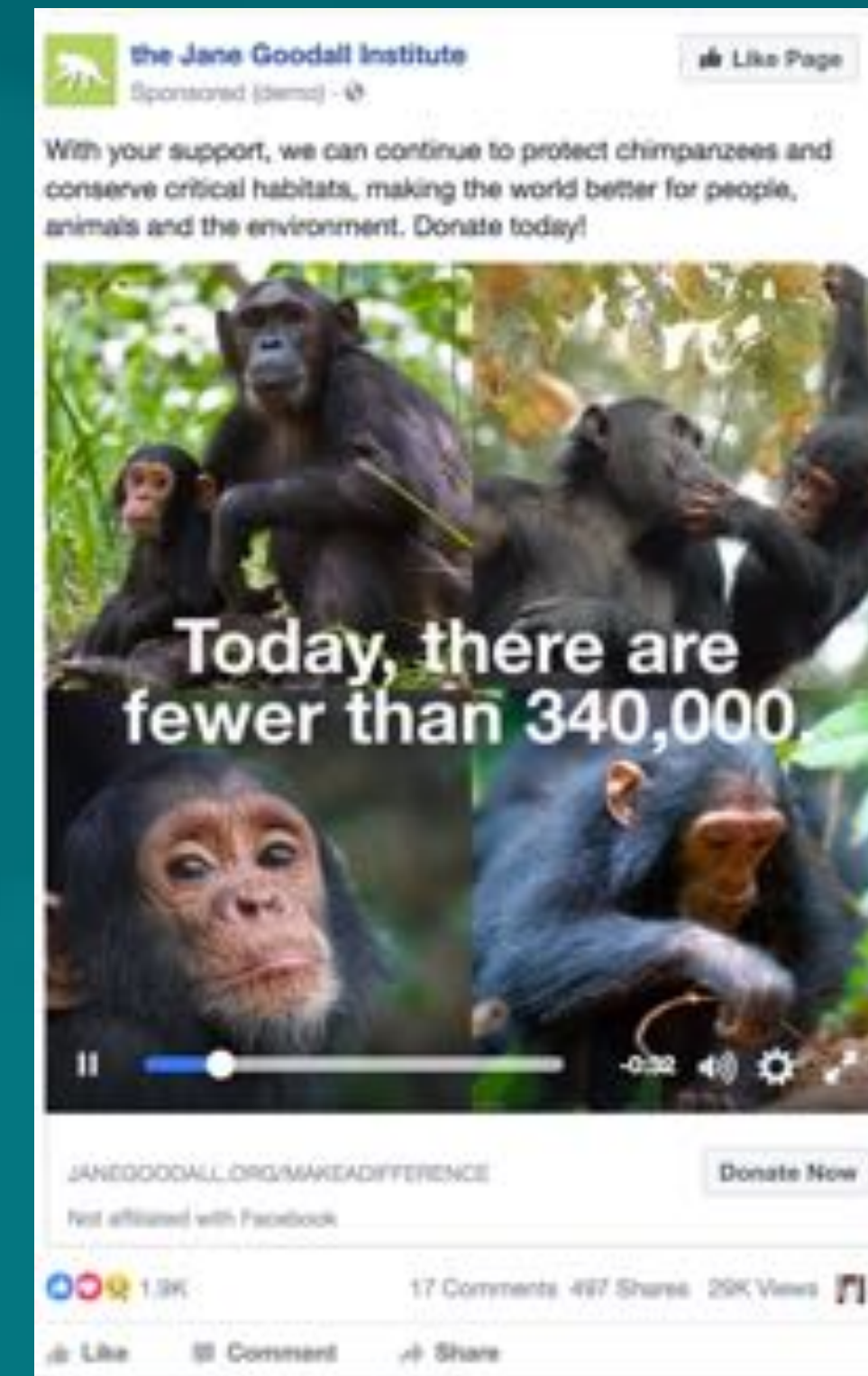


# THE MASTERY: SOCIAL VIDEO BEST-PRACTICES

# SOCIAL VIDEO BEST PRACTICES

## GO SQUARE

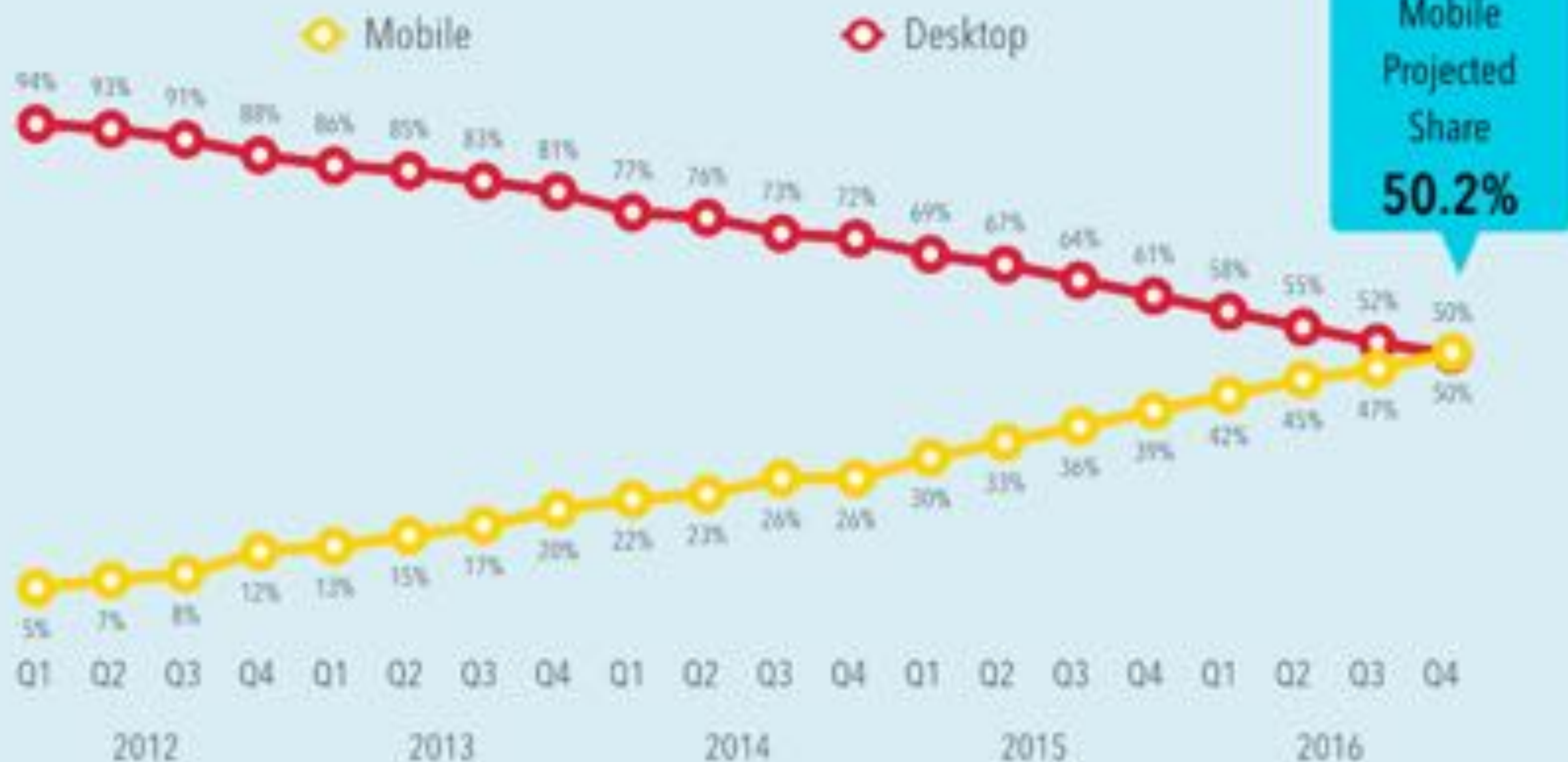
- Square (1:1) takes up 78% more screen space than landscape (16:9)
- Square videos get +28% more video views
- Square videos have a +67% higher view completion rate





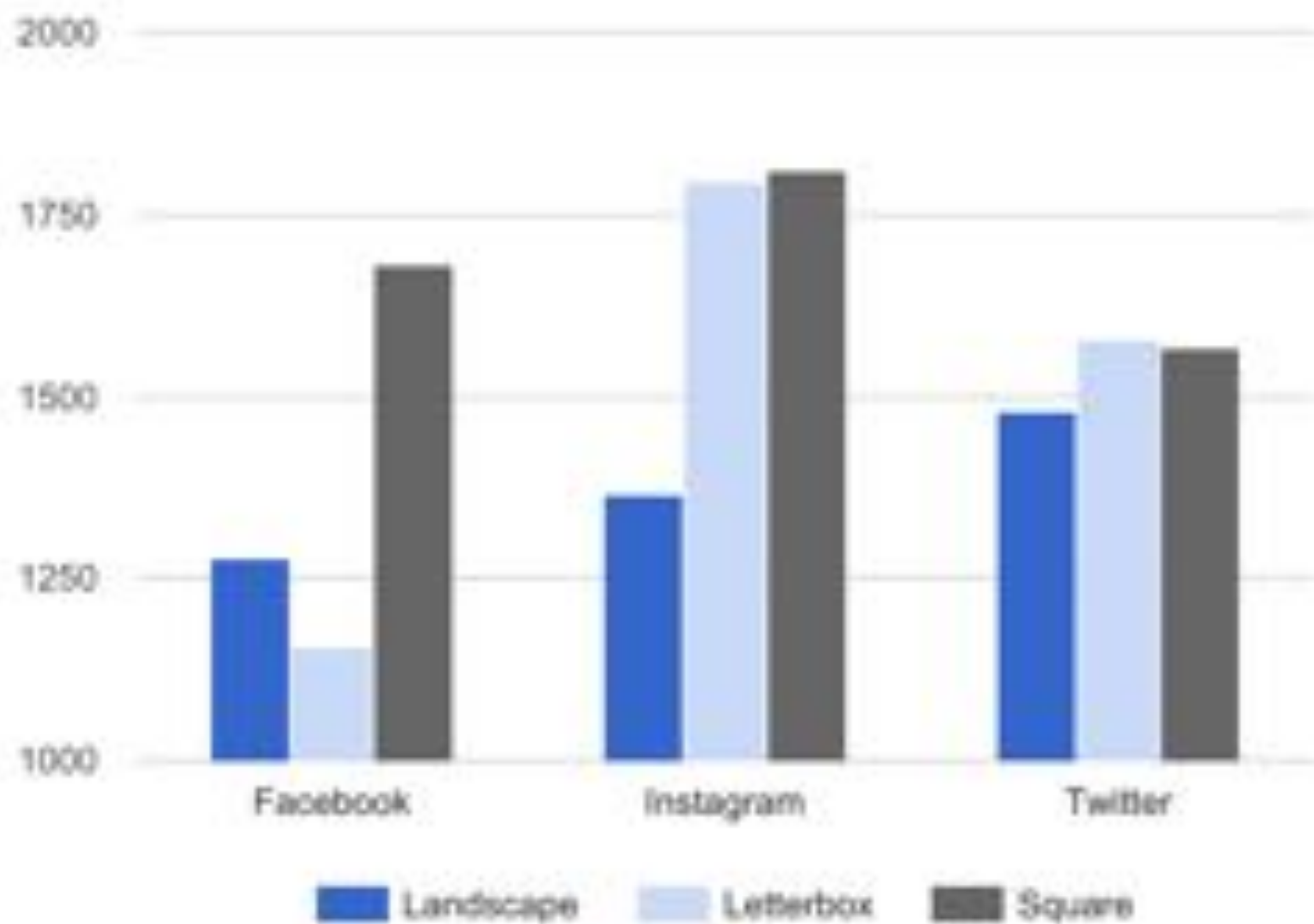
# US consumer video consumption share by device

% share of online video starts by device type



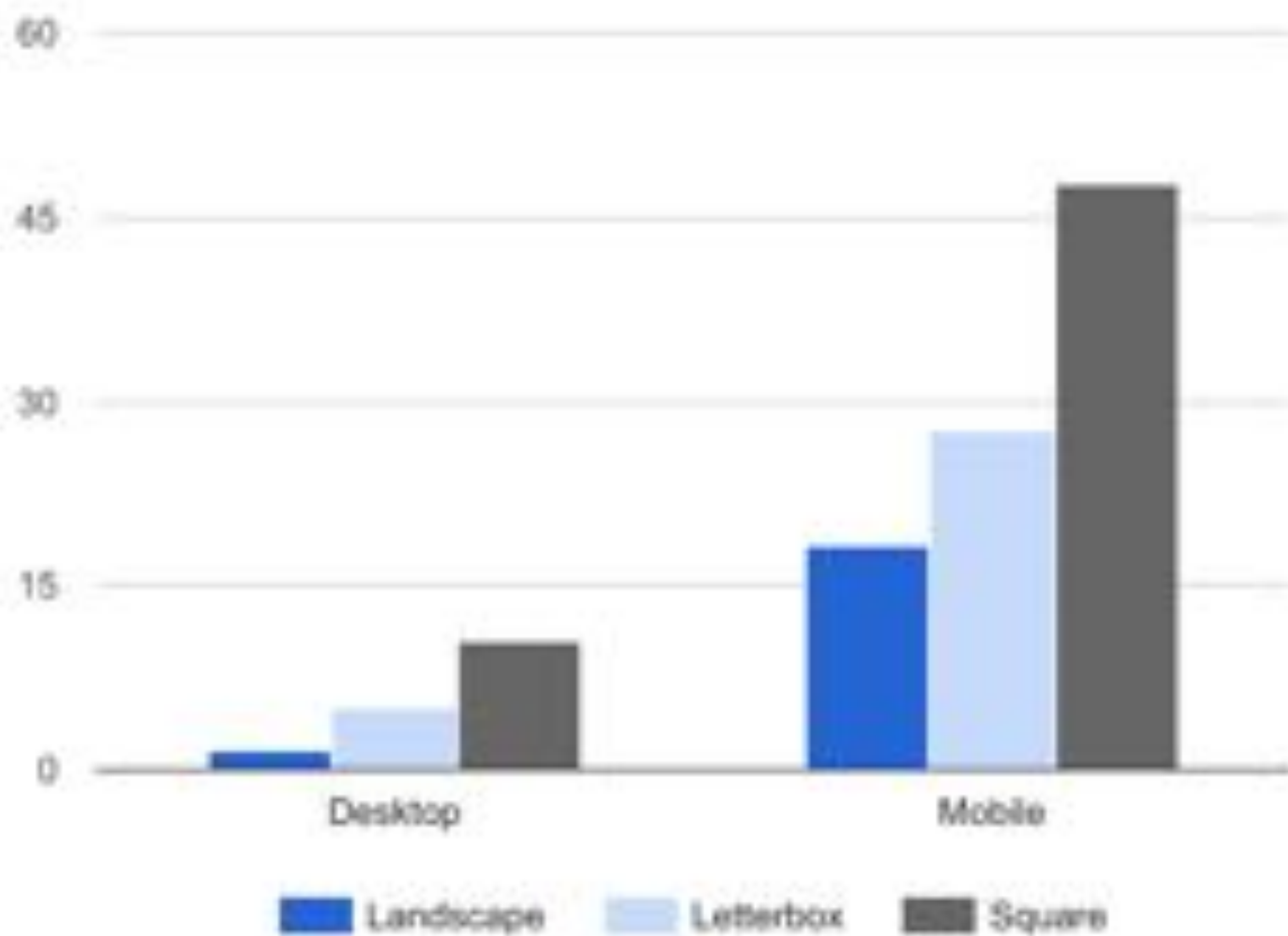
- Mobile share of online video is estimated to reach 39% by end of 2015 - up from 26% in 2014.
- Mobile share of online video (50.2%) will surpass desktop share (49.8%) in 2016.

**Average Media Views per Video Post**





**Average Engagement Per Video - Mobile vs. Desktop**



# SOCIAL VIDEO BEST PRACTICES

## PAY TO PROMOTE ON FACEBOOK

- Target Mobile
  - 82% of Facebook usage comes from mobile
  - It costs ~2x less to reach a mobile user than it does a desktop user.
- Use Custom Audiences / Lookalikes to target fans of your competition or similar companies & products
- Install the Facebook Pixel for enhanced tracking



# SOCIAL VIDEO BEST PRACTICES

## OPTIMIZE FOR EACH PLATFORM

- **Facebook**
  - Front load video – make an impact in the first 3 seconds
  - Mobile & Square
  - Optimize for “Sound Off”
- **Instagram**
  - Square
  - Under 60 seconds
- **YouTube**
  - Landscape video
  - Front load video - make an impact in the first 5 seconds
  - Optimize for “Sound On”

# ANIMOTO: HELPING BUSINESSES SPEAK VIDEO





Media

UPLOAD

Media



Storyboard (0:09)

PREVIEW



2s

COLLAGE



2s

TEXT



2s

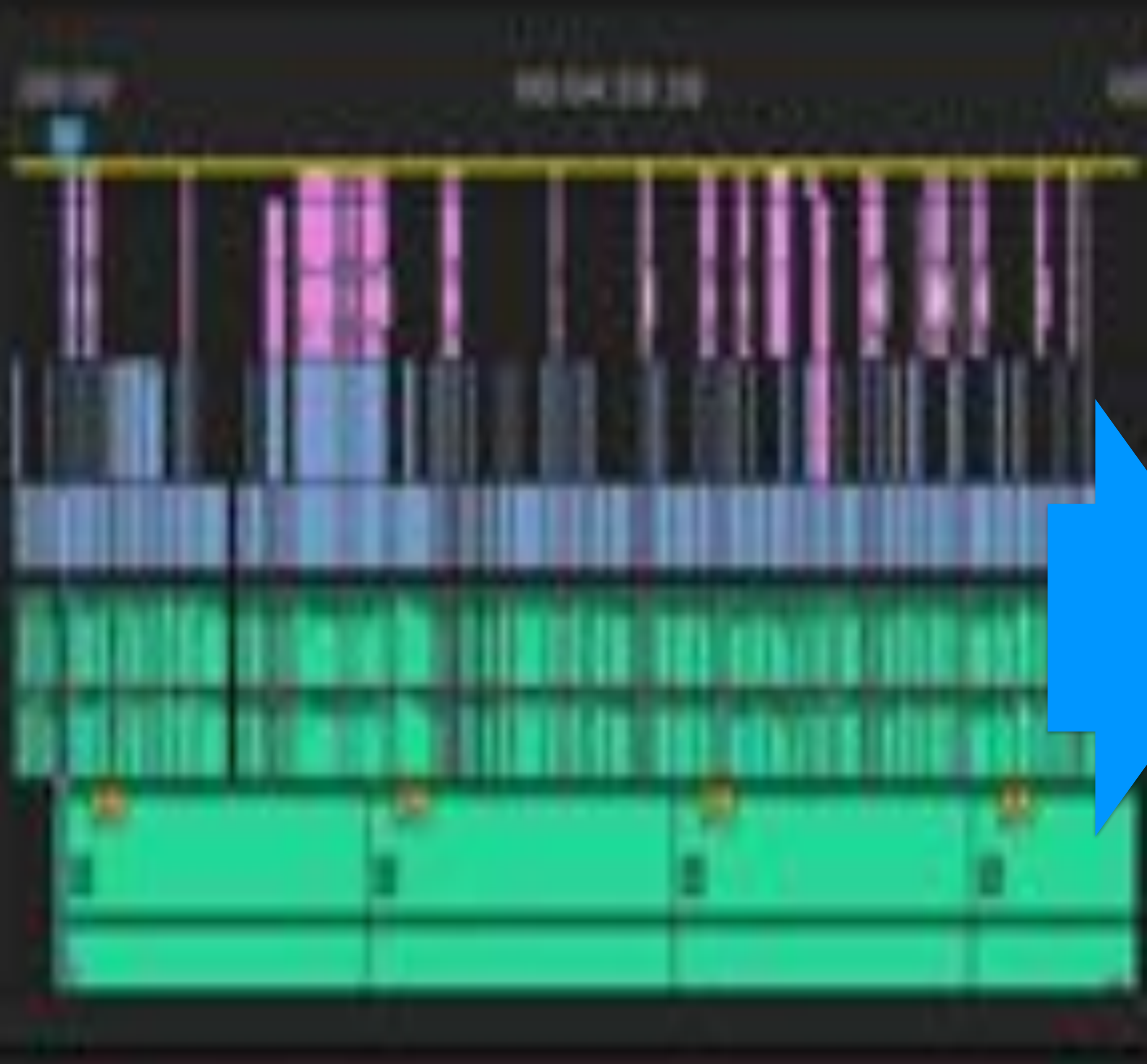
LOGO











**EDITOR**



**BUILDER**





Media

Media

UPLOAD



Photo



Design



Filter



Music



## Storyboard (0:44)



3s

PHOTO



3s

PHOTO



3s

TEXT



3s

PHOTO



4s

VIDEO



3s

TEXT



4s

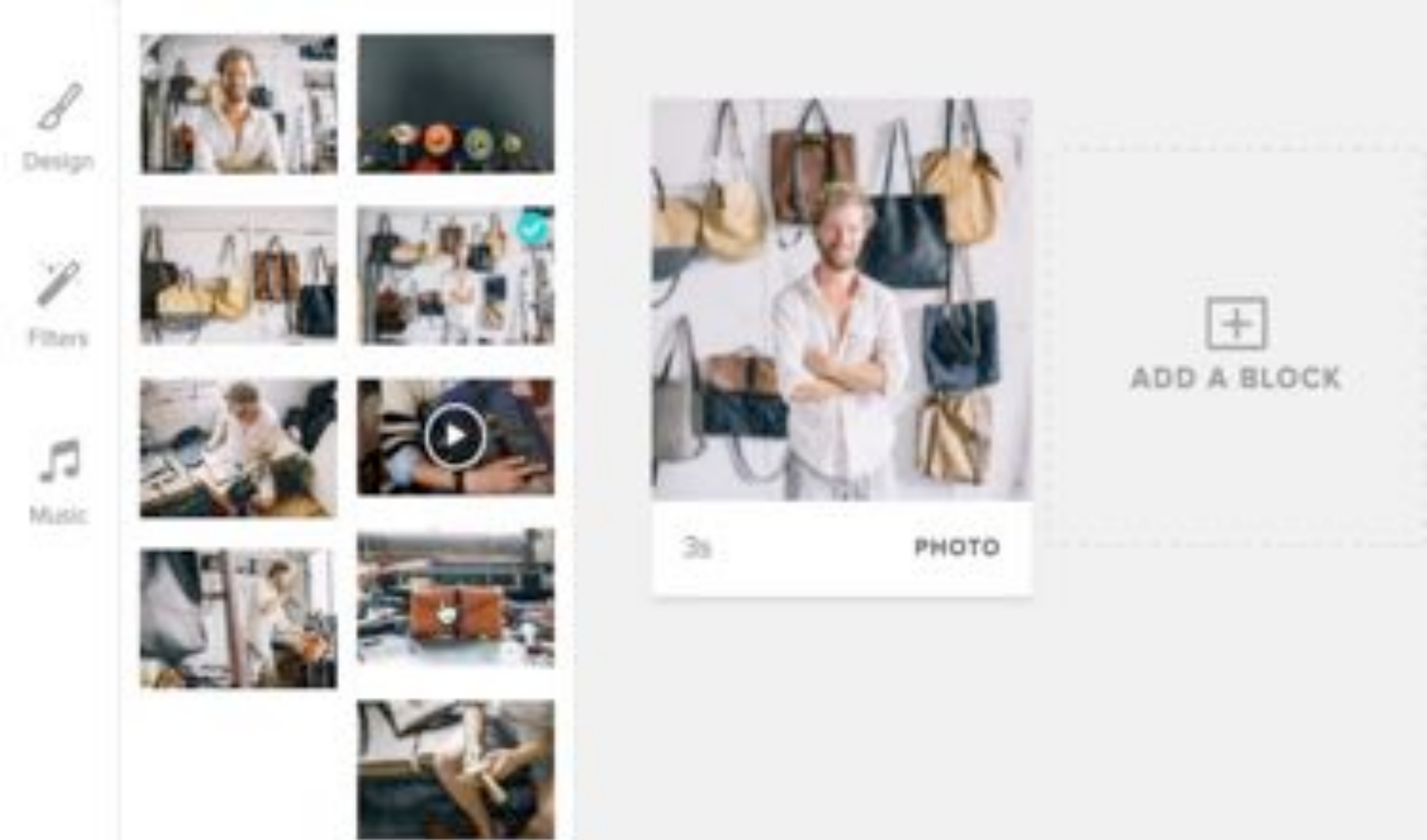
COLLAGE



6s

PHOTO





- Images
- Video Clips
- Text
- Drag & Drop

FFFFFFF >

790000 >

d

DBDBDB >



3s



Handc|



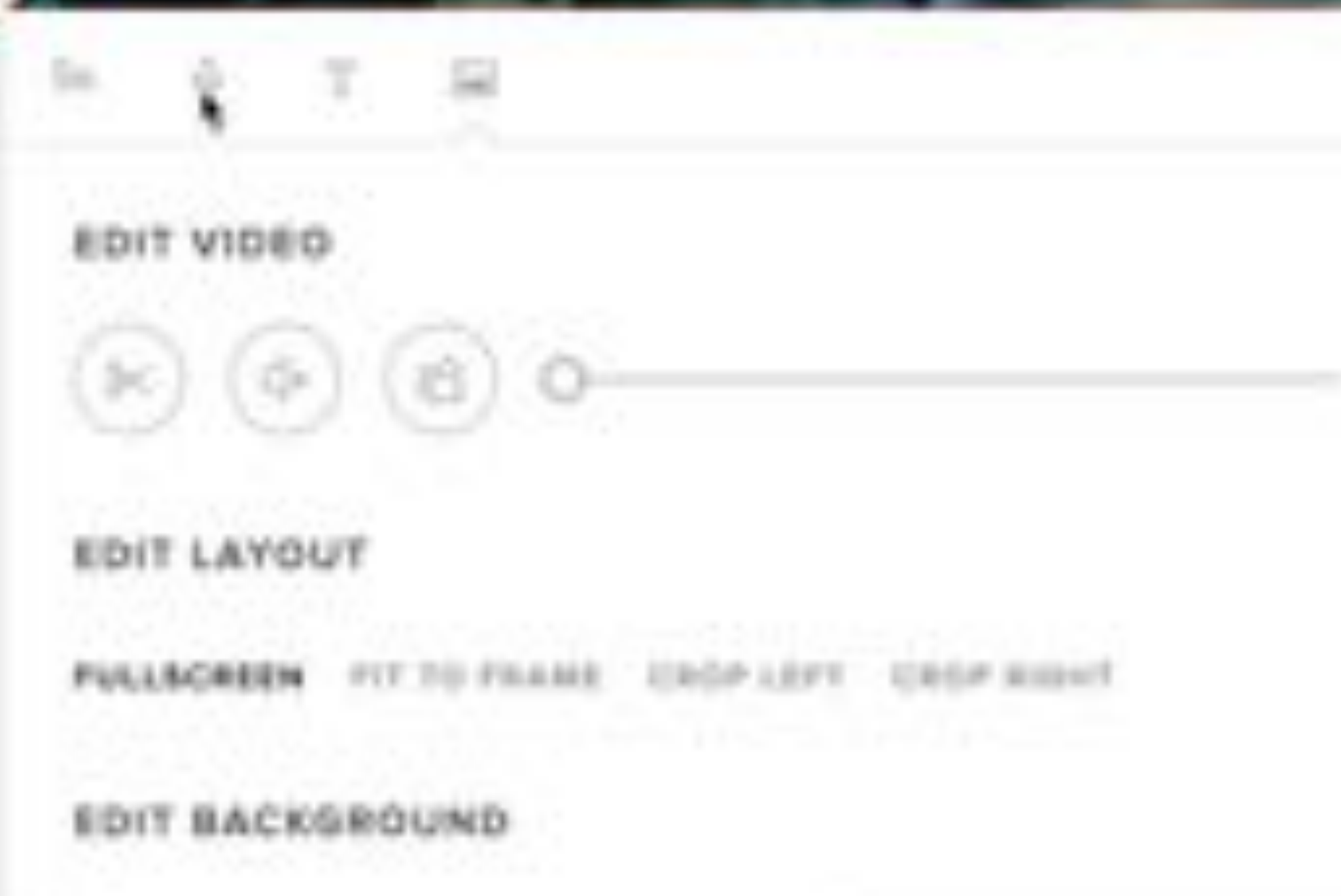
SEE MORE



3s

- Brand Colors
- Fonts





- Voice-over
- Commercially licensed music

## Choose a pre-built storyboard

Personalize with your font and colors. And don't worry, you can add and delete sections too.

### Square storyboards (1:1)

Get more likes and shares on Facebook and Instagram with square videos.

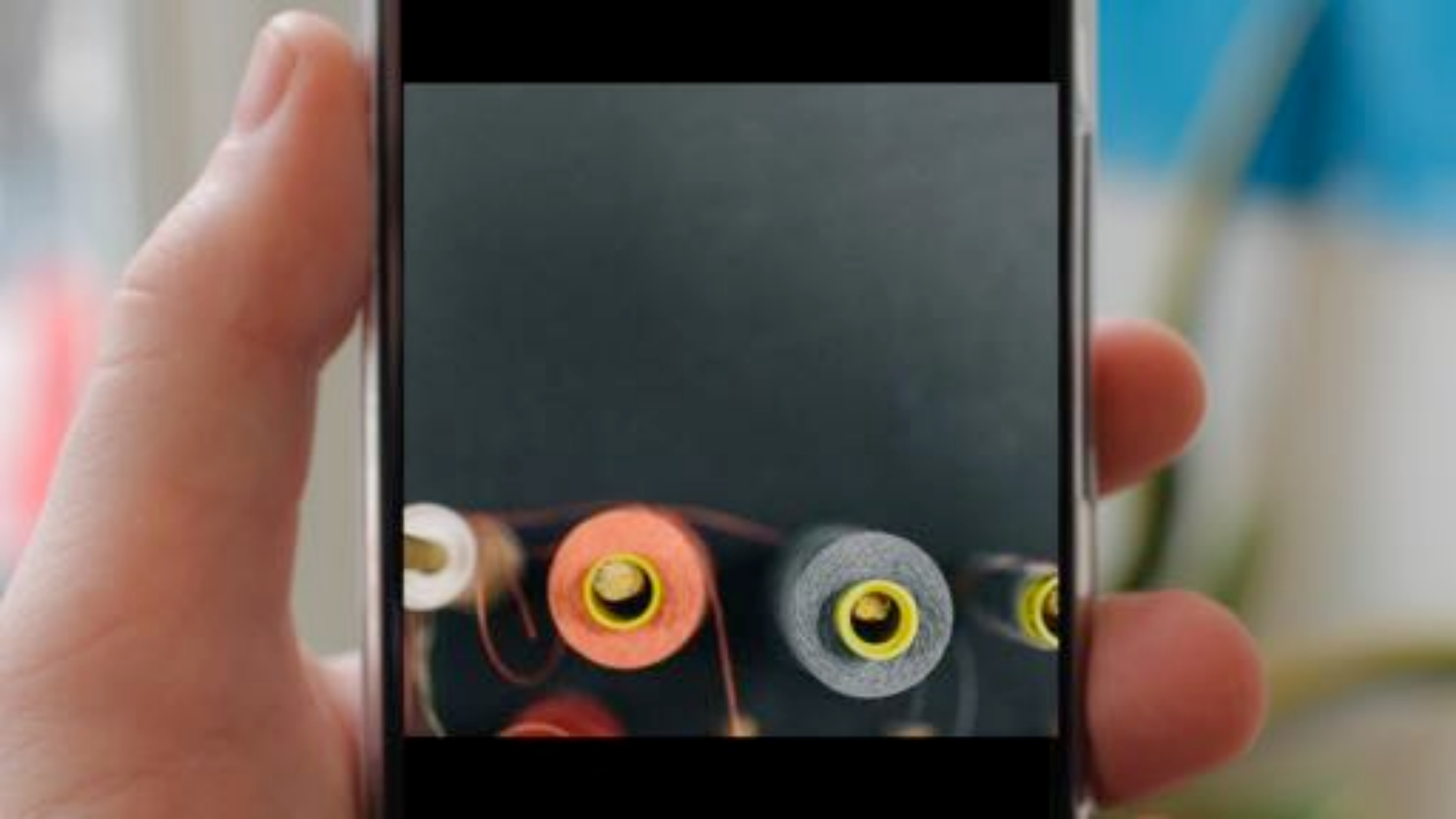


# Pre-built Storyboards

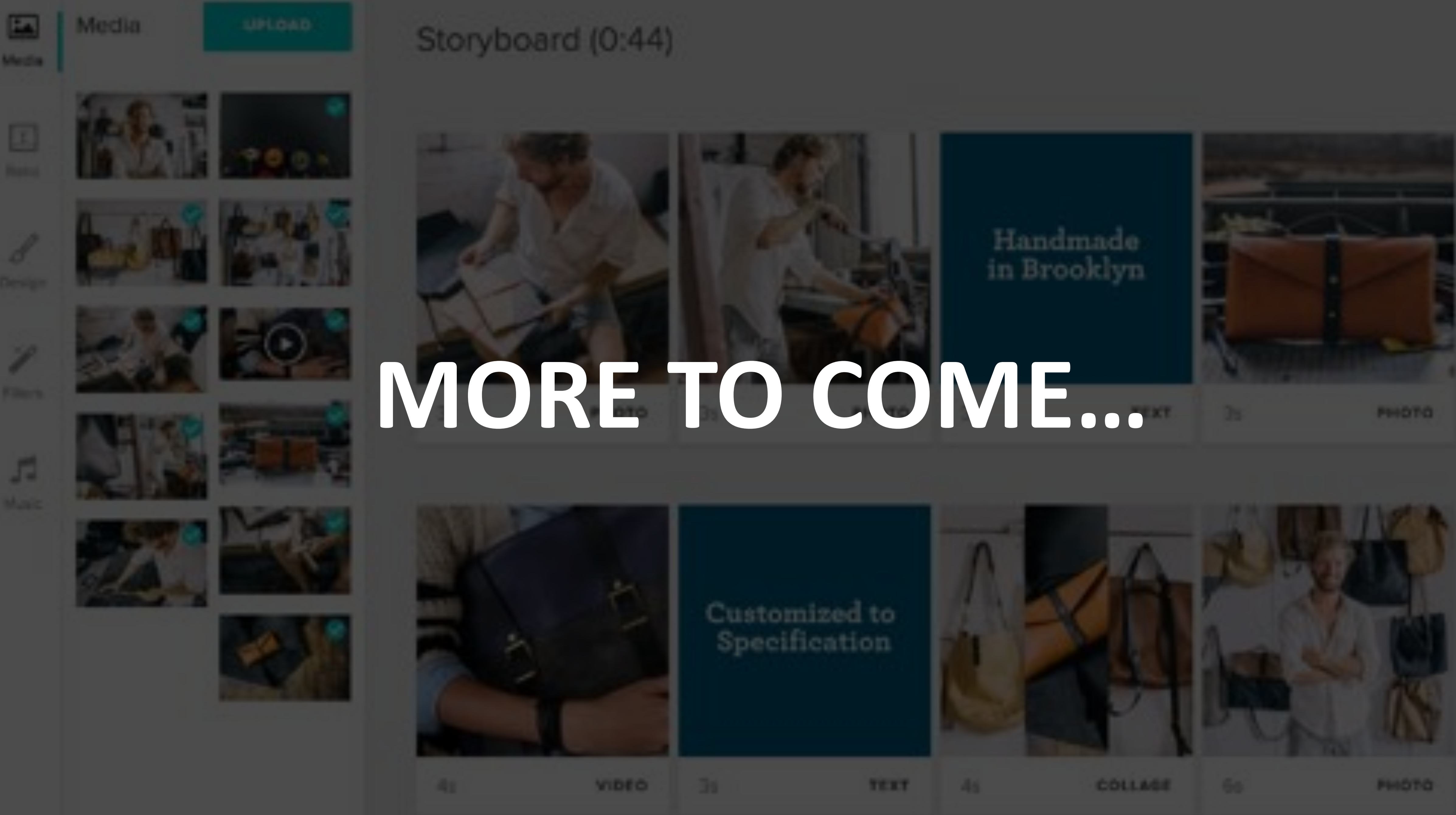












MORE TO COME...

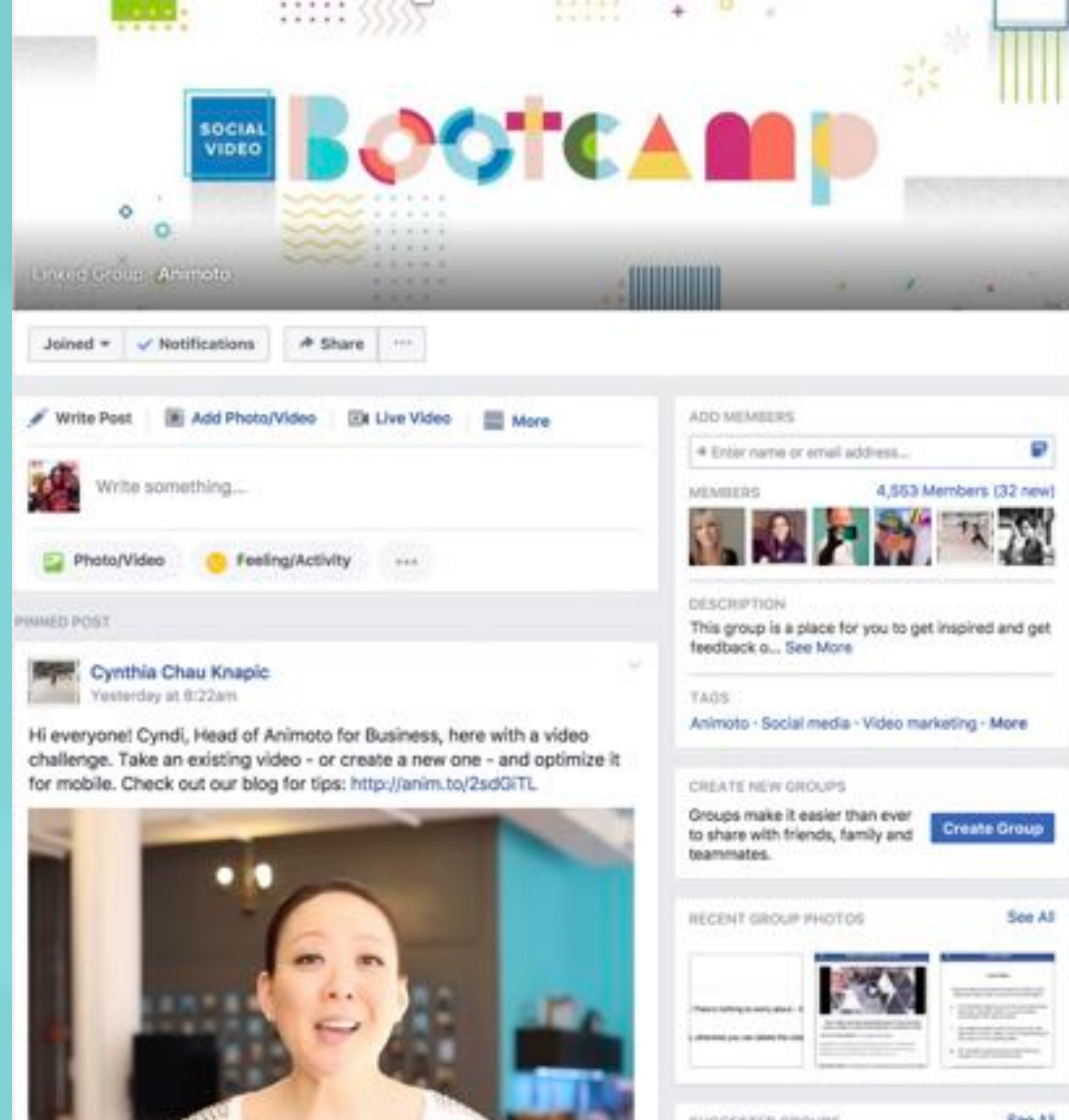
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# JOIN THE ANIMOTO SOCIAL VIDEO MARKETING GROUP ON FACEBOOK



# HAPPY VIDEO MAKING!







Powerful. Affordable.  
Marketing Automation.



Questions?

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# Continue the Conversation

With Jeff:



Jeff Kahsen

Senior Director of Partnerships  
Animoto

Email: [jeff.kahsen@animoto.com](mailto:jeff.kahsen@animoto.com)

Web: [www.animoto.com](http://www.animoto.com)

With Koertni:



Koertni Adamas

Partner Enablement Manager  
SharpSpring

Email:

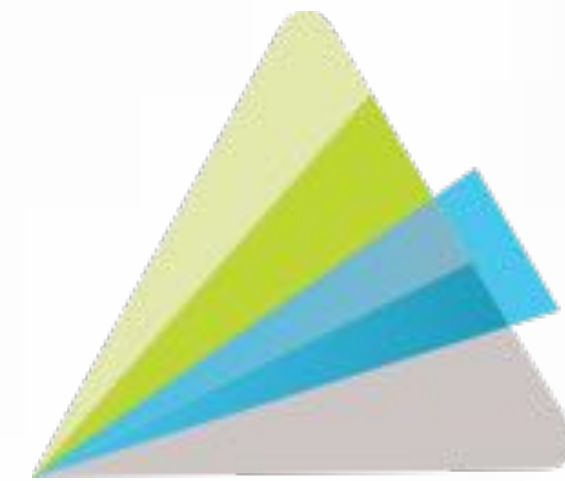
[koertni.adams@sharpspring.com](mailto:koertni.adams@sharpspring.com)

Web: [www.sharpspring.com](http://www.sharpspring.com)





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