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How to Best Use Video on Each Social Network

Visual content has become key for driving engagement on social media and video has emerged as one of the fastest ways to do so.

However, online marketing with video is not just about posting video content, it's crucial to create content that people will love to share. The growth and popularity of video has

no signs of slowing down. Brands will need to implement a video marketing strategy if they want to keep their online audiences engaged, especially on social media.

So why not try adding video to your social media marketing campaign?

HERE'S HOW TO DO IT:



FACEBOOK TIPS FOR SUCCESS

01. Don't have many fans?

Expand your audience with video ads targeted at fans of your competitors and other relevant pages in your industry

02. Use website retargeting

Promotes your video to people who recently visited your company's website

03. Create engaging videos

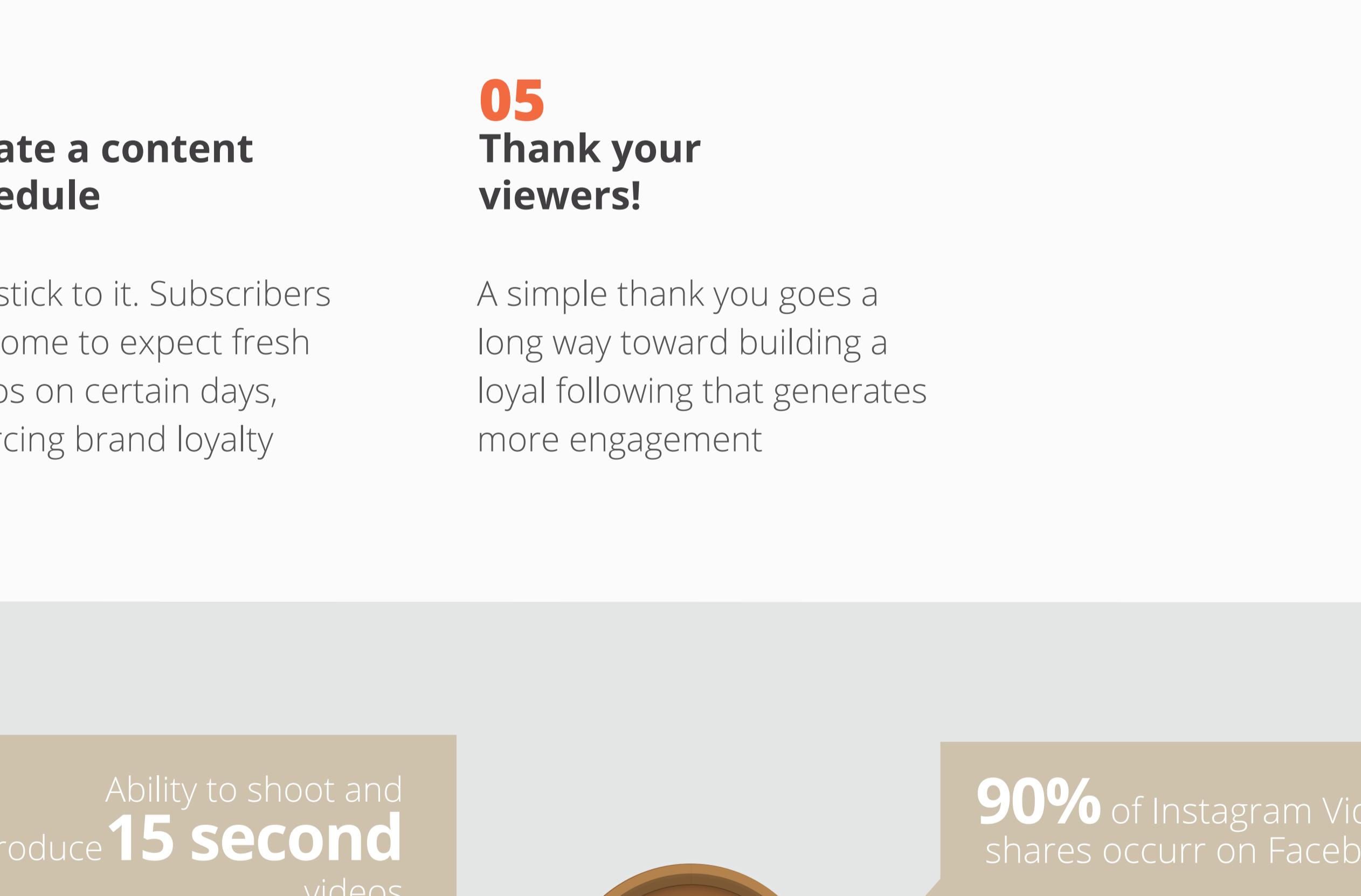
Be creative, artistic, or provide value for the best ROI

04. Focus on inciting emotion

or helping your viewers, rather than trying to sell your product

05. Make sure your videos are enhanced by audio

but don't require it to tell the story



TWITTER TIPS FOR SUCCESS

01. Keep it short and sweet

to attract your audience's attention

02. Your video intro has to wow

inspire, entice and keep people watching beyond the first few seconds

03. Innovative Videos

can easily lead to viral success; focus on portraying your business in a more natural way

04. Create a content schedule

and stick to it. Subscribers will come to expect fresh videos on certain days, reinforcing brand loyalty

05. Thank your viewers!

A simple thank you goes a long way toward building a loyal following that generates more engagement



YOUTUBE TIPS FOR SUCCESS

01. Keep videos tailored

to a targeted audience

02. Build your video marketing strategy

Through community engagement by following, commenting and sharing with other brands

03. Produce a consistent stream

of new video content to make your YouTube channel more popular and easier to find on search engines

04. Use an intriguing video thumbnail

to generate interest

05. Stick to content?

Spotlight your products, shoot video at live events, give a virtual tour of your business, or create a mini-series to post weekly

INSTAGRAM TIPS FOR SUCCESS

01. Focus on videos

for the group of people you want to attract

02. Hashtags

Are particularly powerful on Instagram

03. Stick with one filter

while shooting to give your video uniformity and not cause distraction

04. Use an intriguing video thumbnail

to generate interest

05. Stick to content?

Spotlight your products, shoot video at live events, give a virtual tour of your business, or create a mini-series to post weekly

Sources:

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reelseo.com

entrepreneur.com

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Infographic created by Wideo.co

graphic design by @melindus_

Jan 2015