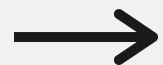


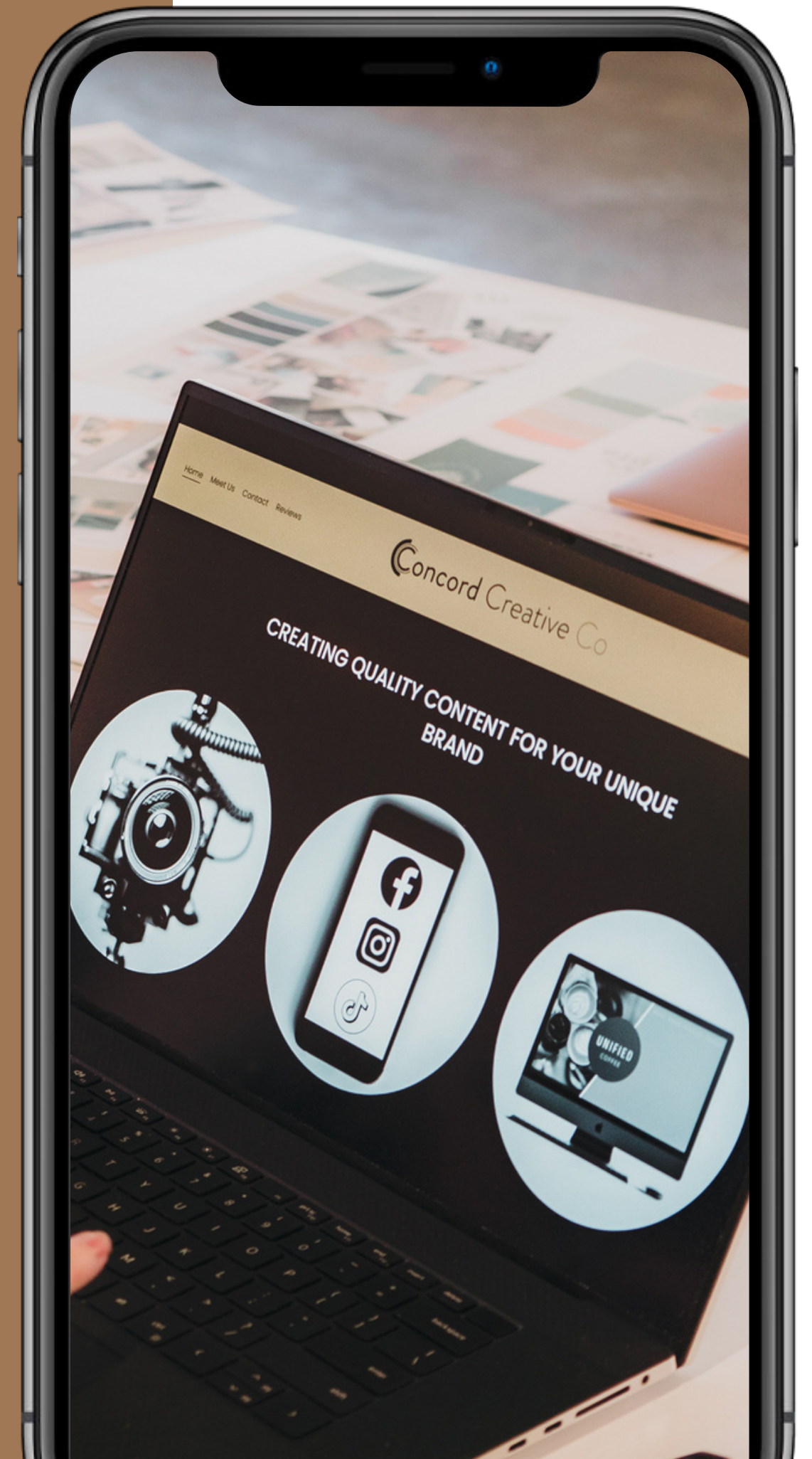


**REELS, TIKTOK, AND  
YOUTUBE, OH MY!**  
**BECOME A MASTER OF SOCIAL MEDIA VIDEO**



# 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.**



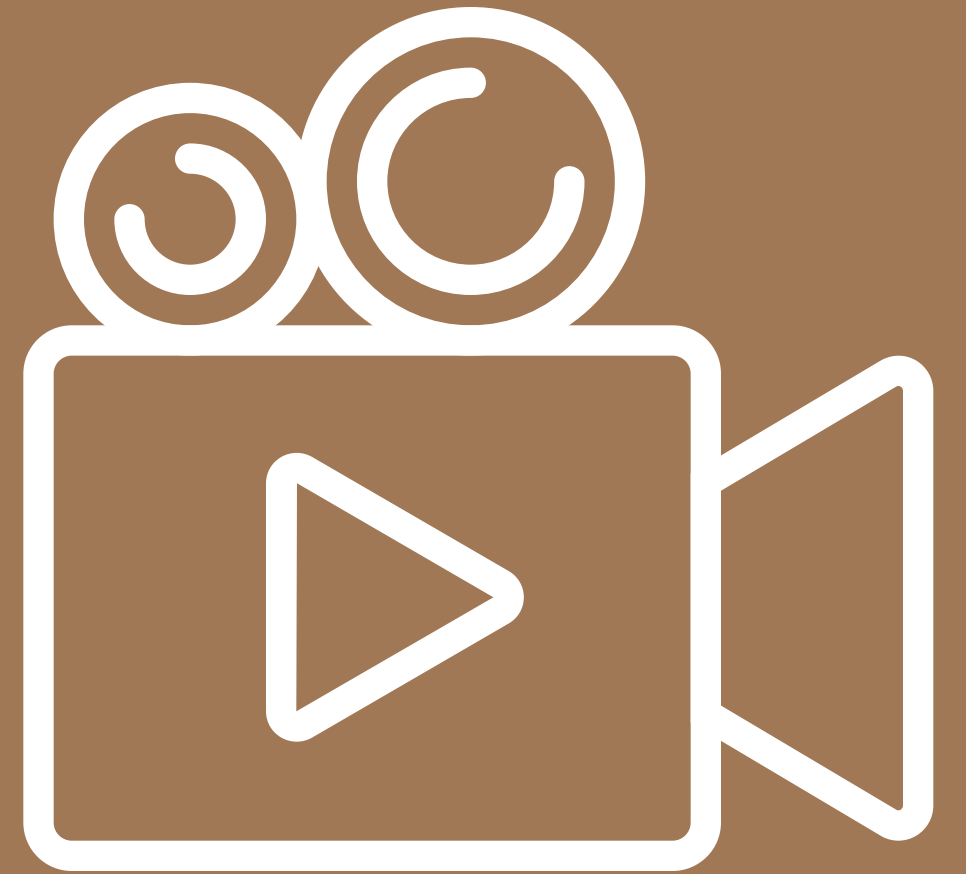
**VERTICAL**


**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. They are using a laptop, with a white mug and a microphone on the desk. The background is 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](http://www.BradyClayton.com)



**We'd love to help your brand!**

# Contact Us

Phone Number

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 813-898-4756

Email Address

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 [josh@concordcreativeco.com](mailto:josh@concordcreativeco.com)

Website

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 [concordcreativeco.com](http://concordcreativeco.com)