



# VIDEO FIRST SOCIAL MEDIA MARKETING

**TOP 10 ACTIONABLE TIPS TO BE SUCCESSFUL IN  
2023 AND BEYOND**



**WE HELP TO CREATE &  
MARKET VISUAL  
CONTENT AT SCALE**

**WHO ARE  
WE?**

**16 M  
CUSTOMERS**



**200+ STRONG  
TEAM**

**7 CREATIVE  
BRANDS**

# **WHAT IS VIDEO-FIRST SOCIAL MEDIA MARKETING?**





## **WHY NOW?**

Don't fight with the search and social algorithms.

# TIP: 1

**ALWAYS HUNT FOR NEW  
FEATURES.**



# **JUST FACEBOOK**

- **2010 – ORGANIC REACH DOWN FROM 90% TO 30%**
- **2012 – ORGANIC REACH FALLS TO 16%**
- **2014 – ORGANIC SHRINKS AGAIN, THIS TIME TO 6.5%**
- **2022 – MOST BRANDS ENJOY AN ORGANIC REACH OF 1-2%**

**GOOD NEWS**

# **INSTAGRAM NEW FEATURES (2022)**

- **NOW, INSTAGRAM VIDEO POSTS ARE REELS ONLY**
- **INSTAGRAM GRID PINNING**
- **60-SECOND INSTAGRAM STORIES (WITHOUT ANY CUTS)**
- **PROFILE EMBED**
- **INSTAGRAM PLAYBACK**
- **INSTAGRAM MAP SEARCH**
- **INSTAGRAM CREATOR MODE**
- **HIDING INSTAGRAM LIKES HAS BEEN MADE OPTIONAL**
- **NEW INSTAGRAM STORY INTERACTIVE STICKERS**
- **INSTAGRAM SHOPS & IN-SHOP ADS**
- **MANAGE INSTAGRAM DMS FROM DESKTOP**

# **TIKTOK NEW FEATURES (2022)**

- **NOW, TIKTOK'S VIDEO DESCRIPTIONS CAN BE UP TO 2,200 CHARACTERS LONG**
- **NEW DUAL CAMERA FEATURE CALLED "TIKTOK NOW"**
- **NEARBY FEED**
- **SHARING TIKTOK STORIES TO OTHER PLATFORM**
- **NEW LEADGEN FEATURE FOR TIKTOK BUSINESS**

# **YOUTUBE NEW FEATURES (2022)**

- **YOUTUBE SHORTS**
- **LIVE STREAMING UPGRADED**
- **VIDEO CHAPTERS UPGRADED**
- **PREMIERES UPGRADED**

# TIP: 2

**HIRE A SOCIAL MEDIA  
MARKETER WHO PASSES  
YOUR "SNAKE DANCE  
TEST"**



# TIP: 3

**NON-INFLUENCERS ARE  
YOUR NEW  
INFLUENCERS**



# **VIDEO AUTHENTIC SCORE**

**CELEBS < INFLUENCERS < MICRO INFLUENCERS < NANO INFLUENCERS < ?**

# VIDEO AUTHENTIC SCORE

**CELEBS < INFLUENCERS < MICRO INFLUENCERS < NANO INFLUENCERS < ?**  
**? = NON INFLUENCERS**

# **VIDEO AUTHENTIC SCORE**

**NON-INFLUENCERS = EMPLOYEES,  
CUSTOMERS,  
CEOS/EXECUTIVES,  
PARTNERS,  
FRIENDS,  
RELATIVES.**

# TIP: 4

**IRL MARKETING = VIDEO**



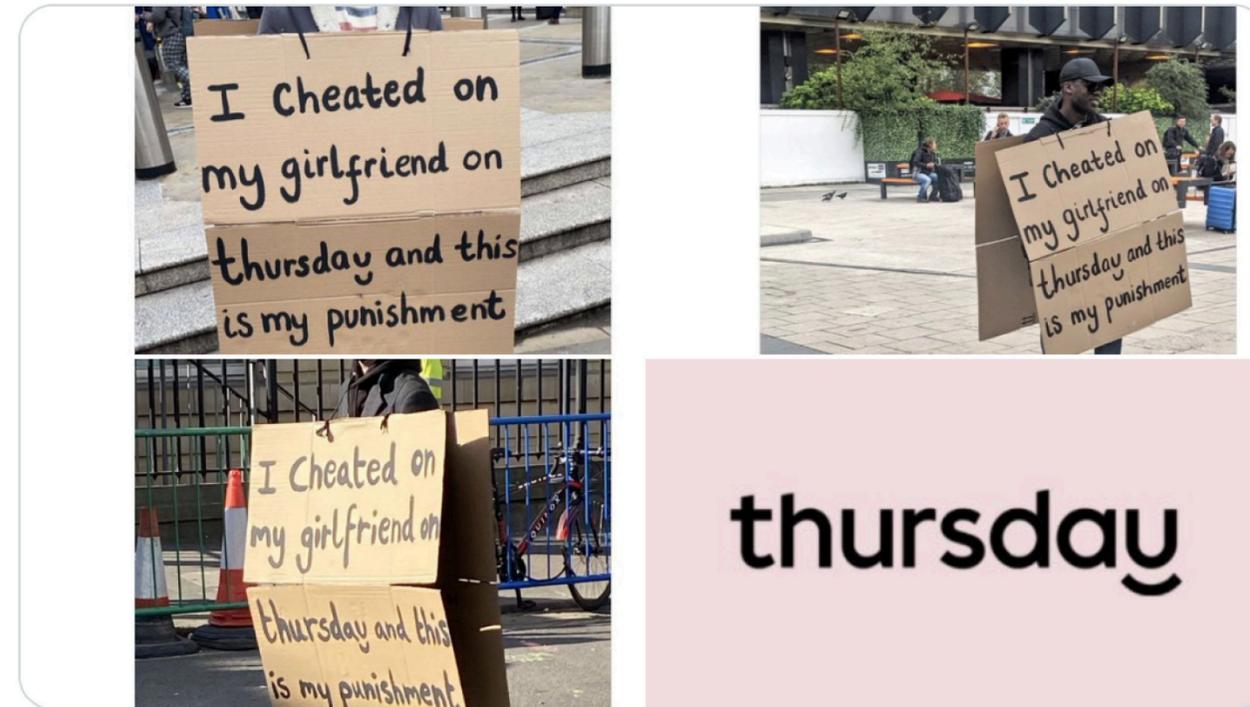
# IRL Marketing



James Herring  
@itsjamesherring



👁️-catching street marketing/internet bait from dating app 'Thursday' - outside three London train stations today.



11:21 PM · Oct 12, 2021 · Twitter for iPhone

# TIP: 5

**FAST CONTENT IS THE  
NEW FAST FASHION**





Lomunidad

September 26 at 11:36 AM · 🌐

CONGRATULATIONS to the two winners of the DOGGO drawing contest!



Remember that the winner of this contest was chosen through Likes 🙄🙄



🤔❤️👍 113K



3.5K Comments 18K Shares  
boredpanda.com

**FAST CONTENT EQUALS DIY ONLINE TOOLS**

# SOCIAL VIDEO CREATION



# SOCIAL MEDIA MARKETING



# TIP: 6

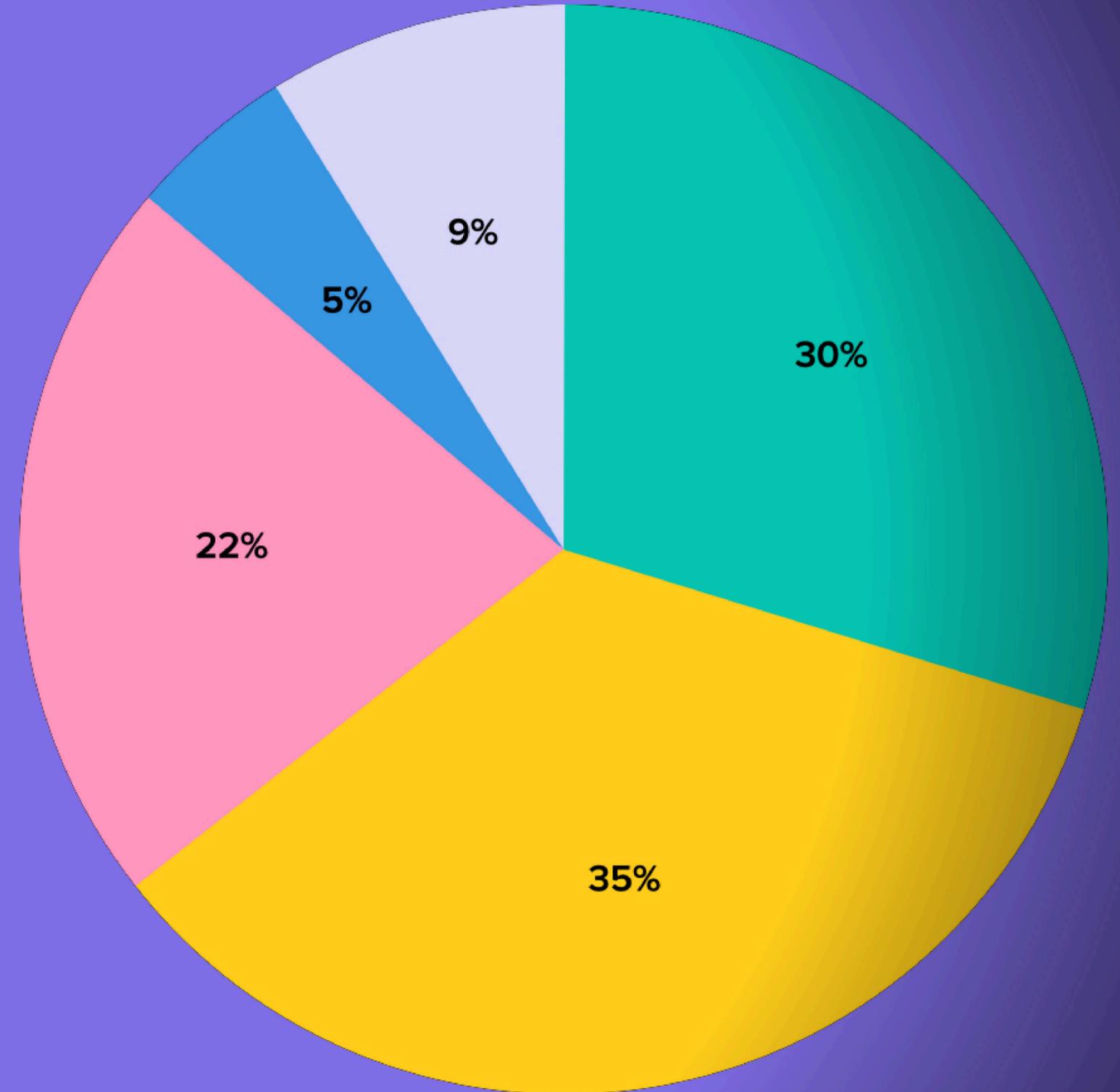
**ONE-PERSON SOCIAL  
TEAMS WILL BECOME A  
THING OF THE PAST**



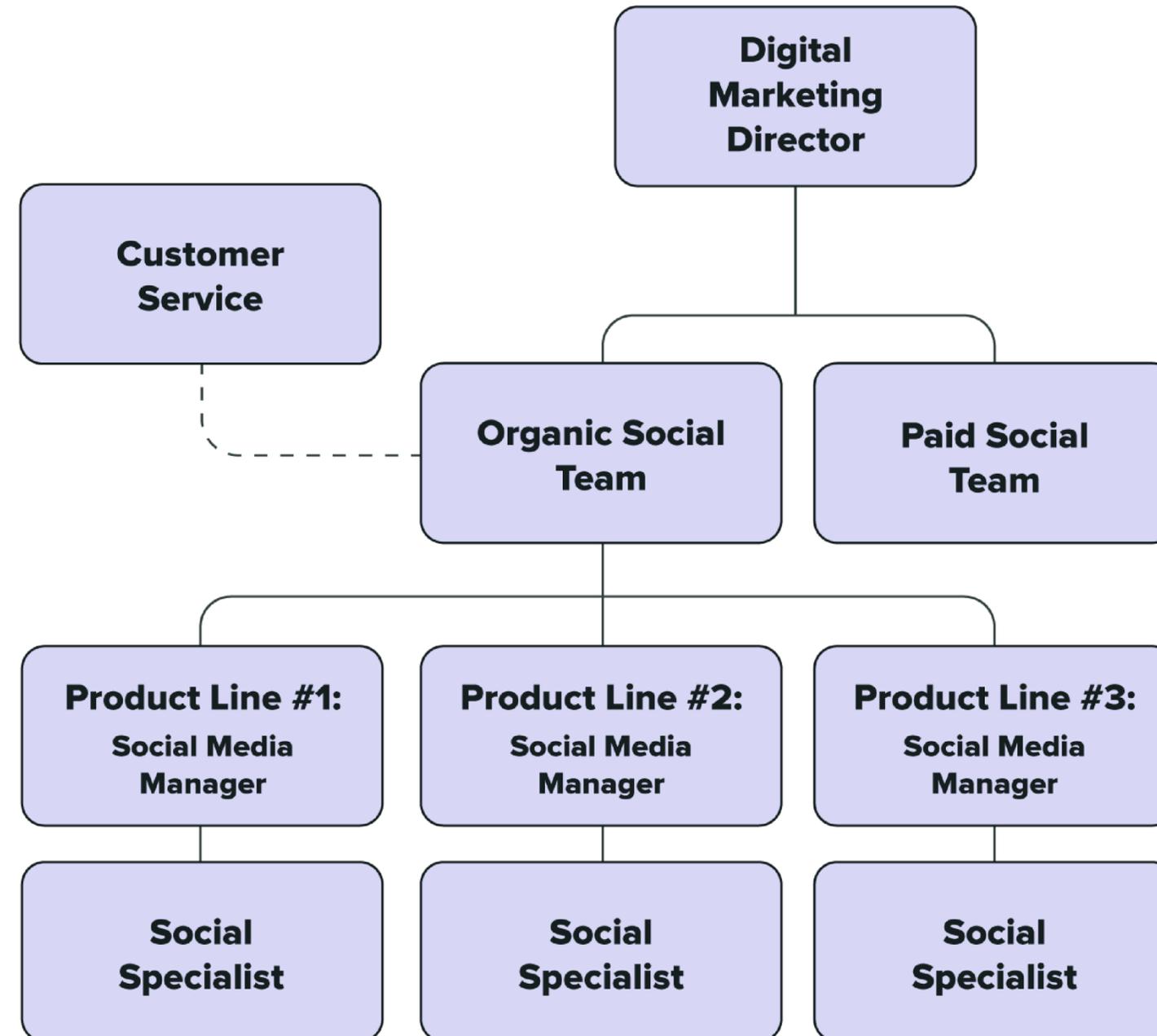
# Social Media Team Sizes

Based on Data from the Sprout Social Index™, Edition XVII: Accelerate

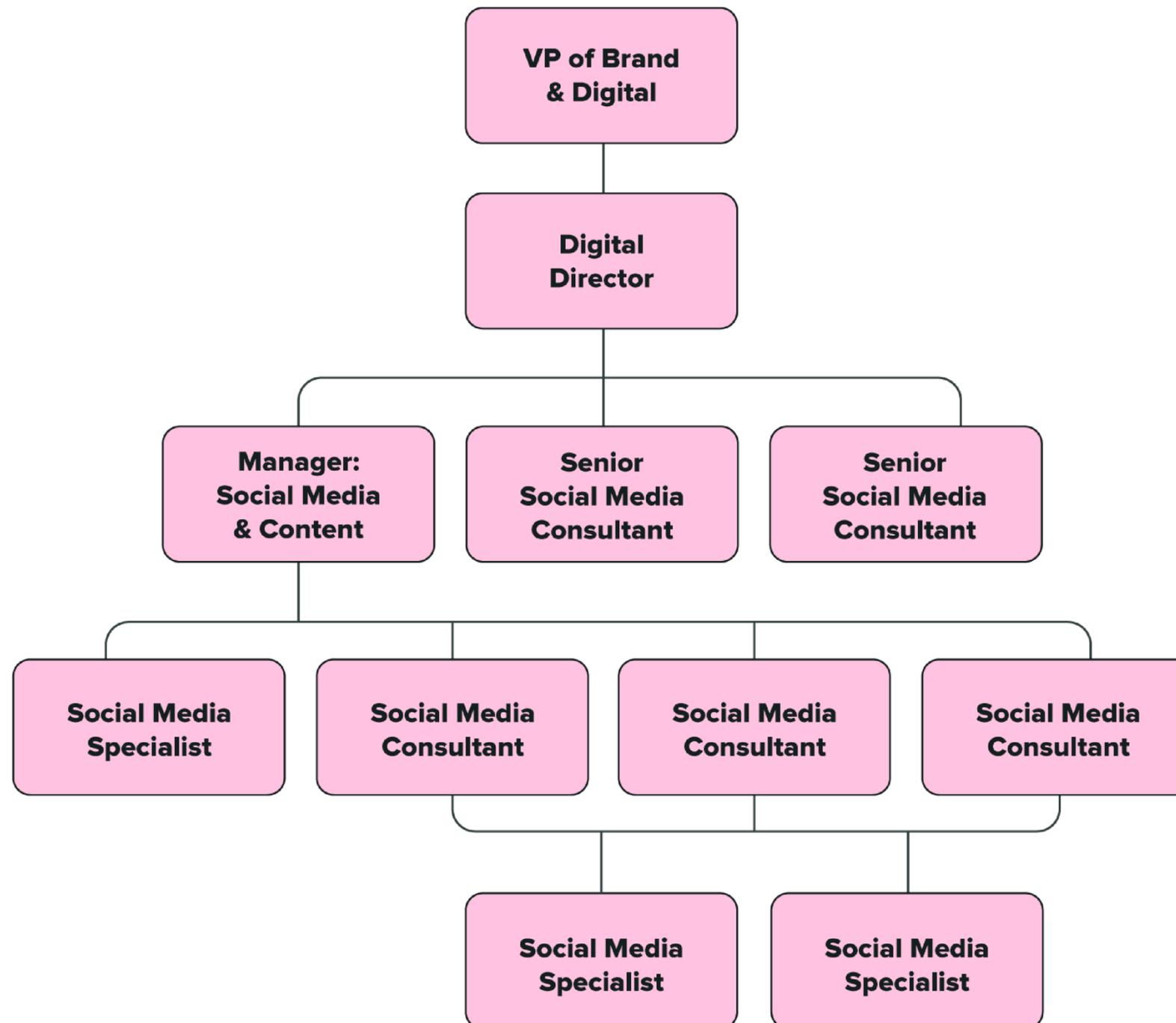
- 1 person
- 2 people
- 3-5 people
- 5-10 people
- 11+ people



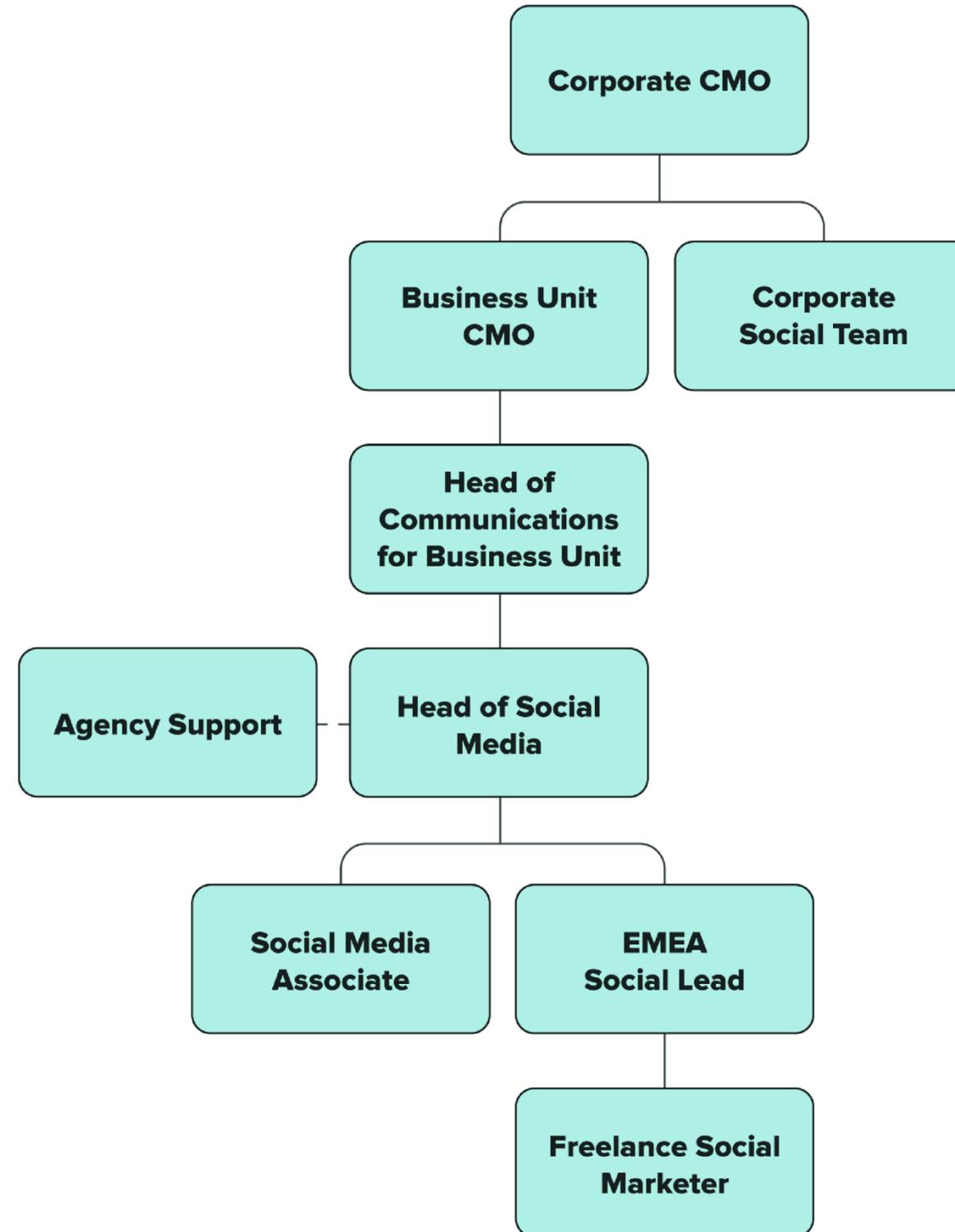
# Product-focused social roles within a digital marketing organization



# Social teams built into a client-service model



# A specialized, business unit social team within a global enterprise



# **HOW TO START?**

**&**

# **HOW TO GROW?**

**ONE SOCIAL MEDIA PERSON**

**+YOUR TEAM MEMBERS**

**VIDEO CONTENT CREATOR**

**SOCIAL MEDIA MARKETER**

**COMMUNITY MANAGER**

**SOCIAL MEDIA STRATEGIST / ANALYST**

**+ HEAD OF SOCIAL MEDIA**

# TIP: 7

## REPURPOSE AUDIO TO VIDEO & VICE-VERSA



**SAY IF YOU HAVE 45 MINS WEBINAR**

**- CONVERT TO 25 MINS YOUTUBE**

**- CONVERT TO 8 - 5 MINS VIDEO ON LINKEDIN**

**- CONVERT TO 16 - 2 MINS REELS FOR YT SHORTS,  
INSTA OR SNAP**

**IF YOU HAVE A VIDEO  
TRY IF YOU CAN PUBLISH IT AS A "PODCAST"**

**IF YOU HAVE A PODCAST  
TRY CONVERTING IT INTO A VIDEO AND PUBLISH ON  
YOUTUBE.**

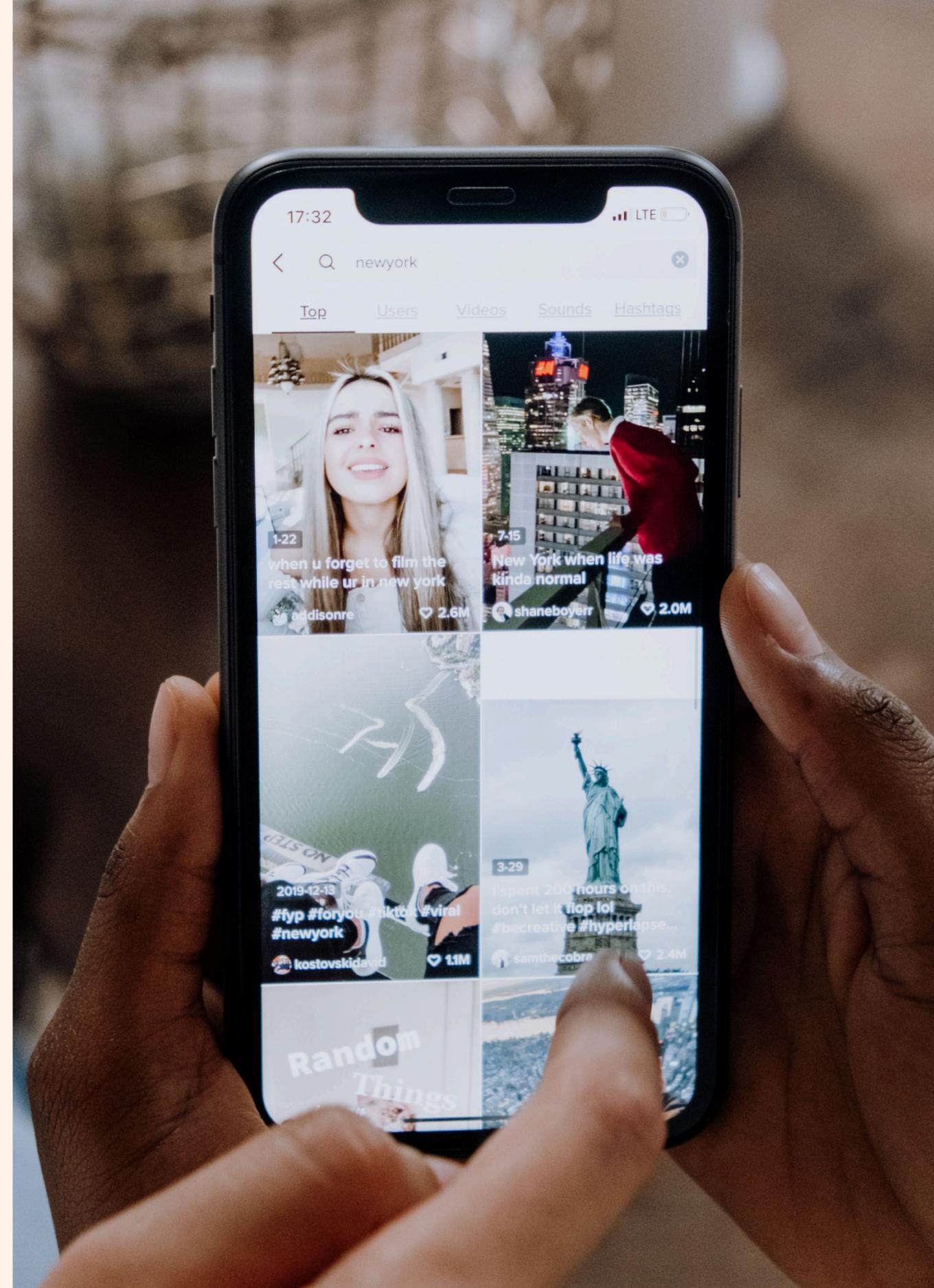
# TIP: 8

## TIKTOK & TIKTOK & TIKTOK



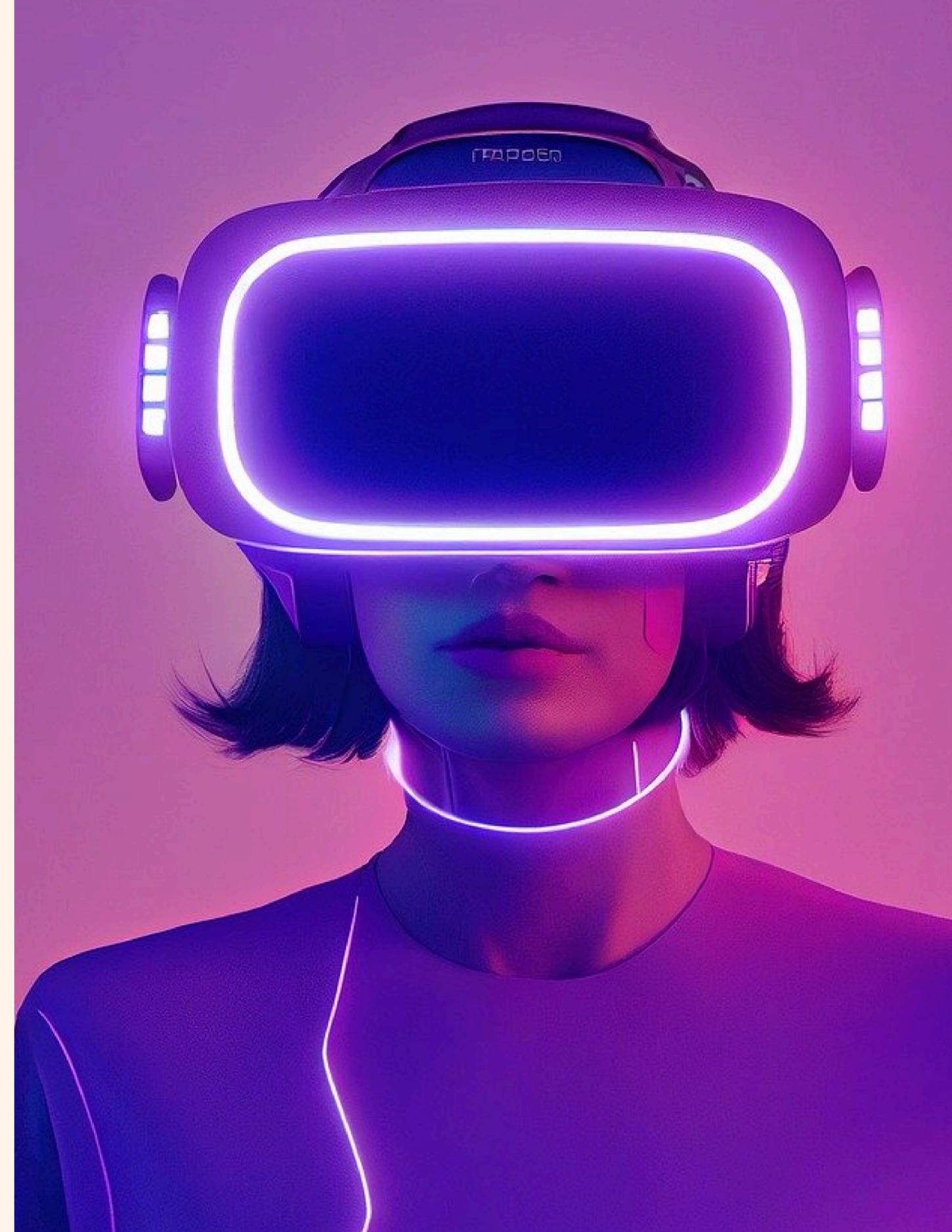
# TIP: 9

**COMMIT 1 DAY A WEEK  
OR 3 DAYS IN A MONTH  
TO SCHEDULE FOR  
SOCIAL MEDIA.**



# TIP: 10

**NFT / WEB3 / VIDEO FOR  
SOCIAL MEDIA  
COMMUNITY**



START RACING

LEADERBOARD

JOIN CHIPOTLE REWARDS

# CHIPOTLE RACE REWARDS EXCHANGE



The **contest is over** (but you can still **race for fun**). And two trips to Chipotle can still earn you free chips in the Rewards Exchange.



# **3C'S**

**1. COMMUNITY**

**2. CREATORS**

**3. CULTURE**



# THANKS

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