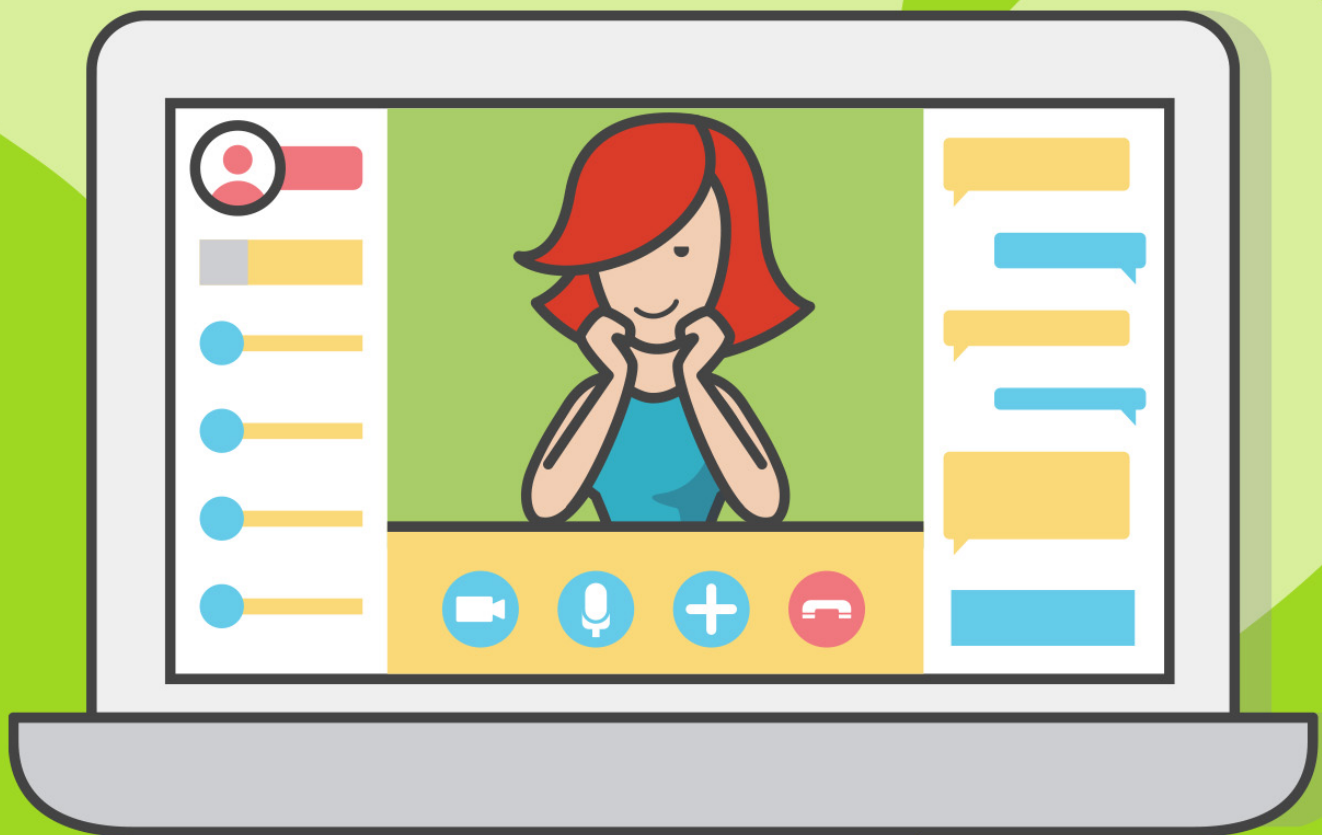


# SNACKABLE CONTENT

JOIN THE MICRO-EVOLUTION AND HARNESS THE  
POWER OF SHORT-FORM VIDEO CONTENT!



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# Introduction

Welcome to the world of short-form video content! In the fast-paced digital age we live in, it's more important than ever to capture your audience's attention quickly and effectively.

The average person's attention span is getting shorter and shorter, with many studies suggesting that we have a mere 8 seconds to capture someone's attention before they move on to the next thing.

*So how do we make an impact in such a short amount of time?*

Enter short-form video content! 😊

Short-form videos are brief, typically lasting no more than a minute, and are designed to captivate your audience and convey your message quickly and effectively.

They're the perfect tool for businesses and brands looking to maximize their exposure and build their following in the digital space.

*Here are some examples of different types of short-form video content that businesses can create:*

**Influencer videos:**

Partnering with influencers to create short-form video content is a great way to reach a wider audience and leverage their following to promote your brand or product.

**Social media video ads:**

Short-form video ads on social media platforms such as Instagram and Facebook are a great way to promote your brand, products, or services to a targeted audience.

**Product teasers:**

Short-form video content that showcases your products or services can pique your audience's interest and encourage them to learn more.

**Explainer or educational videos:**

Short-form video content that explains your product or service's features or educates your audience on a particular topic can be a great way to establish your brand as an authority in your industry.

### **Brand challenges:**

Short-form video content that encourages your audience to participate in a challenge or contest can be a great way to increase engagement and build brand awareness.

### **Social media stories:**

Short-form video content that's created for social media stories can be a great way to engage your audience with behind-the-scenes content, promotions, and updates.

*So what makes short-form video content so effective?*

It's all about the **combination of elements** that make up these videos.

They're visually stunning, often featuring high-quality graphics, animations, and visuals that draw the viewer in.

They're also often humorous or emotional, tapping into our most basic human instincts to connect with others. And they tell a story, no matter how brief, that resonates with the viewer.

But it's not just the content itself that makes short-form video so powerful - it's also the platforms on which they're shared.

Social media platforms like TikTok, Instagram Stories & Reels, Snapchat Spotlight, as well as LinkedIn Stories, are all designed to showcase short-form content, making it easy to reach your target audience and build your brand.

The future of digital marketing is all about creating compelling, **shareable content** that engages and captivates your audience. And short-form video content is the perfect tool to do just that!

So, if you're ready to take your brand to the next level, it's time to dive into the world of short-form video content.

Without further delay, let's begin!

# Key Elements of Highly Shareable Short-Form Content

Creating short-form video content that resonates with your audience and goes viral is no easy feat.

But fear not; there are **key elements** you can incorporate into your videos to increase their shareability and impact.

First and foremost, you need to understand the attention span of your audience. In today's world of information overload, it's important to keep your videos short and sweet.

Aim for a length of around **30 seconds to a minute**, and pack in as much value as possible.

Next, make sure your visuals are visually stunning. Utilize high-quality graphics, animations, and images that catch the viewer's eye and keep them engaged.

Don't be afraid to get creative and try new things - after all, the most viral videos are often the most unique and unexpected.

Another key element to consider is humor. Incorporating humor into your videos is a great way to make your content relatable and shareable.

People love to laugh, and if your video can make them smile, they'll be more likely to share it with their friends and family.

Emotion is also a powerful tool in short-form video content.

Whether you're aiming to make your viewers feel inspired, moved, or motivated, tapping into their emotions can be a powerful way to connect with them and make a lasting impact.

And finally, storytelling is key. Every great short-form video tells a story, no matter how brief.

Whether you're showcasing a product or service, telling a personal story, or simply conveying a message, weaving a narrative into your video will help it resonate with your audience and stick in their minds.

By incorporating these key elements into your short-form video content, you'll increase its shareability and impact, and help your brand or business stand out in the crowded digital space.

# Examples of Successful Short-Form Video Campaigns

Seeing is believing, and there's no better way to understand the power of short-form video content than by looking at successful campaigns that have gone viral.

Let's look at some examples of brands that have effectively used short-form video content to reach their target audience and make a lasting impact.

## **Old Spice - "The Man Your Man Could Smell Like"**

Old Spice's "The Man Your Man Could Smell Like" campaign was a sensation, racking up millions of views on YouTube and becoming one of the most successful viral campaigns of all time.

The series of short videos featured actor Isaiah Mustafa delivering tongue-in-cheek monologues about the benefits of using Old Spice products.

The campaign's success was due in large part to its humor, unexpected twists, and memorable character.

### **Airbnb - "Live There"**

Airbnb's "Live There" campaign was a series of short, visually stunning videos that showcased different destinations around the world.

The campaign was designed to inspire travelers to see the world in a new way and to think outside the box when it comes to their travel accommodations.

### **Chipotle - "Back to the Start"**

Chipotle's "Back to the Start" campaign was a visually stunning, emotionally resonant video that highlighted the fast-food chain's commitment to sustainability and ethical farming practices.

The animated video was set to a cover of Coldplay's "The Scientist" and featured a farmer who realizes the error of his ways and goes back to a more sustainable way of farming.

The video was a hit, garnering millions of views and generating buzz around the brand's commitment to ethical practices.

These examples demonstrate the power of short-form video content in capturing an audience's attention and making a lasting impact.

By incorporating humor, emotion, storytelling, and stunning visuals, these brands were able to create content that resonated with their target audience and went viral.

In the next chapter, we'll take a closer look at how short-form video is revolutionizing social media platforms like TikTok and Instagram Reels, and how you can take advantage of these platforms to reach your target audience.

# Top Short Form Video Platforms

Social media platforms have always been a hub for video content, but the popularity of short-form video platforms like TikTok and Instagram Reels is taking things to a whole new level.

**TikTok:** <https://TikTok.com>

With its unique features, such as the ability to use sounds and effects, TikTok offers endless creative possibilities for content creators.

When creating content for TikTok, keep in mind that the first few seconds of your video are crucial for capturing the viewer's attention.

Use engaging visuals, humor, and storytelling to capture your audience and keep them watching. TikTok also has a wide range of effects and filters that you can use to make your content stand out.

*Here are a few other things to keep in mind:*

### **Use trending sounds and hashtags:**

TikTok's algorithm prioritizes content that uses trending sounds and relevant hashtags. By using popular sounds and hashtags, you can increase the visibility of your content and reach a wider audience.

### **Tip:**

To find viral or trending sounds on the app, simply click the search button at the top right of the screen (represented by a magnifying glass icon) after opening it.

Then, in the search bar, type in "viral sounds" or "trending sounds" to access a list of recently popular sounds.

Another approach is to browse through the videos that come up and take note of the sounds used in them. You can also search for challenges and see what songs are used in the most popular videos.

### ***REMEMBER TO:***

### **Keep it authentic:**

TikTok's audience values authenticity and creativity. Use your brand's unique personality and voice to create content that resonates with your target audience.

**Utilize the platform's unique features:**

TikTok offers a wide range of creative tools and features, such as filters and effects, that you can use to make your content stand out.

Experiment with different features to create unique and engaging content.

**Pinterest Idea Pins:** <https://help.pinterest.com/en/article/create-idea-pins>

You can easily create these pins using the mobile app, which offers video recording and editing capabilities for up to 20 pages of content.

Adding a voice-over and background music is also a breeze.

Moreover, since the maximum length for a Pinterest Idea Pin is 60 seconds, you can repurpose your TikTok Reels with ease.

To further encourage engagement, these Idea Pins are automatically archived on your Pinterest profile page. This way, your audience can continue to discover and engage with your content, even after it's no longer at the forefront of your feed.

### **Facebook Stories:**

<https://www.facebook.com/business/learn/lessons/facebook-stories-creators>

In addition to sharing video links on your profile, you can also add them directly to Facebook Stories.

While Facebook provides instructions for doing so, they don't publish any specific limits or specifications. As a result, many users use this feature as a secondary distribution channel for their Instagram Stories.

Find out more here:

<https://www.facebook.com/help/1825407747718430>

**Instagram Reels:** <https://www.instagram.com>

Instagram Reels is another platform that has embraced short-form video content, with videos lasting up to 60 seconds.

Reels are a great way for brands looking to showcase their products or services in a creative and engaging way.

When creating content for Reels, keep in mind that the platform's algorithm prioritizes content that engages viewers quickly. Use visually stunning footage, humor, and storytelling to capture your audience's attention and encourage them to share your content.

*Here are some other tips for creating a successful Instagram Reel for your business:*

**Tell a story:**

Storytelling is a powerful tool in creating engaging content. Use your Instagram Reel to tell a story that resonates with your audience and showcases your brand's personality.

**Keep it concise:**

Instagram Reels are limited to 60 seconds, so it's important to keep your message brief and to the point. Focus on creating content that delivers a clear message in a concise manner.

### **Showcase your products or services:**

Instagram Reels is an excellent platform for showcasing your products or services in a creative and engaging way. Use your Reel to highlight your brand's unique features and benefits.

### **Experiment with different formats:**

Instagram Reels offers a wide range of creative tools and effects that you can use to create unique and engaging content. Experiment with stop-motion, time-lapse, or split-screen, to keep your content fresh and exciting.

### **YouTube Shorts: <https://www.YouTube.com>**

YouTube Shorts is YouTube's answer to short-form video content, with videos lasting up to 60 seconds.

When creating content for YouTube Shorts, focus on creating visually engaging videos that grab your audience's attention quickly. Use eye-

catching thumbnails, concise captions, and storytelling to draw viewers in and keep them engaged.

### **Use trending music and hashtags:**

Similar to TikTok, using trending music and relevant hashtags can increase the visibility of your content and reach a wider audience on YouTube Shorts.

### **Keep it concise:**

YouTube Shorts are limited to 60 seconds, so it's important to keep your message brief and to the point. Focus on creating content that delivers a clear message in a concise manner.

### **Utilize YouTube's analytics:**

YouTube offers detailed analytics that can help you track the success of your Shorts. Use this data to refine your strategy and create content that resonates with your audience.

### **Be creative:**

YouTube Shorts is a relatively new platform, so there's plenty of room for creativity and experimentation. Use your brand's unique voice and

personality to create content that stands out and resonates with your target audience.

**Snapchat:** <https://www.SnapChat.com>

Snapchat has been a popular platform for short-form video content for years, with its unique filters and features that allow users to create fun and engaging content.

When creating content for Snapchat, it's important to utilize the platform's filters and effects to create content that resonates with your audience.

Incorporating short-form video content into your social media strategy is a great way to reach a wider audience and build your brand's following.

By utilizing the unique features of each platform, you can create engaging and entertaining content that resonates with your target audience.

# How to Repurpose Short-Form Video Content

Repurposing your short-form video content can help you save time, money, and effort while still reaching a wider audience.

*Here are some tips on how to repurpose your short-form video content:*

## **Turn your videos into blog posts:**

If you have a short-form video that covers a specific topic, you can easily turn it into a blog post. You can transcribe the audio from your video and turn it into a blog post or create an article that expands on the topic covered in the video.

This is a great way to repurpose your content and reach a wider audience through different channels.

## **Create Instagram stories or Facebook posts:**

Instagram stories and Facebook posts are a great way to repurpose your short-form video content.

You can cut your video into short clips and post them as stories or Facebook posts. This way, you can reach your audience where they are most active and increase your content's visibility.

### **Create a YouTube compilation:**

If you have several short-form videos that cover a specific theme or topic, you can create a compilation video and post it on YouTube. This is a great way to repurpose your content and reach a wider audience through a different platform.

### **Use snippets for social media ads:**

Short-form videos can be used for social media ads to promote your brand, products, or services.

By using short snippets from your existing videos, you can create visually stunning ads that grab your audience's attention and increase your brand's exposure.

### **Create a podcast episode:**

If your short-form video covers an interesting topic, consider turning it into a podcast episode. You can extract the audio from your video and

edit it into a podcast format. This is a great way to repurpose your content and reach a wider audience through a different medium.

### **Turn your videos into an e-book:**

If you have a series of short-form videos that cover a specific theme or topic, consider turning them into an e-book.

You can transcribe the audio from your videos and use it as the basis for your e-book. This is a great way to repurpose your content and offer your audience a valuable resource.

### **Use your videos in your email marketing campaigns:**

Short-form videos can be a great addition to your email marketing campaigns. You can include a video thumbnail in your email and link it to the full video on your website or social media channels.

This is a great way to repurpose your content and engage your email subscribers in a new and exciting way.

# The Power of Soundless Optimization

When it comes to creating short-form video content, sound is an essential tool for engaging your audience and delivering your message.

However, not all users have their sound turned on while scrolling through social media platforms, making it essential to optimize your video content for soundless playback.

*Here are some tips on how to optimize your short-form video content for soundless playback:*

## **Use subtitles or captions:**

Adding subtitles or captions to your short-form video content is an excellent way to ensure your audience understands your message, even without sound.

This is especially important when creating videos that rely on dialogue or voiceovers.

### **Use visual storytelling:**

Visual storytelling is a powerful tool for engaging your audience and delivering your message, even without sound.

Use eye-catching visuals, animation, and text overlays to convey your message and capture your audience's attention.

### **Use on-screen text:**

On-screen text is an effective way to communicate your message, even without sound. Use text overlays to highlight key points or convey important information in your short-form video content.

### **Utilize soundless music:**

Soundless music can be an effective way to enhance the mood or tone of your short-form video content, even without sound.

Use instrumental tracks or sound effects to create a compelling audiovisual experience that engages your audience.

### **Test your video playback without sound:**

Before publishing your short-form video content, test it to ensure it still conveys your message and engages your audience without sound. This

way, you can ensure your content is optimized for soundless playback and delivers the intended message.

Optimizing your short-form video content for soundless playback is essential to engaging your audience and delivering your message, even when users have their sound turned off.

To your success,

# Resources

Here are links to a few resources that I believe will help you:

## **Coaching:**

>> <https://promotelabs.com/coaching>

## **Mail Labs: 12-Week Coaching Program:**

>> <https://promotelabs.com/maillabs/>

## **Short Form Video Strategies:**

>> <https://influencermarketinghub.com/short-form-video/>

## **Short Form Video Tips:**

>> <https://learnwoo.com/short-form-video-powerful-marketing-tool/>

## **8 Ways to Leverage Short-Form Video Content:**

>> <https://sproutsocial.com/insights/short-form-video/>

## **Short Form Video Trends:**

>> <https://blog.hubspot.com/marketing/short-form-video-trends>