

**HOW TO**  
**STRATEGISE**  
**YOUR VIDEO**  
**CONTENT ON SOCIAL**

# CONTENTS

## *opening*

chapter 1 |

chapter 2 |

chapter 3 |

chapter 4 |

chapter 5 |

chapter 6 |

chapter 7 |

chapter 8 |

chapter 9 |

chapter 10 |

## *chapter*

content atomisation

social platforms

video lengths

native uploads

title, descriptions & tags

calls to action

posting times

paid promotion

influencers

brand affiliation

# VIDEO CONTENT

## STRATEGY

Website: [beast.agency](http://beast.agency)  
Email: [victoria@beast.agency](mailto:victoria@beast.agency)  
Phone: 07473 821 314

**Beast are a team of video content specialists creating and promoting** video content for incredible brands and organisations across the globe.

We help businesses of all sizes deliver powerful stories by taking advantage of the ever-changing world of online video.



**join us on social networks**

**OPENING**

**CHAPTER**

*Beast*

LONDON



**We've seen more businesses start to create their own video content over the past year** and although they're on board with the why, many are still unsure of how to promote their content to an online audience. We don't like to see good content go to waste, and we've seen it happen; brands wishing they'd done more with their content and regretting that they hadn't.

**Video consumption, creation and publishing** have rapidly multiplied, challenging brands to be responsive to the fast-changing landscape. Last year saw a 32% rise in daily online video uploads compared to the year before. Our social feeds are saturated with videos, particularly Facebook, where publishers like Unilad and BuzzFeed fill our social feeds with content that entertains, educates and inspires us.

**The need for small businesses and big brands alike to create their own video content is paramount,** but creating a single piece of 'hero' content is no longer enough.

**Social audiences are hungry for video content,** which pushes creators and publishers to deliver content that fits the demands and consumption habits of their audiences on different social channels.

**It's because of this vast range of platforms for deliver that it is so important to have a clear, well structured, video content strategy.** It's important to understand that audiences consume content differently on each social platform. What works on Snapchat won't work on Pinterest or Facebook. It's about creating the right content for the right platform that consumers will respond to best.

**In this guide, we get into the ins and outs of running multi-platform campaigns** in a competitive digital environment, show you how to help your video content stand out and connect your brand with the right audience in an increasingly crowded social marketplace.

# CHAPTER

## CONTENT ATOMISATION



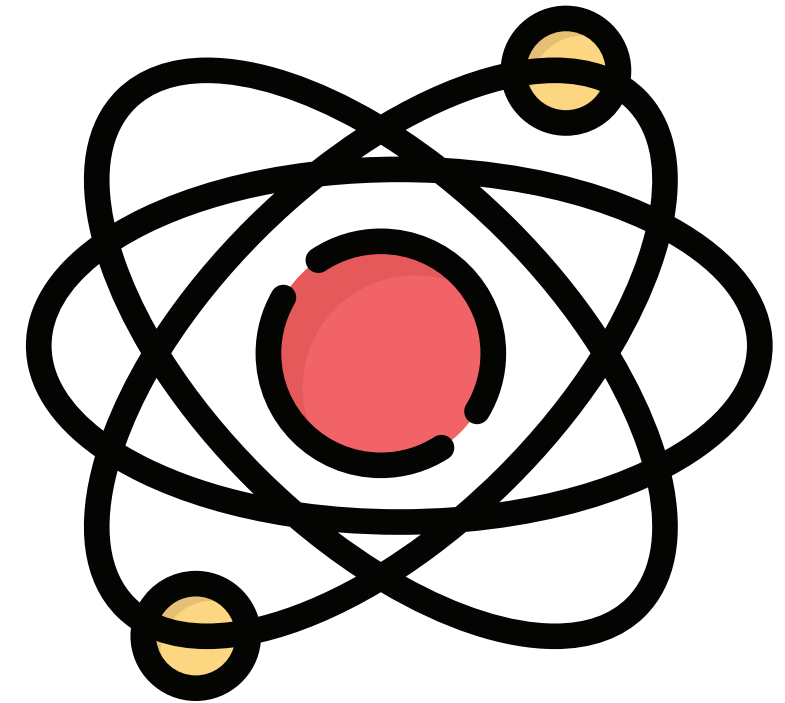
“

**Times have changed; we can feel it. Audiences** want more video, more often, and key to remaining at the forefront of people's minds is to create regular content that can be distributed across multiple channels in digestible, shareable chunks. There's a need to engage and stay connected with our audiences not only at the beginning, but through all stages of our video marketing campaigns.

Our response to this increase in demand is **content atomisation**, and we've been encouraging clients to create multiple pieces of content as opposed to focussing solely on single feature videos.

”

# WHAT IS CONTENT ATOMISATION?



**Content atomisation is the process of taking a strong piece of marketing content and distributing it in many, strategic ways.** It's about taking one big idea and thinking about how that can be turned into smaller pieces of content that can help drive your overall campaign forward. These smaller videos are often referred to as 'Buzz Videos'. Think of it as one big light bulb that powers a chain of fairy lights: the light bulb being your WOW video and the fairy lights your atomised content.

**Content atomisation allows you to cover more ground with your content and make more use of a single idea** without needing to invest in completely new material. According to Jay Baer of Convince & Convert, it's about ***embracing "the propagation of a larger number of less massive (but still meaningful) content executions" and doing more with less.***

**Baer believes that content atomisation isn't an option, but a requirement.**

# **HIS REASONS?**

**It allows you to cover more** ground with your content, with less effort than making brand-new content marketing executions every time.

**Executing your content** theme in multiple platforms and in multiple ways gives you a better chance of producing content in a form that is hyper-relevant to a particular segment of your audience.

**By taking your big idea and** spreading it in many, smaller ways you envelop your audience with the concept. It feels like you're "everywhere" and creates an attention multiplier effect.

**Atomised brands take a less rigid approach to their products and services,** allowing them to be super distributed across various platforms and third-party services, while still retaining their brand identity.

**They operate in a world where the rules of branding and conventional business structures are fundamentally challenged and disrupted,** where services appear intuitively to offer themselves to consumers according to their time, place or situation.

**One obvious pioneer of this approach is Spotify.**

The brand's music streaming service is available across several platforms, including desktop, iOS, Android, Sonos home entertainment, Samsung Smart TV and even Ford's auto dashboards.

**Another digital music service, Deezer, enables account integration** with Facebook and Twitter, allowing listeners to share favourite music and playlists with friends.



**HERE ARE A FEW MORE WAYS TO ATOMISE YOUR VIDEO CONTENT AND GET THE ABSOLUTE MOST OUT OF YOUR 'LIGHT BULB' IDEA:**



## **SPLIT YOUR CONTENT INTO AN ARRAY OF MICRO-VIDEOS**

And use these to drive traffic back to your hero video. Distribute these micro-films on your social media channels as teasers or previews to a forthcoming product, releasing them at staggered intervals to help create a buzz around your impending release.

We worked with luxury brand, CaymanLuxe to create a video content campaign to announce the launch of their new website and help reconnect them with a social audience. Here's what the campaign looked like:

# ***IT'S COMING...***

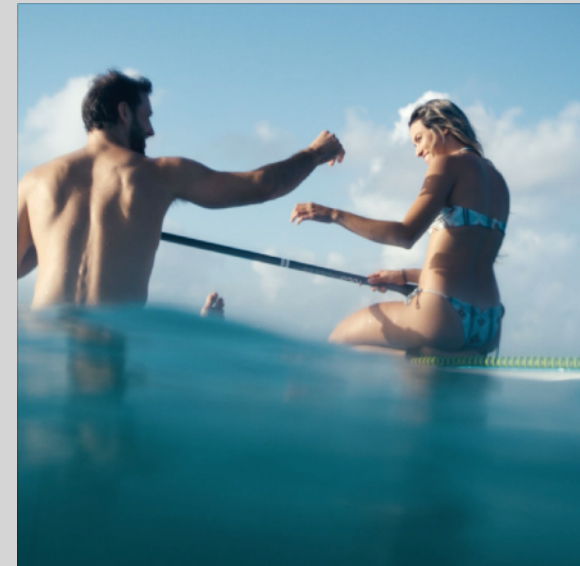


# CaymanLuxe 'Moments' 6 x 15"

1.



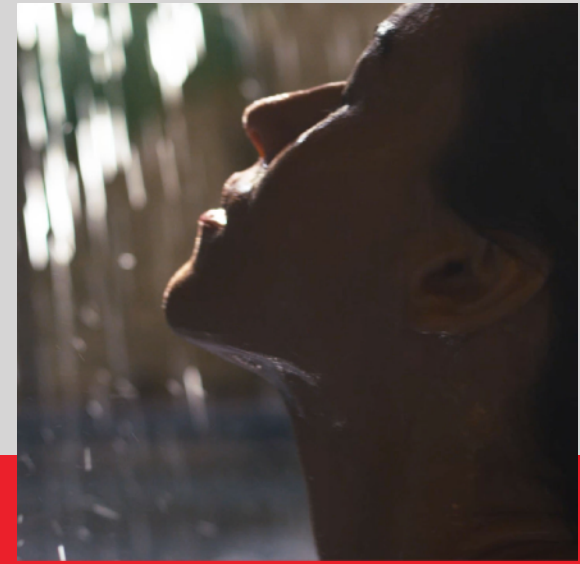
4.



2.



5.



3.



6.



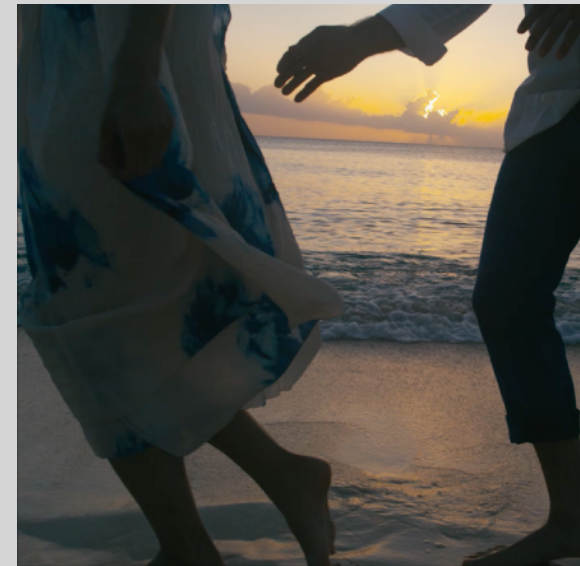


## CaymanLuxe 'Barefoot' 6 x 15"

7.



10.



8.



11.



9.



12.



## CaymanLuxe 'Moments' 1 x 60"

HERO  
VIDEO



## CaymanLuxe ‘Barefoot’ 1 x 60”

# HERO VIDEO 2



## CREATE SPIN-OFFS THAT SERVE DIFFERENT PURPOSES

Take our campaign for CaymanLuxe. Not only did we create a main acquisition film, Cayman Moments, but also derived multiple assets from the hero videos, to engage and motivate our audience throughout their Cayman journey. We did this in the form of buzz videos for social channels, behind the scenes making of videos for the CaymanLuxe website and even a second hero video which had the theme of ‘Barefoot’ Luxury.

# CHAPTER

## SOCIAL PLATFORMS





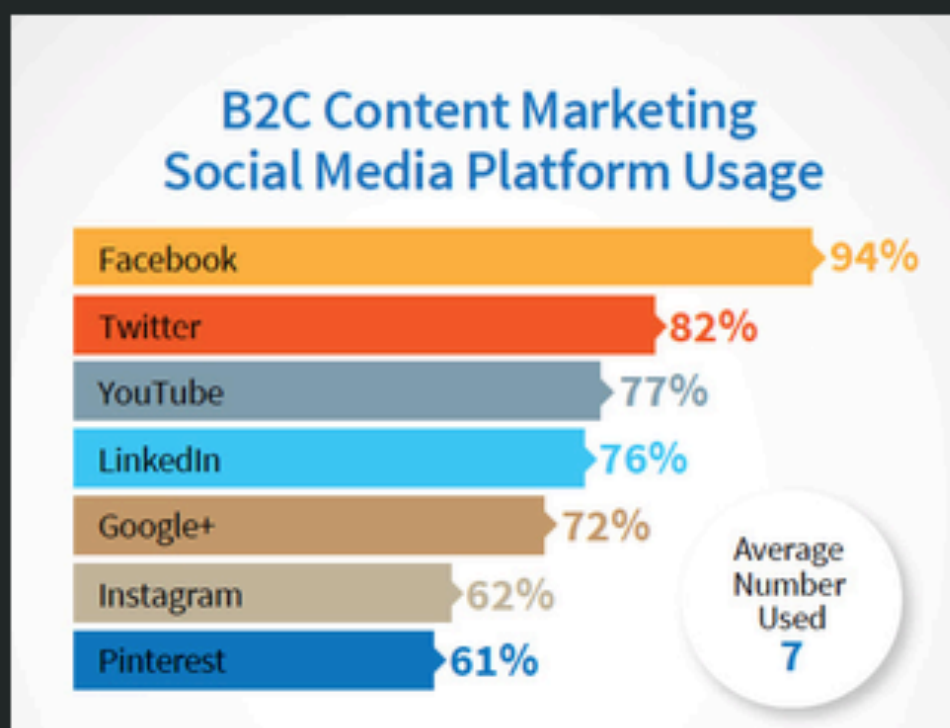
## **Knowing your target audience is not only key**

for creating your video, but also determines where you should share it online. Alongside your target demographic, the nature of your business also dictates where you should hone your social media efforts. Focus on the channels that are the most beneficial to your business and, more importantly, match the demographics of your target audience.

**Brandwatch**, who provide powerful social listening and analytics to brands and agencies across the globe, told us: *“Firstly, it’s essential to go where your audience is. As a B2B SaaS company, it wouldn’t make sense for us to pour resources into an Instagram account when we can focus our attention on LinkedIn and Twitter, where we know a large proportion of our audiences are.*

***Secondly, organic and even paid brand reach on social is constantly reducing, so it makes sense to have a quality over quantity approach, focusing efforts on a few sites that deliver ROI rather than spreading your messaging in a less targeted and directed way across multiple platforms.”***

**Although it’s essential to focus on valuable platforms, it’s still important to do this with content atomisation in mind.**



# CHAPTER

VIDEO LENGTHS



# LIKE WE'VE SAID BEFORE

**Video isn't one-size-fits-all. Every social media platform is unique and each require different storytelling techniques.**

**#MakeLoveNotWalls.** This campaign by Diesel was carefully executed to not only respond to a political climate that effected the opinion of its Target Market – but also to label the brand in a universal way that took it to all corners of the world.

**Diesel produced a hero film that focused on people coming together through love & unity.** It used the slogan #MakeLoveNotWalls which only hyped up the campaign as at the time Donald Trump was also is a row with Mexico over “building a wall” between the two countries. The campaign pulled on the opinion of younger people which supports Love and Not Walls.

**The hero film got more than 14 million clicks on youtube.**

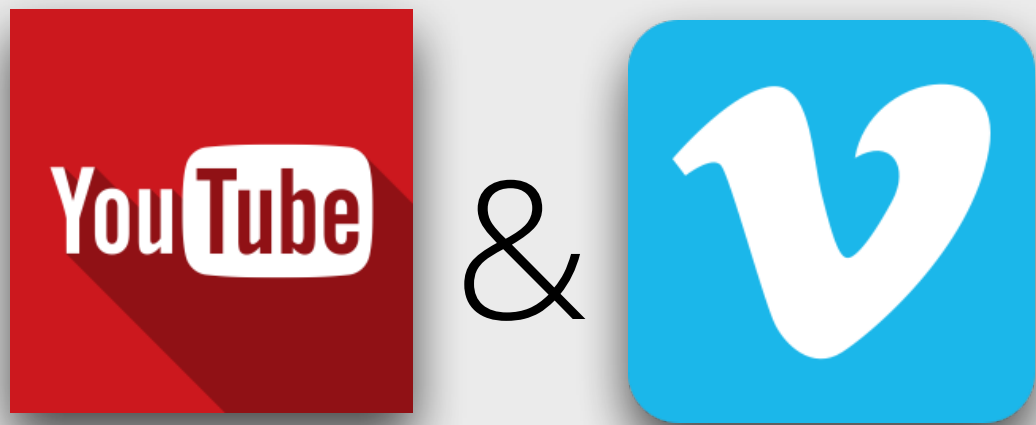
**The campaign was supported with shorter videos that aired on twitter snapchat and Instagram.**

The shorter video's were a variety of snapshots from the Hero video of the cast embracing – with added graphics layered over the top in lots of colours to support the rainbow theme of the campaign, in which they climaxed with a ambient event where they painted actual tanks with rainbow colours and parked them outside Diesel stores.





**Adjust the style of content according to length of your video and the social outlet that it is intended for.**  
Here's a platform- by-platform breakdown of best practices:



**YouTube and Vimeo were built with video at their core, making them the most popular for hosting full-length video content online.**

The default maximum length for videos on YouTube is 15 minutes, but this can be extended to up to 12 hours by verifying your channel. On Vimeo, things work a little differently. Rather than a length limit, users have a weekly upload quota dependent on their account membership level.



**For some time, bitesize videos have reigned** on Facebook, with publishers like The Telegraph and BuzzFeed's Tasty channel giving rise to short-form content. But at the start of the year, Digiday reported that Facebook publishers have seen their short-form video views cut in half as more creators "battle for space in the news feed".

**Facebook's video limit is now 120 minutes,** a big jump from its previous 45-minute cap. The average length of the top performing videos on Facebook is approximately 90 seconds and as part of its big push for longer videos, content of this length and above are now ranked higher in the news feed.

**Think of Facebook as a secondary platform** for hosting your full video; especially with its big push to becoming completely video-centric. Doing this will give your brand a better chance of being seen and maximise audience engagement and conversion.

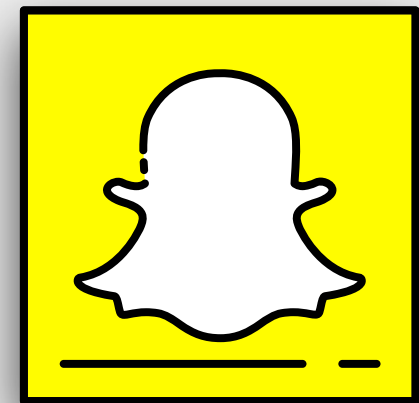
## **Instagram and Snapchat have fuelled the**

demand for micro-video content of 15 seconds or less. Snapchat was built around 10-second video clips and thrives on ephemeral content, and although publishers can share up to 60 seconds of video on Instagram, research found that the average length of the top performing videos on the platform are at most 15 seconds.



## **If you plan to run your campaign on either**

platform, keep your content short, snappy and to the point. Upload a teaser piece of content to your Instagram profile, create an ad to appear in your target audience's feeds or, more recently, in between their Stories.



## **Twitter increased its video length**

last year from 30 seconds to—you guessed it—140 seconds. Between its 140 character limit and the popular 6.5-second videos of its former acquired app, Vine, bitesize content has always performed well on Twitter. Twitter Audiences expect quick, digestible and easily shareable content, so use it as a channel to drive traffic back to your main campaign by sharing a short-form version of your video.



# CHAPTER

NATIVE UPLOADS



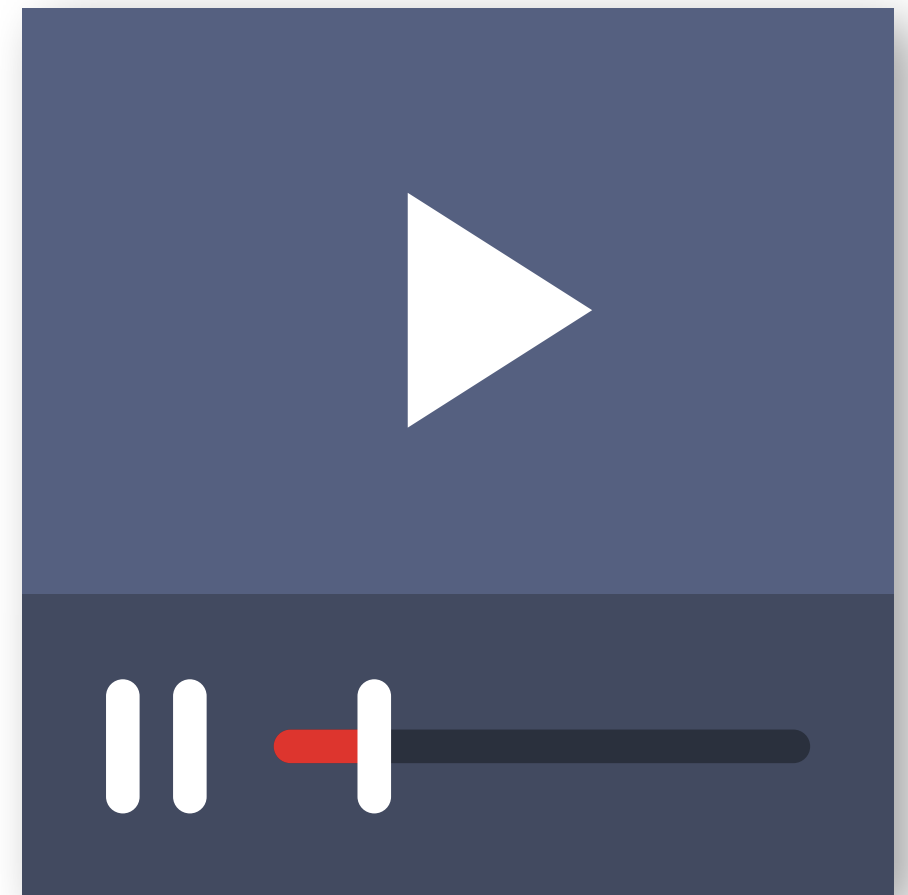
4

# WHEN WE TALK ABOUT NATIVE VIDEO



*we refer to video content that is uploaded directly to a platform without embedding third-party links.*

***Now that the majority of platforms (bar LinkedIn) support video uploads, the best way to coordinate your content on social media begins with uploading your video to each platform directly as it's better for engagement. Socialbakers found that native videos on Facebook get more reach than any other type of post with a 135% increase in organic reach, and Sprout Social suggests that native videos on Twitter drive 2.8x more retweets and 1.9x more likes than third-party players.***



# CHAPTER

TITLES, DESCRIPTION &  
TAGS



**Before you hit publish, you'll need to do some**

housekeeping. Your video needs a title—to make it easily recognisable and searchable—a description—to summarise the content and tell the audience what to expect—and a call to action—to help maximise viewer conversion.



**Treat your title like a newspaper headline: keep it**

clear, concise and reflective of the content. Your video's title is its gateway, so it must capture your audience's curiosity and encourage them to click to watch. You'll have room to expand on the title in the description; use this to summarise your video, ideally picking the most important points that it covers.



**Most platforms allow you to add video tags, which**

are categories or terms used to make your video more searchable. Tags aren't displayed once a video is uploaded, but help it to appear in search results for specific topics.



# CHAPTER

CALLS TO ACTION



# REGARDLESS

**of the aim of your campaign, it's essential to include a call to action link** wherever you choose to share your content. Having a clear call to action helps encourage viewers to engage further with your brand. Without one, they're likely to swipe or scroll away without taking the action you intended them to.

**A good way to manage your CTAs across multiple channels is to create a** Bitly link and use the same link in each of your posts. 'Bitly links' are shorter than regular URLs and are trackable, meaning they fit neatly into social posts—especially handy for Tweets, where space is limited—and allow you to see how much traffic each platform has generated.

REFERRERS

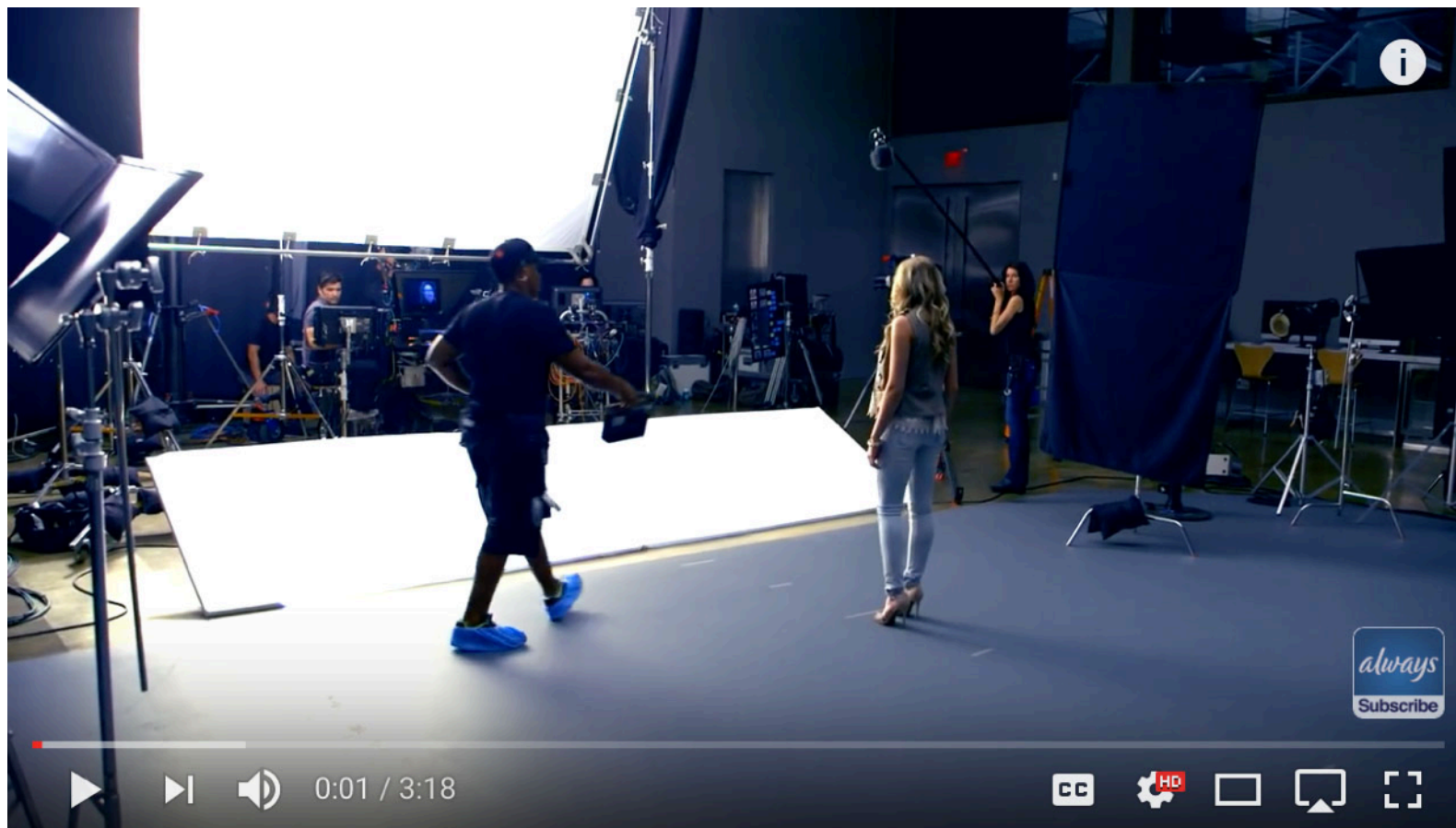


Instagram.com	5
Twitter	4
LinkedIn	4
+1 more	3

LOCATIONS



United Kingdom	17
----------------	----



**Having a call to action for the sake of having one doesn't guarantee good results;** the language of your call to action is also incredibly important. Today's consumers know when they are being sold to, but that doesn't mean you can't be creative with how you sell to them.

**#LikeAGirl. We love this campaign and call to action – this is one of the most successful online campaigns of all time with around 65 million views.**

The hero video saw a variety of people in a fake casting being asked to do things 'like a girl'. Boys and men behaved in a silly and self-deprecating way, acting out the insulting stereotype. But prepubescent girls reacted completely differently. They ran and fought as hard as they could, with confidence, pride and incredible self-belief. They had clearly not been influenced yet by the 'rules' that define womanhood; for them, doing something 'like a girl' meant doing it as best as they could.

Always chose YouTube as the main vehicle and ran the video as a pre-roll, accompanied by paid Facebook and Twitter posts, paid reach and influencer outreach.

The video has been viewed more than 90million times and shared by over 1m viewers. Men and women all over the world joined the brand to help reclaim 'like a girl' as a positive statement. During the campaign use of the #LikeAGirl hashtag skyrocketed on social media and also in the real world, including displays and programs at schools and even chalkboards outside Manhattan coffee shops, all proudly stating to do things #LikeAGirl. Many celebrities took on the hashtag and lauded Always. Before the campaign, the expression 'like a girl' was mostly used in a derogatory way. Since the launch, it's been attached to overwhelmingly positive sentiment, becoming a symbol of female empowerment around the globe.



**Create a call to action that** resonates your content's message and inspires rather than urges your audience to take that extra step. This will help your content feel less like an ad and more like a holistic viewing experience, and, in any case, that call to action will be the last thing a viewer sees before they become a customer or a missed opportunity.



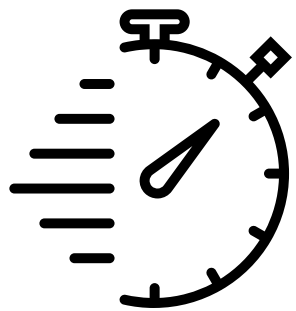
# CHAPTER

POSTING TIMES



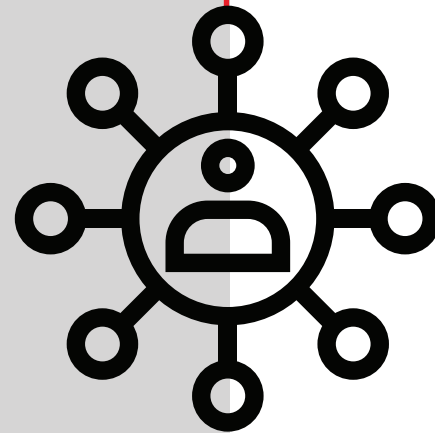
**There isn't one universally good time** to post on social media, but there are ways to find out the best days and times to post your content online that are tailored to

## **YOUR BRAND**



**NATURALLY, THE DAYS AND TIMES THAT YOUR FOLLOWERS ARE MOST ACTIVE ON INSTAGRAM ARE THE BEST TIMES FOR YOU TO POST.**

## **SOCIAL MEDIA MANAGEMENT WITH BUFFER**



## **BUILT-IN ANALYTICS ON INSTAGRAM FOR BUSINESS**

**Instagram's Business tools give brands more control** over their marketing by providing them with built-in insights and analytics. As well as post insights, like engagement and reach, Instagram's analytics show the days of the week that your community is most active and at which hours of the day.

**Social media management and analytical tool, Buffer,** measures your optimal posting times for Twitter, Facebook and LinkedIn according to what you've shared and how much engagement those posts receive. The tool also allows you to schedule posts based on your optimal posting times, which can be extremely helpful when managing content across multiple channels.

# CHAPTER

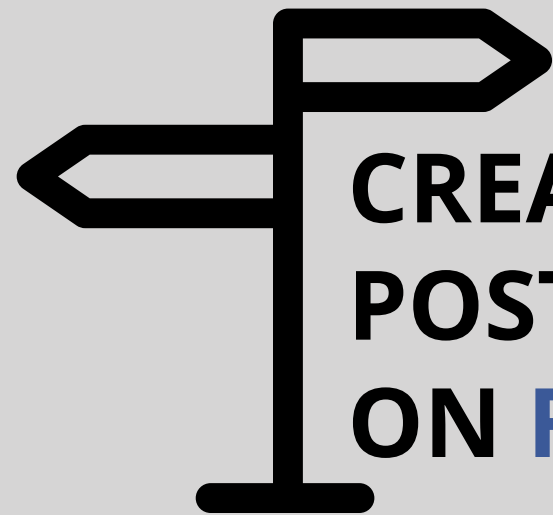
## PAID PROMOTIONS







**Having a social media distribution strategy is key,** but sometimes organic posts just aren't enough, especially if you're a small business trying to stand out in a crowded digital environment. Paid promotion is a great way to amplify your video content and can help you reach more of your target audience.



## CREATE BOOSTED POSTS AND ADS ON **FACEBOOK**

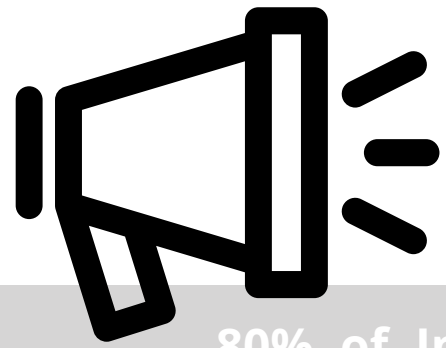
---

**On Facebook, you can ‘boost’ your video** post to a bigger audience or use it to create an ad with Facebook for Business. When boosting a post or creating an ad, Facebook encourages you to include the most important information and your call to action within the first 90 characters of text.

**On YouTube, you can run an ad to help drive** more views to your video and channel using Google Adwords. Ads on YouTube appear before a video starts or alongside it on the watch page. You can help your video reach the right audience with placement targeting, which runs your ad on channels that your potential viewers also watch, or interest category targeting which helps you reach new audiences based on their interests.

## **RUN AN AD ON YOUTUBE**

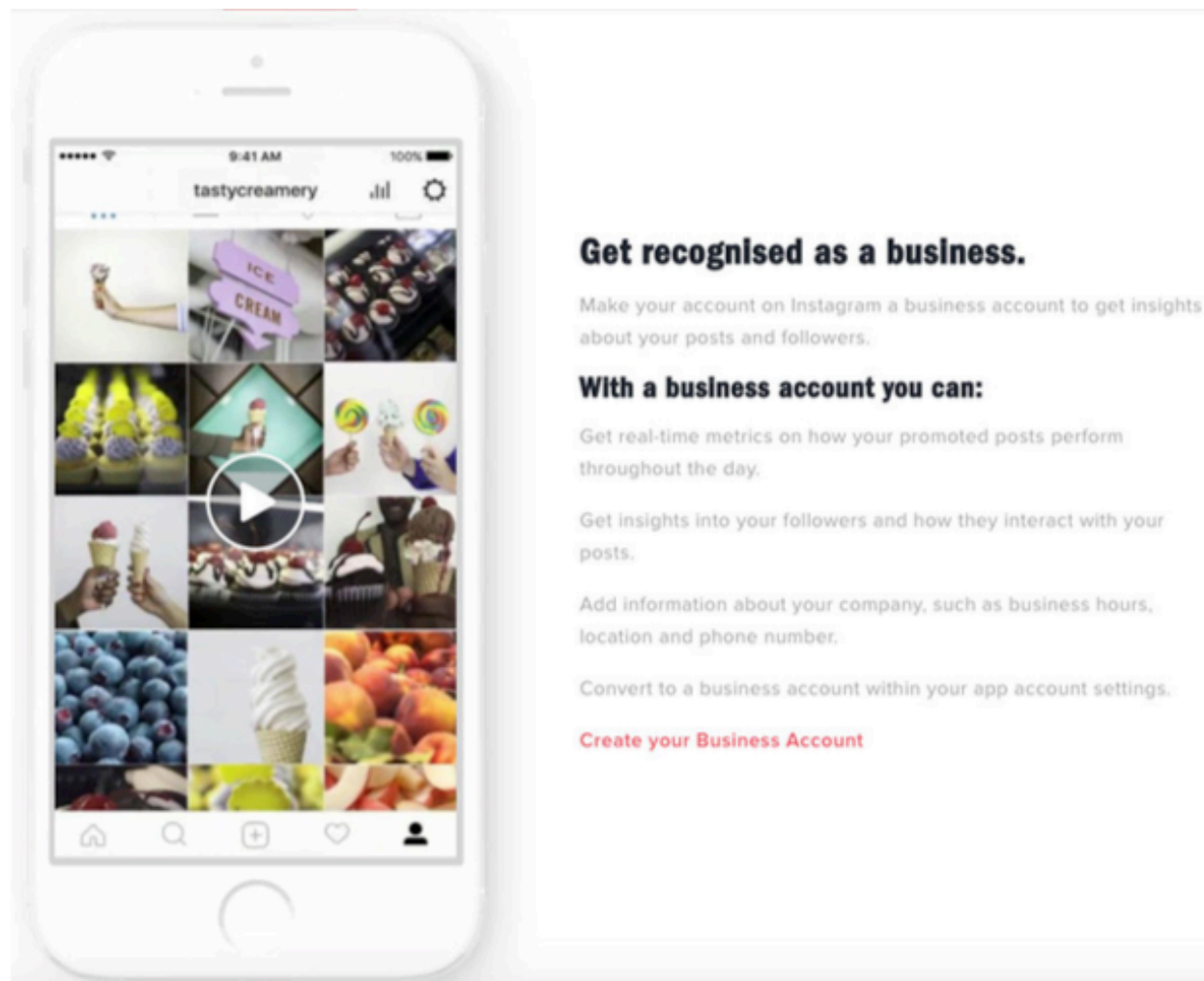




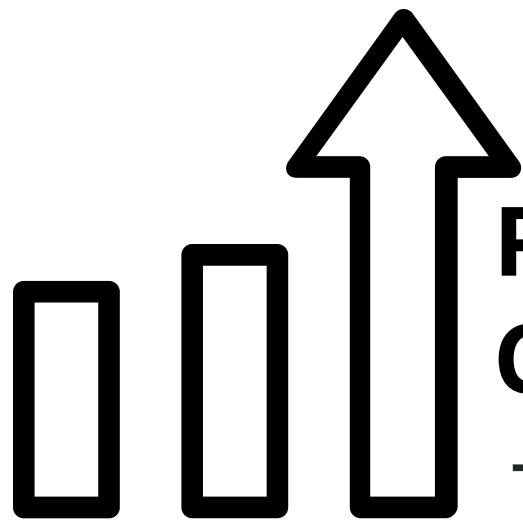
# CREATE SPONSORED POSTS ON **INSTAGRAM**

**80% of Instagrammers follow a business on Instagram and over 400 million people worldwide use the app every single day.**

On Instagram you can create sponsored posts via Facebook or on the app itself, but the latter is only possible if you have an Instagram business profile. Business profiles allow you to add company information such as your business hours, location and number and give you real-time metrics on how your stories, posts and promoted posts perform throughout the day.



**You can run your** advert to a custom audience based on their email addresses or phone numbers, find people who are similar to your existing customers or Instagram can automatically generate an audience for you based on people who might be interested in your business.



## PROMOTE YOUR CONTENT ON **TWITTER**

**Twitter Ads allow you to set up a targeted video campaign using a previous tweet or creating one specifically for your promoted content.** To start, set up your campaign based on the metrics that best fit your content's objectives, whether it's awareness, video views or clicks and conversions. Next, tailor your audience based on factors such as location and interests, and finally, align your campaign with specific keywords or events.

---

## SPONSOR YOUR POST ON **LINKEDIN**

**94% of B2B marketers use LinkedIn to distribute content and content gets 15x the interaction of job postings in the feed.**

Although LinkedIn doesn't support video uploads, you can still create a paid campaign for your video on the platform. Create a LinkedIn post as normal and embed your video's YouTube or Vimeo URL, then use the 'sponsor update' option to help your video reach a wider audience. You can target your audience by company, industry, title, skills and a range of other criteria, as well as test variations of your content and target audience to help optimise your impact.



## TELL YOUR STORY ON **SNAPCHAT**

**Snapchat gave rise to vertical content and this format is the very** essence of the app. You can advertise on the platform in the form of a 10-second video ad with the option to include a call to action, usually in the form a 'swipe-up'. Research shows that vertical video ads on Snapchat see up to 9x more completed views compared to horizontal ads.

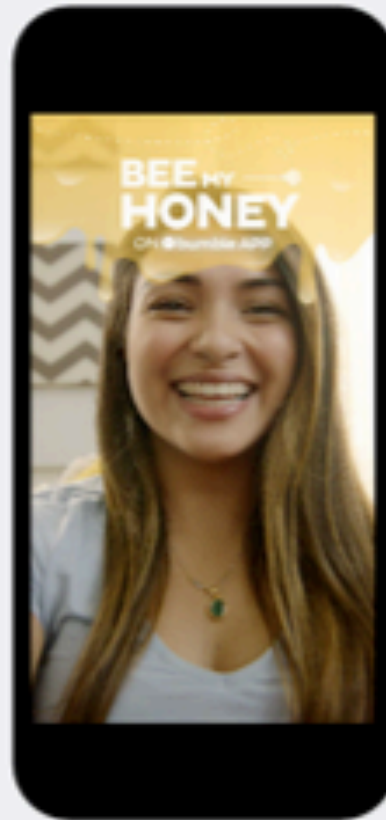
**DID YOU KNOW? // Snapchatters spend an average of 25-30 minutes on the app every day.**

**You can also create sponsored geofilters which are “tiny pieces of art”** that you can make available to Snapchat users in a specific location. When Snapchatters take a snap in your chosen area, they'll be able to use your Geofilter in their Snap. Geofilters are great for location specific campaigns or events and drive, on average, 3.5x higher brand awareness and purchase intent than mobile norms.<sup>17</sup> Similar to geofilters are Snapchat's sponsored lenses, which are interactive branded images that users can overlay on their snaps, giving them “play time” with your brand.

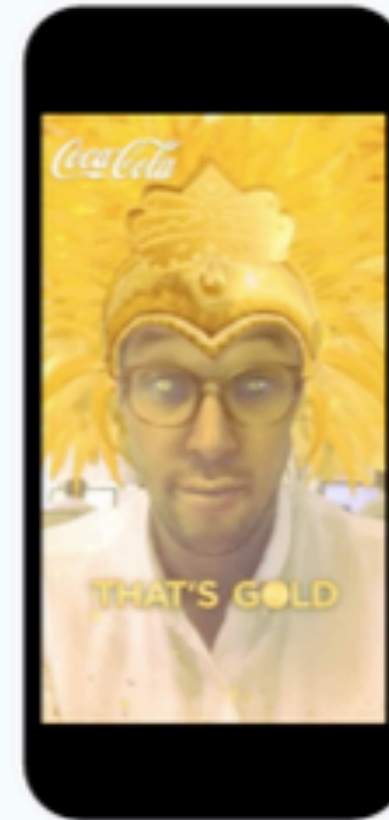
Snap Ads



Sponsored Geofilters



Sponsored Lenses

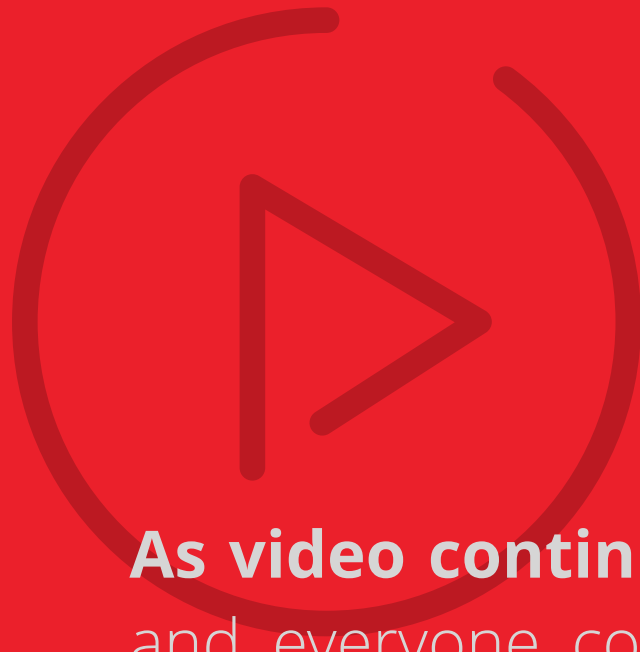


# CHAPTER

INFLUENCERS



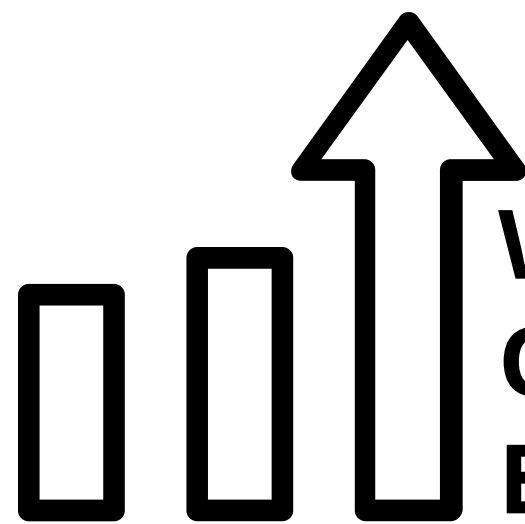




## **As video continues to play an important part on social media**

and everyone continues to battle for space, a growing number of brands are turning to social media influencers to amplify their video marketing. Research shows that 71% of consumers are more likely to make a purchase based on a social media reference and working with relevant influencers can help maximise your brand reach in your particular market.

---



# WHAT OR RATHER WHO EXACTLY IS AN **INFLUENCER**?

---

**Influencers are individuals who have a large** amount of impact on consumers within a specific market. They are well known in their fields and trusted by their followers, meaning they harness a level of power to reach audiences in a way that was once considered impervious. This makes it ideal for brands to collaborate with influencers to promote their products or share their content. A survey by Launch metrics found that 62% of brands<sup>21</sup> implemented campaigns with influencers in 2016, 78% of which said that they had been working with influencers for at least a year or more.

**We can track the history of influencer** marketing back to the late 1800s, where companies used celebrities and public figures to promote consumer products like cigarettes and home goods.

Today, influencer marketing looks a little different. As social media continues to boom, so does the amount of 'ordinary' people with massive social followings. These people have cultivated strong, homegrown communities and have a sizeable impact on their followers. They have built "digital empires" not only on reputation and trust, but also by creating content that people regularly engage with. Influencers can have anything from 10k - 100k+ followers, but the number of followers isn't the be-all and end-all; the quality of the influencer is just as important.

---

# HOW CAN YOU WORK WITH **INFLUENCER?**

**Sometimes it's better to work with smaller, niche influencers, especially if** your business itself is, well, small and niche. Niche markets typically have very specific audiences who are more likely to look for and consume content within that niche.

Working with influencers can be an effective part of your video strategy and there are a number of ways that you can implement influencer marketing into your campaign.



**Working with influencers can help maximise your** brand reach in ways that you might not be able to achieve through organic or even paid social media marketing. This is because influencers have a huge impact on their followers' buying decisions. According to Nielsen, 92% of consumers trust recommendations from other people, even if they don't know them personally.<sup>24</sup> Influencers offer brands a bridge to otherwise unattainable audiences and harness an aspect of one of the most trusted forms of marketing: word-of-mouth recommendations. In its report on the state of influencer marketing in 2017, Launchmetrics reported that 85% of brands say that word-of-mouth generates more value than investing in social advertisement.

# CONTENT PROMOTION

---

**For this form of influencer marketing, you approach influencers to** distribute your branded video on their social channels, often with a specially created brand-related hashtag.

**L'Oreal are taking influencer marketing to the next level, paving the way for brands to become not just more daring but more authentic in their approach to connecting with their audience.**

**L'Oreal have launched a 'beauty squad'** which consists of 5 social influencers, together who have a **social reach of over 5 million.**

The idea is that the Beauty Squad will be brand ambassadors for L'Oréal, creating digital content to promote awareness and drive engagement around new products. The girls themselves a mix of backgrounds and skin colour, aren't the biggest influencers on the beauty social circuit, however L'Oreal believe that they are the most authentic, and feel it's important that the campaign isn't seen as a sponsorship, but a **real attempt to connect on a meaningful level.** Good move we think!

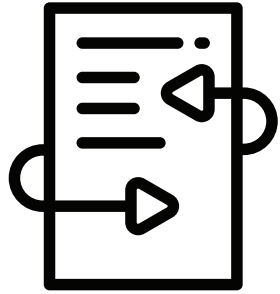


# CONTENT CO-CREATION

---

**If you want to be involved in the creative process, an** alternative option is to co-create your content with your influencers. Working together on the creation of the video content reduces the risk of it being off-brand, for both your brand and theirs.

The key to any influencer marketing campaign is to collaborate with influencers that are relevant to your industry and who resonate with your target audience. Focus on the pertinence of the influencer as opposed to whether or not they have millions of followers. While influencers with a six-figure following can guarantee a lot of reach, that isn't to say your video will reach a suitable audience and certainly not one that converts. Unless your product or service rings bells with your influencer's audience, your marketing attempt is unlikely to bring in many high quality leads or revenue.



**“Almost 90% of communication and PR brand and agency professionals say that influencer marketing tactics are effective in raising awareness about their company or its products,** but this isn’t a result of chance. According to Launchmetrics, “brands need to understand influencers’ online personalities, how they connect with their communities” and what type of content they post in order to know how to successfully work with them.”

---

# CHAPTER

CELEBRITY &  
BRAND AFFILIATION



10



# CONTENT COLLABORATION

---

Working with a celebrity, or brand who has already achieved a good social following is a great way to boost your own brand's social media presence. This doesn't have to be a BIG name celeb. It can be a brand or person in your town.

Boohoo – the online clothing store - recently teamed up with singer songwriter Rae Morris to appear in their online video campaign for #wearefree



# CONTENT COLLABORATION

---

Audi & AirBnB recently came together to not only produce an amazing piece of video shot in the Californian desert, but to collaborate on a competition where the winner would win a weekend at the location of the shoot and get to test drive the new Audi R8. Both brands won with a stunning video that showcased both brands perfectly. The integrated campaign drove people to AirBNB's listings page inviting people to experience the ultimate adventure themselves.



---

# SUMMARY

***It's important when running a social video campaign to:***

**Think about who it is you're targeting, what you want to achieve and whether certain platforms and approaches make sense for your individual business goals.**

Atomise your content to spread your content and reach, go with what feels right for your brand and don't be afraid to use paid promotion or work with influencers to give your content an extra boost. Set reachable, measurable goals; don't just aim to 'go viral', but rather set specific, targeted goals like 'we want to reach 60,000 views which we hope will in turn generate 20,000 sign ups', which is far more beneficial and most of all, **achievable**.