

Social Media & Video

March 14, 2018

Top Draw

Overview

Central role in outreach and campaigns

Younger Millennials want information fast

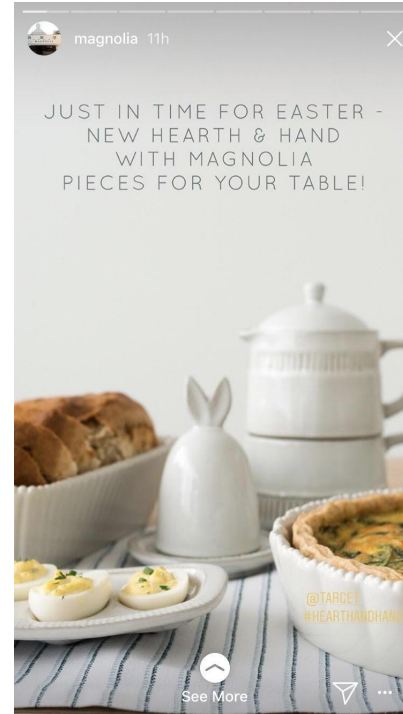
Emerging trends on social media

How to leverage video in marketing

Remove the ask - provide value

Best Practices

- Keep videos short and concise
- Use video for remarketing
- Optimize for mobile
- Portrait vs. landscape for filming
- Take advantage of Live video
- Production quality matters
- Adjust content for the platform
- Be authentic



The Benefit

The Benefit of Video on Social Media

Increase in retention

Increased engagement

Allows for emotional connection

Creates a stronger connection between the audience and brand

Educational and entertaining

Increase online presence

Exposing your brand to a younger audience

Types of Video Content

Live Video

360 Video/Live 360 Video

Looping Video

GIFs

Disappearing Video

Branded Video Content



Spike Jonze - Apple Homepod

Facebook



Facebook

Expect users to watch with no sound

Upload natively to Facebook

Create videos between 6-12 minutes in length

Attention grabbing description

No clickbait



Facebook Live

Intimate conversations with target audience

Real-time interaction

Structured and directed

Practice makes perfect

Cross promote

Test your equipment

Facebook Live

The Denver Broncos used Facebook Live to announce Manning's retirement from the NFL in 2016.



Facebook Video Ads

1. Create for mobile
2. Upload your videos directly to Facebook
3. Capture attention quickly
4. Design for sound off
5. Use videos for remarketing



Instagram Stories

3 to 60 seconds in length

Better visibility

Boomerang

Hyperlapse



Instagram Stories Live

Interact in real time

Personal experience

Adds personality to a brand

Users expect amateur video

Notifies followers at the start of a
Instagram Live



Twitter

Native Video on Twitter
plays automatically in
news feed

Make Tweets more
memorable and shareable



Periscope

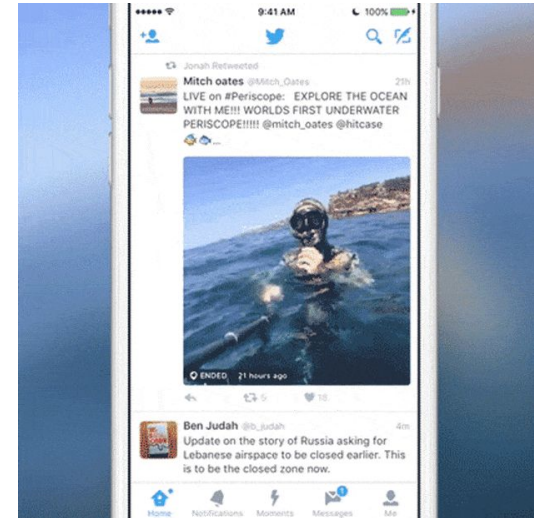
In-app extension of Twitter that allows you to broadcast live

Perfect for -

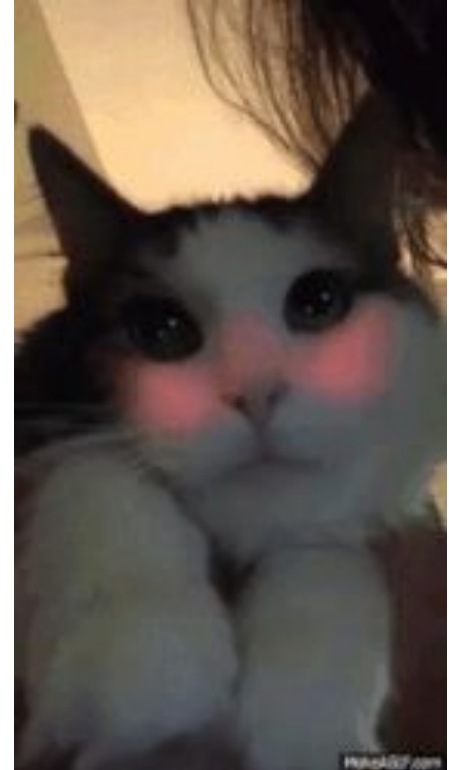
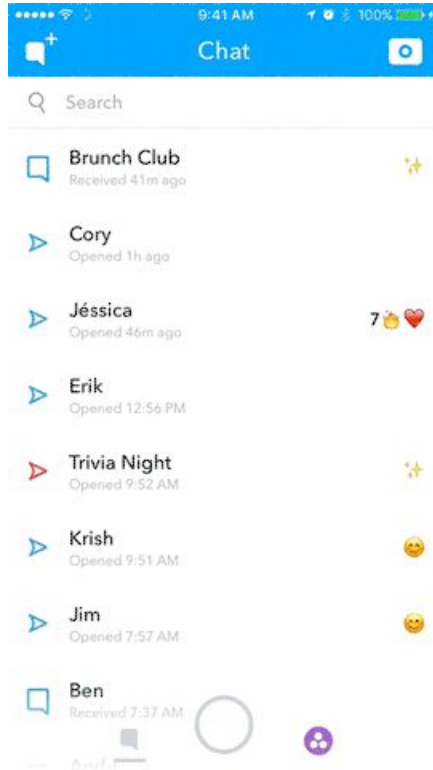
- Sneak peeks
- Tutorials
- Behind the scenes

Tweet before going live to create buzz

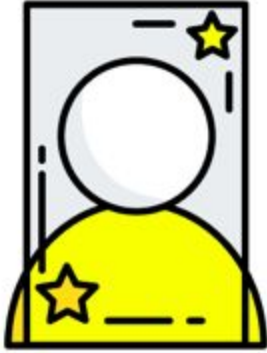
Watch again on Twitter and Periscope



Snapchat



Customized Experience



Filters

Frames and artwork friends can add to their Snaps.



Lenses

Augmented reality experiences friends can play with.



Bitmoji

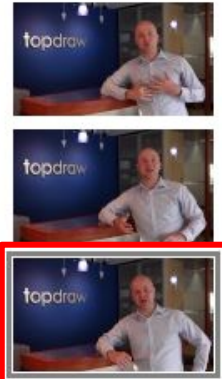
A personal mini-me to express yourself on Snapchat.

Lens Studio



YouTube – Organic Opt

Adriel's iMedia 2015 Teaser



Custom thumbnail

Maximum file size is 2 MB.

Basic info

Translations

Advanced settings

Adriel's iMedia 2015 Teaser

Adriel's teaser for his presentation on "10 things you need to do to your website after launch". Presented at iMedia in 2015.



imedia edmonton x

imedia 2015 x

digital marketing confer... x

Public

Also share on



Add a message to

+ Add to playlist

YouTube – TV Replacement

Target on:

Keywords

Audiences

Demographics

Topics

Placements

All audiences:

Affinity

Groups of people based on their long term interest



Intent and life events

Consumers actively researching products



Remarketing

People who previously interacted with your business and similar audiences



YouTube - TV Replacement

6 Second Bumper videos

Skippable Videos

Unskippable Videos





YouTube - TV Replacement

6 Second Bumper videos - \$4 CPM

Skippable Videos - \$0.02-\$0.12 cost per view (30 seconds or more)


Unskippable Videos - Custom pricing

YouTube – Custom Remarketing

Sign In or Create Account

LocationsHow does storage work?PromotionsCourtesy TruckFAQContact Us

West Edmonton Storage

 21010-100 Avenue, Edmonton, AB T5T 5X8

Call: (587) 400-1330


Office Hours*
For in-person assistance.

Monday - Friday	9am - 5pm
Saturday	9am - 5pm
Sunday	Closed

**Closed Statutory Holidays*

Unit Access Hours
6:00 a.m. - 11:00 p.m. - 365 days a year

EMAIL THIS LOCATION



Prices starting at:

Small (21-79 sq ft)	Medium (80-149 sq ft)	Large (150-224 sq ft)	Extra Large (225+ sq ft)
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Reserve our courtesy truck

Upcoming storage auctions



Ques

Ch

YouTube – Custom Remarketing

cute cat videos



About 39,200,000 results



TSO & Kelly-Marie Murphy

Ad Toronto Symphony Orchestra • 9.9K views

Curiosity, Genius, & the Search for Petula Clark. Recorded Live.



Cutest Cats Compilation 2017 | Best Cute Cat Videos Ever

Funny Pet Videos • 802K views • 11 months ago

Funny Pet **Videos** presents a brand new weekly compilation featuring the **cutest cat** kitten **videos**, clips, outtake, bloopers and



1 HOUR of Funny Cat & Cute Kittens Fail Videos - Funny Kitty Cat Video April 2015

1HourCompilations • 8.4M views • 2 years ago

Cute Kittens & Cats? Leave a like for Funny **Cat** & Kitten **Videos**! Watch our new **Cute** Kitten compilation <https://youtu.be/>



Little Kittens and Cute Cats Compilation | Funny Pet Videos

Funny Pet Videos • 291K views • 8 months ago

Are you prepared for some of the **cutest cats** and kittens! Come and join us in our newest compilation made for all you **cat** lovers.



TOP 10 BEST CAT VIDEOS OF ALL TIME!

WatchTheDaily • 14M views • 5 years ago

We've scoured the internet and found the **cutest** and funniest **cat videos** of all time. Any we missed? Let us know! What should we

YouTube – Custom Remarketing



Sentinel Edmonton West

Video Platforms to Watch



Influencer Marketing

Create content that adds value to the platform

Ties into your business or product



LinkedIn Video



Gary Vaynerchuk

Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author
8h



What 3 questions do you most commonly ask your clients when meeting them for the first time? Epic throwback to [The #AskGaryVee Show](#) for my friends on [LinkedIn](#) 😊



The Most Important Questions to Ask New Clients
youtube.com

247 Likes · 16 Comments



Coca-Cola Bottling Co. Consolidated

4w



We're honored to produce and deliver 300 of the world's best brands and flavors to our local communities. Thank you for allowing us to serve you!



Your Local Bottler | :90s
vimeo.com

63 Likes

Vero – True Social

“Vero is a social network for anyone who loves anything enough to share it - and wants control over who they share it with. Just like we do in real life.”

- Vero Manifesto



