FB Traffic Driver #13: Video

Daily Challenge: Create a video post



Why: Videos play a huge role in the world of social media marketing. Did you know that Facebook users watch over 1 billion videos per day? Videos are easier and simpler to create than ever before, so make sure you include them in your arsenal of tools. Whether the videos you post are fun or educational, they will attract a lot of attention on Facebook and can really help with engagement and increasing your visibility.

For best results:

1. Videos on social media should be really short - 2 minutes or less. The latest research shows that videos shorter than 21 seconds do the best in terms of completion rates comparing to longer clips.
2. Make sure your video contains something interesting, engaging, fun or new.
3. If you are talking - be clear and direct. Put most of your calls-to-action and most important information towards the beginning.
4. Use videos as your opportunity to truly show off everything your products or services can do. Seeing is believing.

Ideas:

- Introduce yourself and your services
- Testimonials
- Behind the scenes, mini tours
- Sneak peek
- Quick tips or How-to's
- Debunk myths
- FAQs
- Travels and sightseeing
- Introduce team members
- Introduce a new product, program or service
- Share an opinion
- Live events, meetings and conferences
- Case study
- "In the day of ..." – document the highlights of your day
- Interview
- Commentary on current news
- Product in use
- Fan videos
- Big announcements
- Celebrations, grand openings, award ceremonies, community outreach
- Video "selfies" (review selfie challenge for more ideas)



Take it to the next level:

1. Always consider who you are trying to reach and your ultimate goal before posting your video. Are you increasing your brand awareness, humanizing your brand or celebrating milestones? Make sure your video is relevant to your audience and is consistent with your brand message.
2. Brand your videos and don't forget to include a URL to your website. You can display it during the entire clip or at the beginning and the end.
3. Create series of videos, i.e. Weekly Video Tips, On the Road, or Meet our Clients.
4. Include a call to action. Ask your viewers to LIKE your Facebook page, sign up for your newsletter, read your blog or visit your website.
5. Follow 80/20 rule. 80% of your videos should be educational, informational, inspirational or entertaining, and only 20% or less should be promotional.

Facebook Tip of the Day:

There are definite SEO benefits to posting your videos on your own website or uploading them to YouTube and then sharing them on Facebook. However, currently Facebook favors videos that are uploaded directly to Facebook, and they are shown to more of your followers than videos that are shared from other platforms.

Design Tools: Video Editing Apps

1. PerfectVideo https://itunes.apple.com/us/app/perfect-video-video-editor/id633335631?mt=8

   PerfectVideo is a FREE iPhone/iPad app for quick and easy video editing. You can crop, trim and merge video clips, as well as add text, photos, transitions and music.

2. AndroVid https://play.google.com/store/apps/details?id=com.androvid

   AndroVid is a FREE Android app for video editing. You can merge, trim and split your clips, and add text, music, transitions and filters.

3. Videohance http://videohance.com/

   Videohance is an iOS app ($1.99) that allows you to edit your videos IN REAL TIME, as you are recording them. It has filters, textures, overlays, and much more you can add to enhance your video, as well as options for adding music and frames.