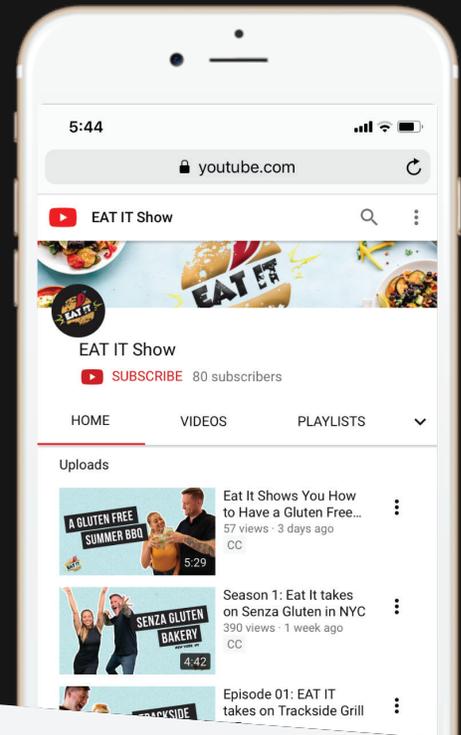


# HOW TO ADD VIDEO TO YOUR SOCIAL MEDIA MARKETING

Trust is at the foundation of conversions and sales. The more interactive and engaging your videos are, the more customers are going to connect with your business on a personal level.



## VIDEO IS QUEEN

Consumers are short on time and attention, but LOVE to be entertained. This is why video marketing represents more than three quarters of internet traffic. If videography isn't a part of your marketing strategy, it should be. For starters, you must first figure out your what, why, value and how.

### WHAT

What is the point of this video? Are you looking to entertain? Do you want to inform viewers and give tips? Is there a specific product you want to show off? Defining your WHAT will help you come up with ideas and game plans for the right content.

### WHY

Why are you making this video and why should your followers care? Is it connected to your brand? Is it offering added value to your audience? Why should consumers care? Figuring out your WHY will help you create your approach.

### VALUE

What VALUE you are providing the viewer? Are you answering a question? Providing a series of facts? Maybe giving a tutorial? Highlighting a new product? If your followers see the value in the content, they will watch it.

### HOW

How are you producing the video? Do you have a budget for higher professionals? Or perhaps are you starting solo with your phone? A lot of influencers edit their videos on their phones through apps like, Splice. Keep with basic editing apps until you're ready to invest in more advanced programs and learn the ropes of videography and editing.

### SAMPLE VIDEOS

- + product highlight
- + tutorial
- + company tour
- + testimonial
- + FAQ
- + services highlight
- + community service
- + how to
- + event sample
- + employee spotlight
- + professional tips
- + day in the life
- + interviews
- + company promo
- + product review
- + niche value offer
- + live action
- + education/awareness

### WHEN TO POST

The day and time you post your video content is important and is different for everyone. Look at the backend of your social media analytics and see when the post followers are engaged with your social platforms. Typically, during the week between the hours of 7am-9am, 12pm-1pm and 6pm-8pm are the most common posting times.

Utilize A-B testing to see what times and days works best for you. Then, stick with that plan and post video content consistently. You should be posting a video a minimum of once a week.

keep hustlin!