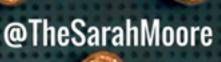
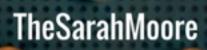
# Social Media Marketing with Video in 2016

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









#### 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

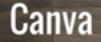
## Step 3: Repurpose

#### But hoooooowwww?

- 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

#### Splice (iOS App)



giphy.com

#### **Pic Monkey**





