

THE SOCIAL MEDIA VIDEO STRATEGY DOS AND DON'TS

DO

Become familiar with various platform sizing, specs and ratios. They all differ.

DO

More than half of all YouTube content is watched on mobile. Learn the differences between desktop & mobile video production and implement.

DO

Use videos on your landing pages. It's proven to increase conversion rates.

DO

Remember that many consumers watch videos with the volume muted. Think subtitles, visual storytelling.

DO

Optimize for SEO in the video description. Make sure your title is clear and concise. Think about thumbnail clarity.

Restrict yourself to one format or platform. Make a plan, but don't be afraid to experiment.

Make your video too long. Anything over two minutes is pushing the boundary.

Beat around the bush. Strive to capture viewer attention and describe the value right up front!

Lose sight of your brand messaging. Don't portray Charlie Chaplin one video and EF Hutton the next.

Drop social video marketing if you don't see instant results. It's a long game. Set clear goals and measure results.

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