

Social Media Marketing with Video in 2016

How You Can Use Social Video To Establish Authority,
Increase Brand Awareness + Drive Sales



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Let's Be Real...

Stats 'n Stuff

Things You Need To Know That Are True

- 74% of all internet traffic in 2017 = video
- 41% more traffic than non-users
- Social video - 1200% MORE shares than text + images combined
- Native FB video has 10x high reach than YouTube links



Video's Impact on Social - A Snapshot.

- Between April 2015 and November 2015, daily video views on Facebook doubled - 4B to 8B
- 10B daily video views on Snapchat
- In July 2015, Periscope users were watching 40 years' worth of videos every day
- Almost 5B videos are watched on Youtube /day (1B of those are mobile!)
- Instagram - 15sec > 60secs

Video + Your Business Goals

- Increase Brand Awareness
- Establish Authority
- Drive Sales



Step 1: Create

If you're not sure, start with 'How To' videos

Step 2: Amplify

- How do I amplify my content?
- Blog
- Email List
- YouTube
- Facebook



Step 3: Repurpose

But hooooooooowwww?

- Podcast (stripped audio)
- GIF's
- 15-60sec Instagram videos (BUT...)
- Twitter video
- Schedule original blog post into social media
- Linked In
- Pinterest (Featured Image - link back to site)



Free Stuff To Use

A top-down view of a wooden desk. In the top right corner, there is a silver laptop with a black keyboard. Below the laptop, a pair of black-rimmed glasses lies horizontally. To the right of the glasses is a white coffee cup with a yellow handle, filled with dark coffee. In the bottom right corner, the top edge of a black tablet is visible. At the very top center, there is a small green succulent in a white pot. The background is a light-colored wooden surface with a prominent grain.

Splice (iOS App)

Canva

giphy.com

Pic Monkey

iMovie



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