



Short-form video content

Make the shift to short-form video content to sell products, experiences and lifestyles

In Review:

1. Find the social media platform that's working BEST for your audience/customers
2. Rather than trying to have a presence on all social media platforms, and perfecting your presence, try limiting your presence to 1-2 platforms that make the most sense for your business
3. Find commonalities, and work more of those common threads into future social media plans

2023 Social Media Trend for Small Businesses: Use short-form video to generate the highest ROI

According to the Experts: "Gen Z and Millennial consumers prefer to learn about new products and services through short, dynamic videos, so brands should transform educational product content into video format."

Top 3 Short-Form Video Platforms:

1. TikTok
2. Instagram Reels
3. YouTube Shorts

How to get started with short-form video:

1. Don't take the content production quality seriously (it's okay to take low-quality videos and stitch them into one short-form video)
2. Record short-form video footage vertically (portrait) to fit the whole screen
3. Use trending audio as the music bed if you can
4. Include an interesting hook
5. Incorporate captions when there's spoken word in the audio
6. Expand on your idea in the caption of the short-form with more details

Pro-Tips for short-form video:

1. If you're new to short-form video creation, be patient with yourself (there are a lot of features!)
2. If you don't want video audio included in the short-form video, turn off the original video audio in your videos with your photos app before you upload them to the platform
3. Repurpose videos you've already taken (like longer ones that can be clipped)
4. Keep the short-form video under 60 seconds
5. Try not to sell one-off items with the use of a short-form video (no day-long promotions, no shopping sales, no one-day lunch specials)
6. Choose a type of post you want to create: How-to videos or tutorials, Storytime, Industry tips, Reviews or testimonials, Fun facts, product highlights

Downtown Wabash, Inc. Reel Samples:

https://docs.google.com/document/d/10C2HdxWRZcajj4zX23JU5ALoJNjhU_b-hJrBwyZUmIQ/edit?usp=sharing