Social Media Marketing with Video in 2016

How You Can Use Social Video To Establish Authority, 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 hooooooowwwww?

- 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

Canva

Splice (iOS App)

giphy.com

Pic Monkey

iMovie