THE POWER OF VIDEO CONTENT ON SOCIAL MEDIA

...AND HOW YOU CAN HARNESS IT

BY LIAM MEE



85% OF BUSINESSES

92% OF MARKETERS



VIDEO HAS BECOME ONE OF THE MOST IMPORTANT MARKETING CHANNELS THERE IS

WHY?



IF WE TAKE A LOOK AT ANY SOCIAL MEDIA PLATFORM YOU'LL FIND GLOBAL BRANDS, SMALL BUSINESSES, BUDDING DESIGNERS, & INFLUENCERS ALL VYING FOR YOUR ATTENTION VIA AN ECLECTIC MIX OF CUTTING-EDGE AND LOW BUDGET VIDEO CONTENT.




VIDEO CONTENT IS
NOW INTEGRAL TO
MARKETING YOURSELF
AS A DESIGNER

WHY IS VIDEO CONTENT SO IMPORTANT FOR SOCIAL MEDIA SELF PROMOTION ?





HELPS YOU TARGET VERY SPECIFIC AUDIENCES

IT OFFERS THE OPPORTUNITY TO TELL YOUR STORY, ENGAGINGLY

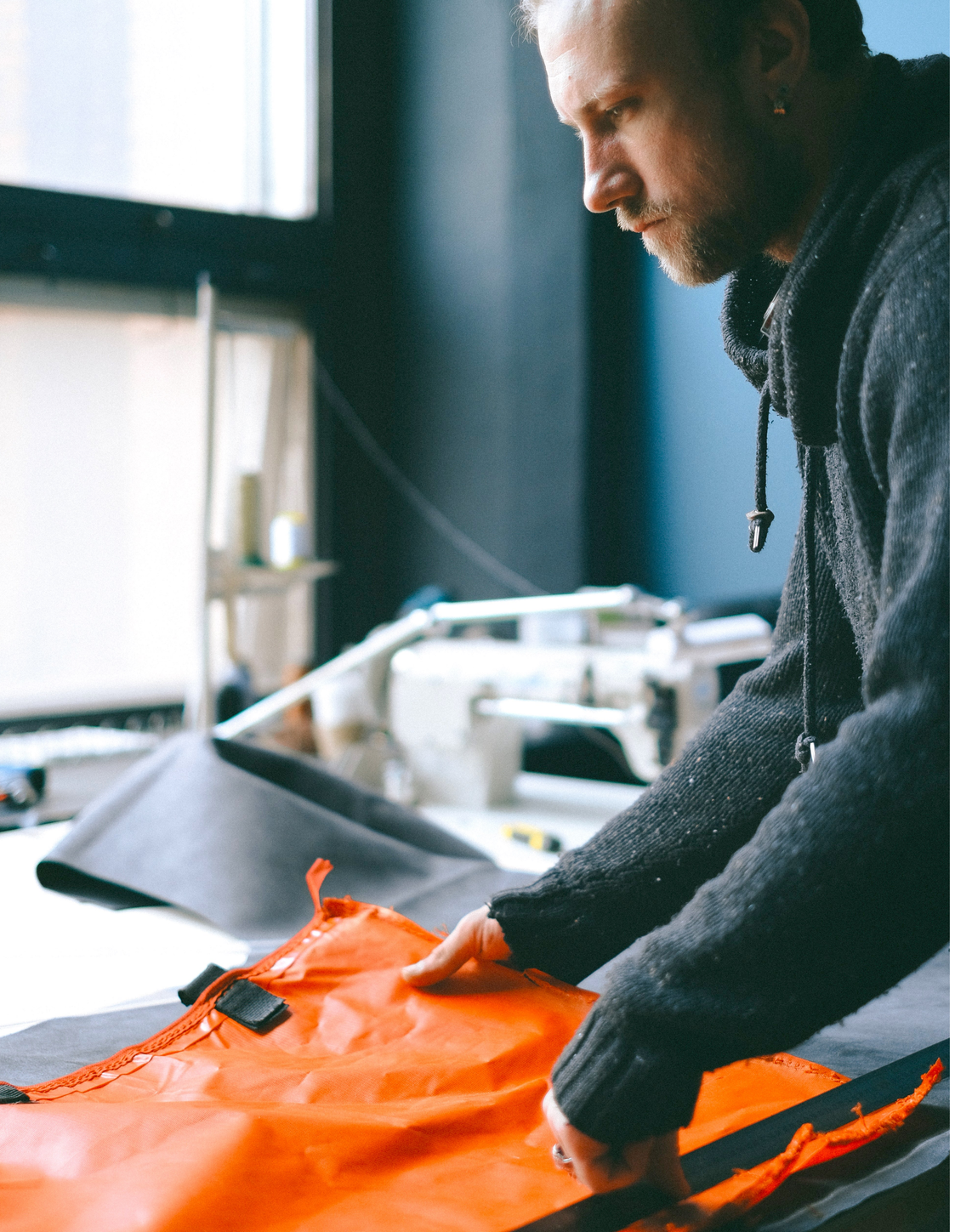


BUILD AN EMOTIONAL CONNECTION



IT'S UNIQUELY EFFECTIVE IN BUILDING TRUST





SHOWCASE YOUR WORK (&) DESIGN PROCESS TO A GLOBAL AUDIENCE

DID YOU KNOW?

YOUTUBE HAS OVER TWO BILLION USERS. THAT'S A THIRD OF THE ENTIRE INTERNET.

HOW TO HARNESS THE POWER OF SOCIAL MEDIA VIDEO

PLAN YOUR STRATEGY

PICK AN APPROPRIATE PLATFORM /S

THINK ABOUT YOUR MESSAGE

GET THEIR ATTENTION!

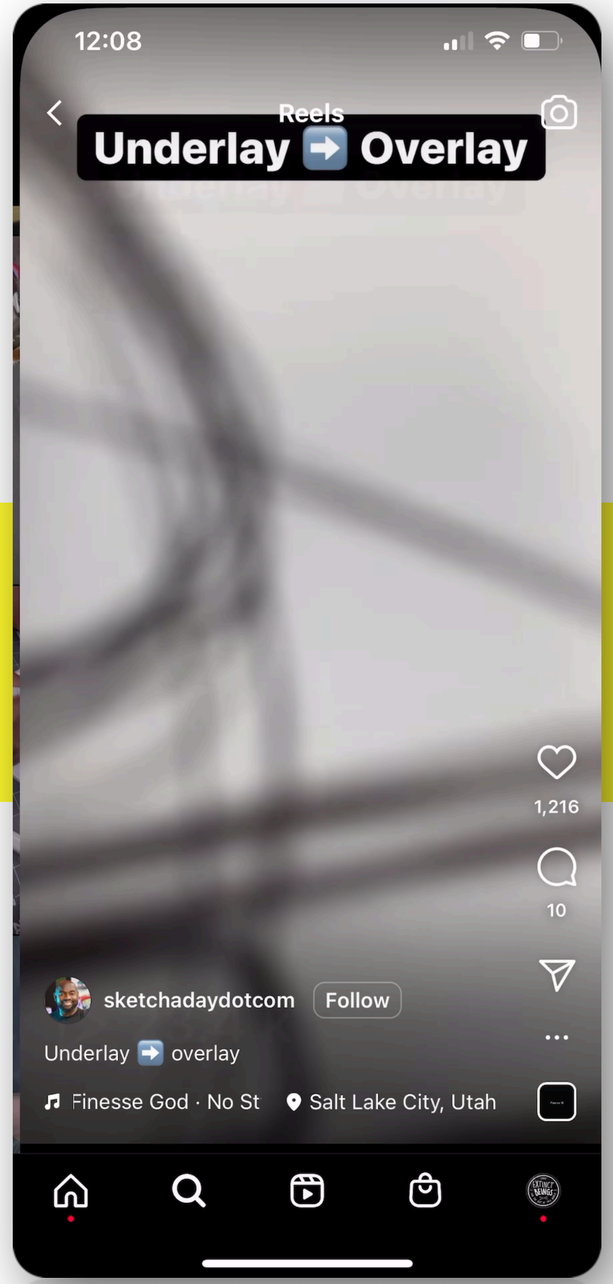
KEEP IT SHORT

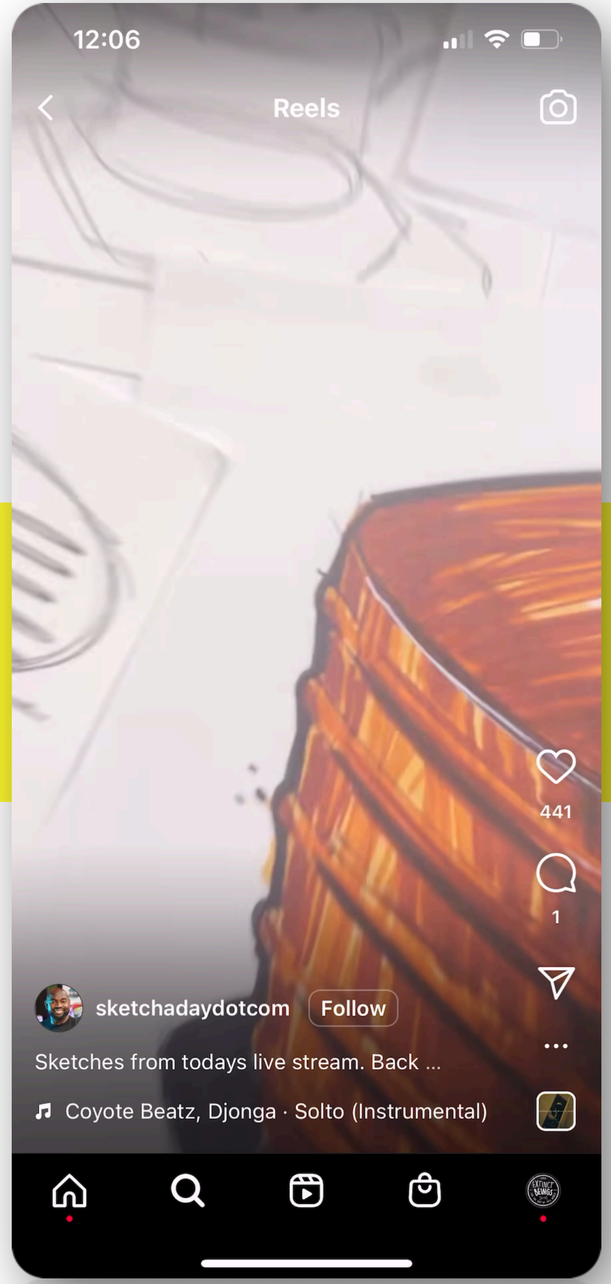
DON’T OVERLOOK THE AUDIO

DON’T FORGET SUBTITLES

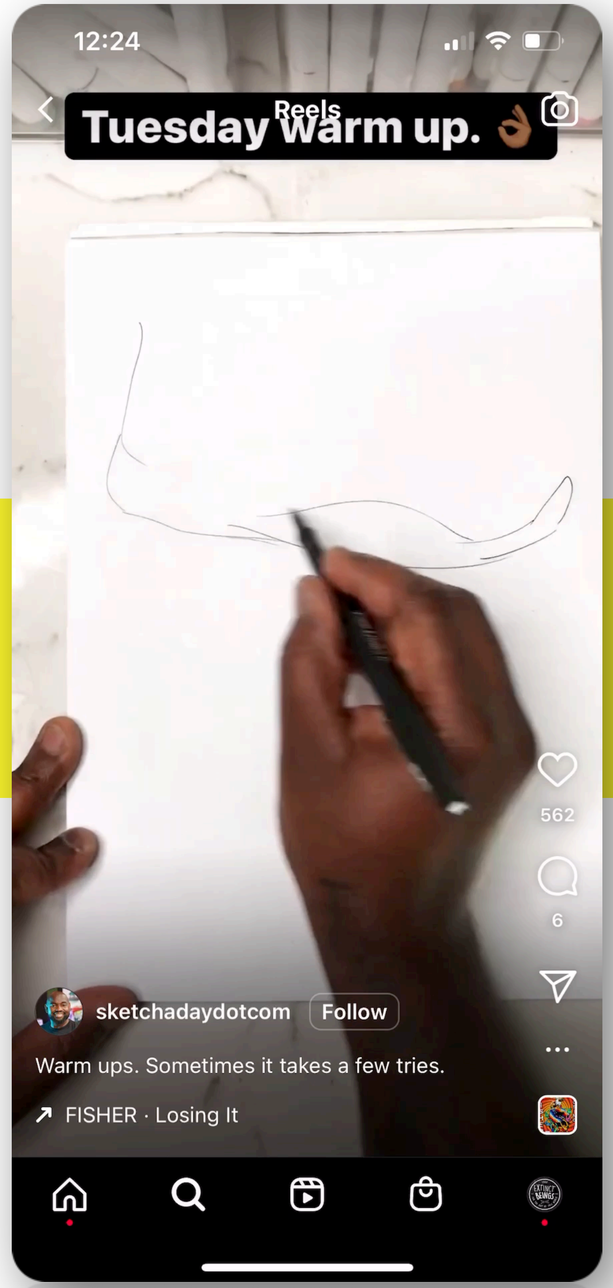
GET CREATIVE & HAVE FUN!

SOME EXAMPLES


12:08
Reels
Underlay ➡️ Overlay
1,216
10
sketchadaydotcom
Follow
Underlay ➡️ overlay
Finesse God · No St
Salt Lake City, Utah


12:06
Reels
441
1
sketchadaydotcom
Follow
Sketches from todays live stream. Back ...
Coyote Beatz, Djonga · Solto (Instrumental)

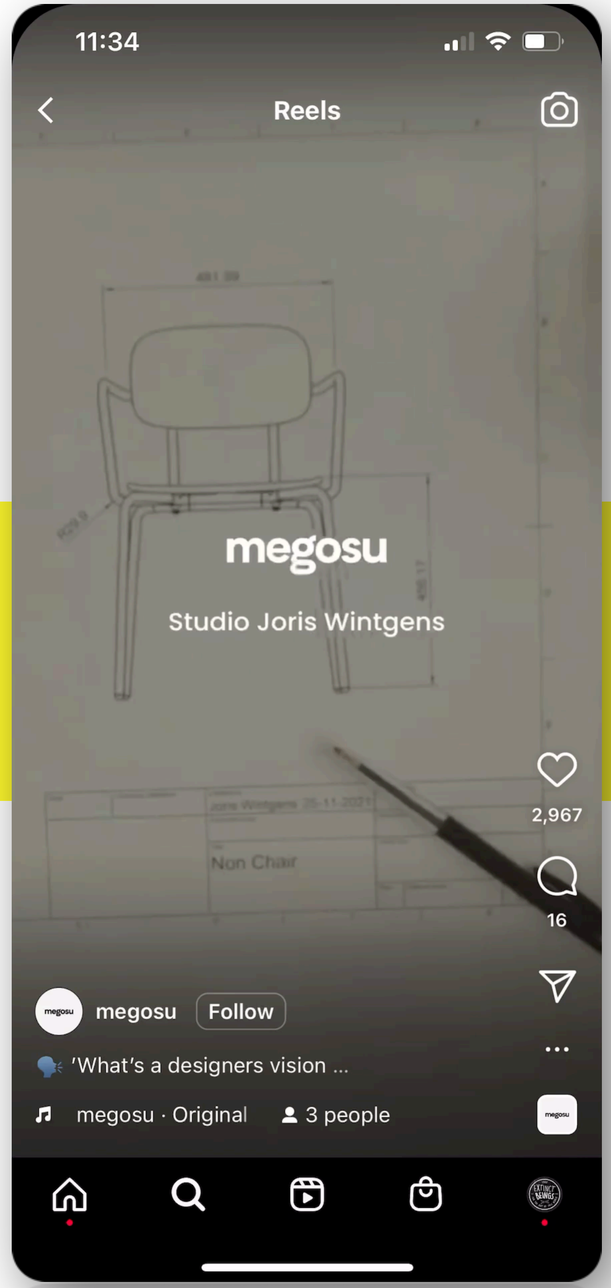

12:11
Reels
SOMEHOW
284
22
sketchadaydotcom
Follow
Having fun when I should be working 😅
oulChef · Write This
Salt Lake City, Utah

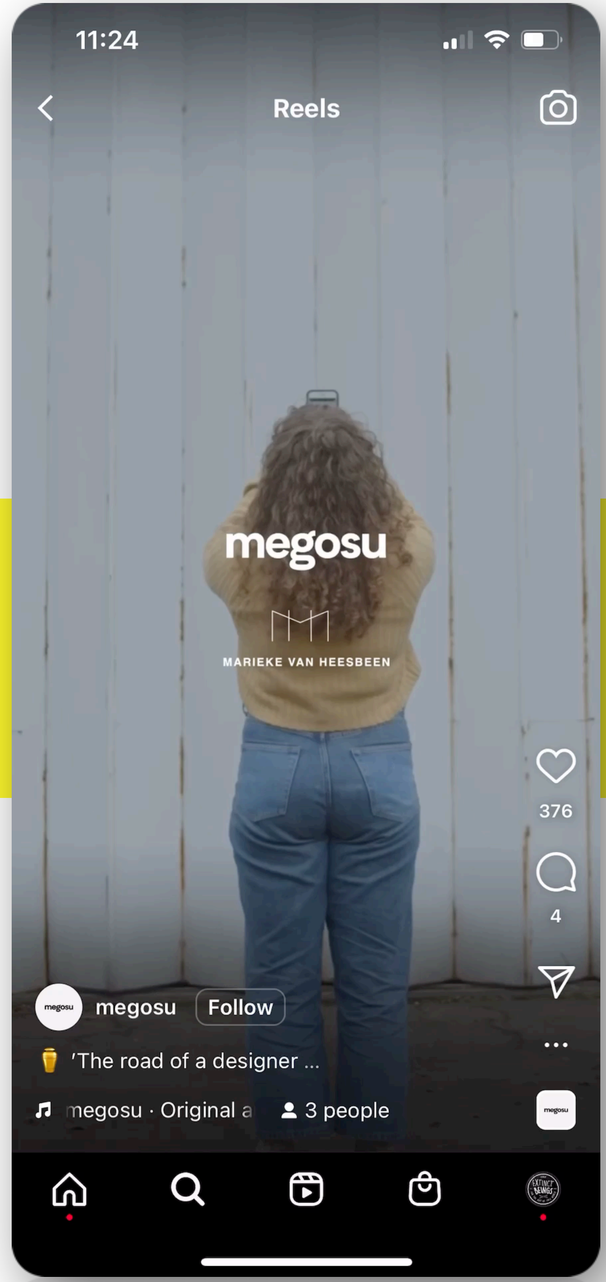

12:24
Reels
Tuesday Warm up.
562
6
sketchadaydotcom
Follow
Warm ups. Sometimes it takes a few tries.
FISHER · Losing It

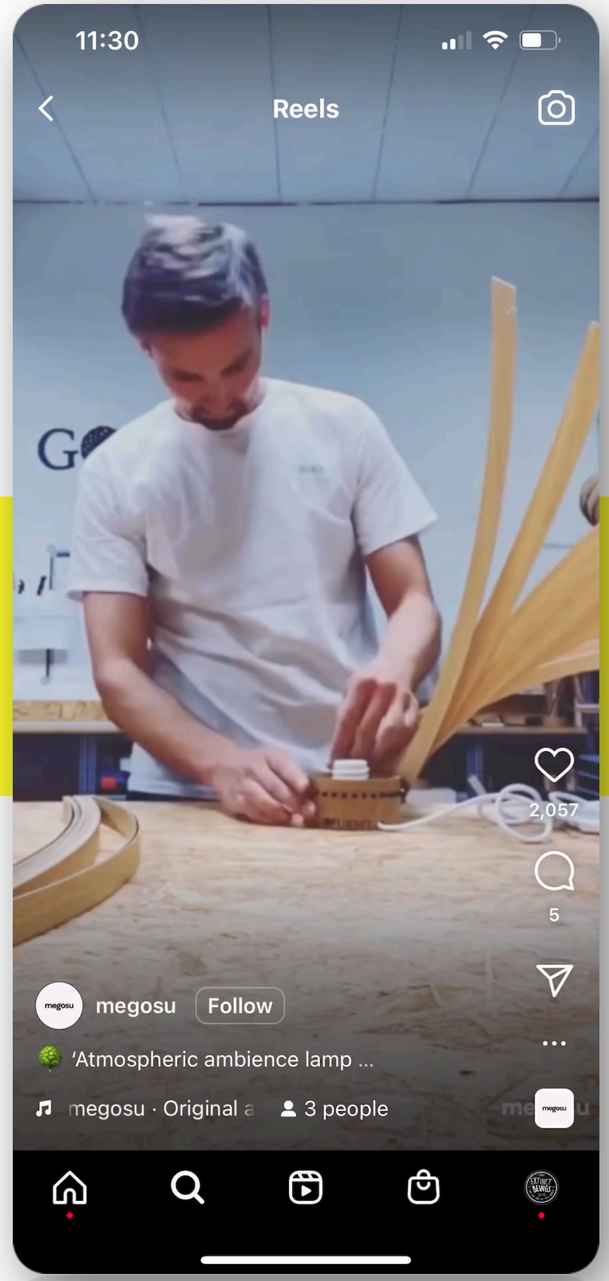

1:09
Reels
Sketchbook tour
SKETCH EVERY DAMN DAY
SKETCH-A-DAY.COM
1,435
30
sketchadaydotcom
Follow
Chrome Sparks · Soul & <3

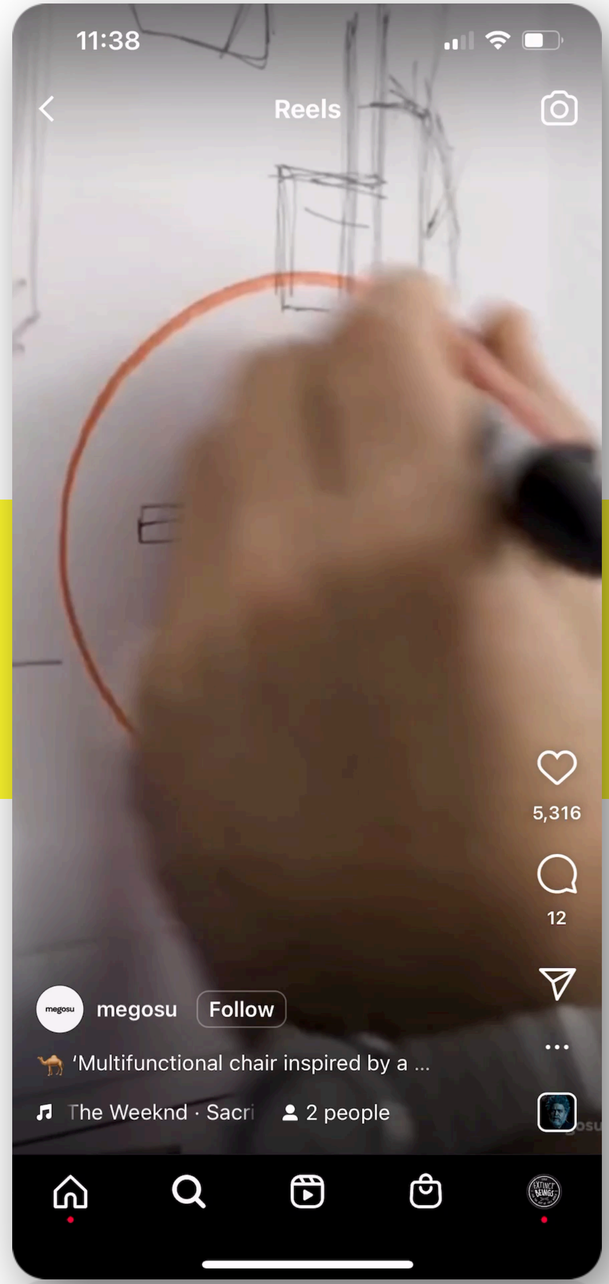

12:44
Reels
Making a wand for a harry lotter block figure.
kTok
@sketchadaydotcom
Measure and make model in Fusion 360
Off to the studio
5
sketchadaydotcom
Follow
Making a block fig. www.5050.design

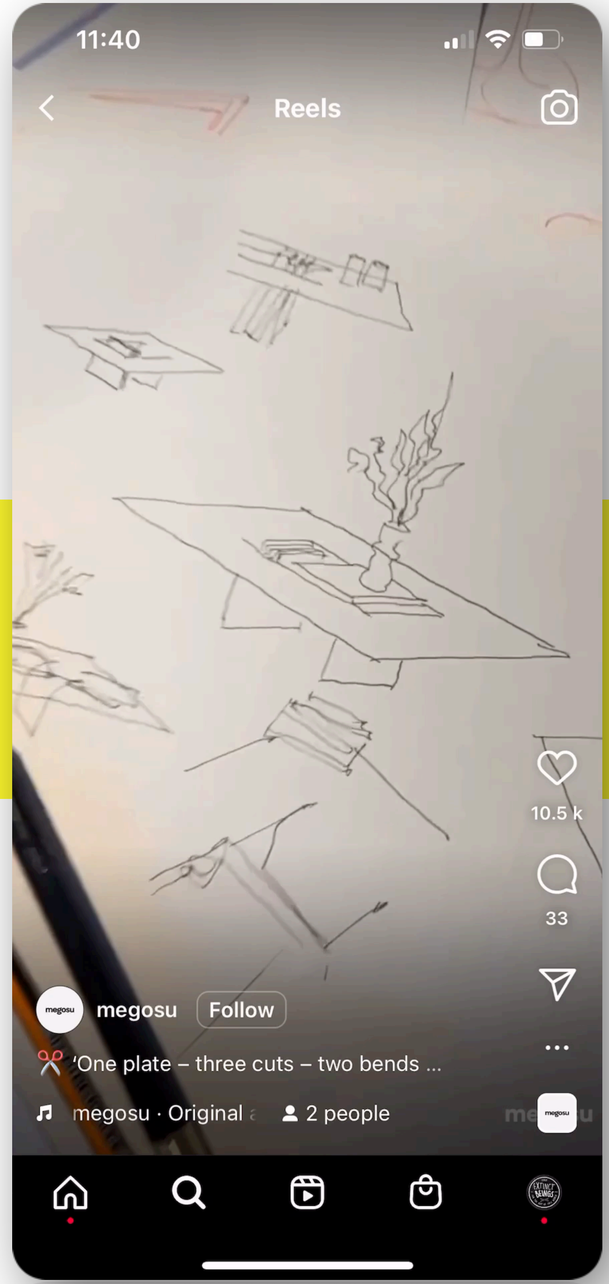

11:42
Reels
megosu
Silvan Glorie
309
6
megosu
Follow
'Designs of the future should be ...
negosu · Original au
4 people

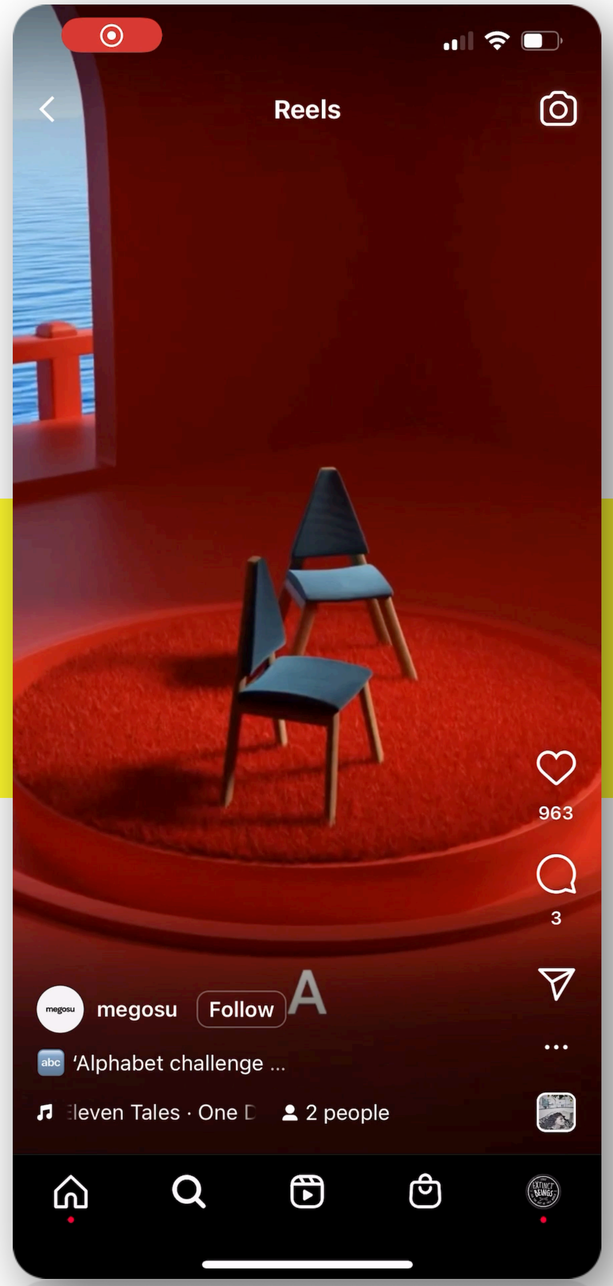

11:34
Reels
megosu
Studio Joris Wintgens
2,967
16
megosu
Follow
'What's a designers vision ...
megosu · Original
3 people

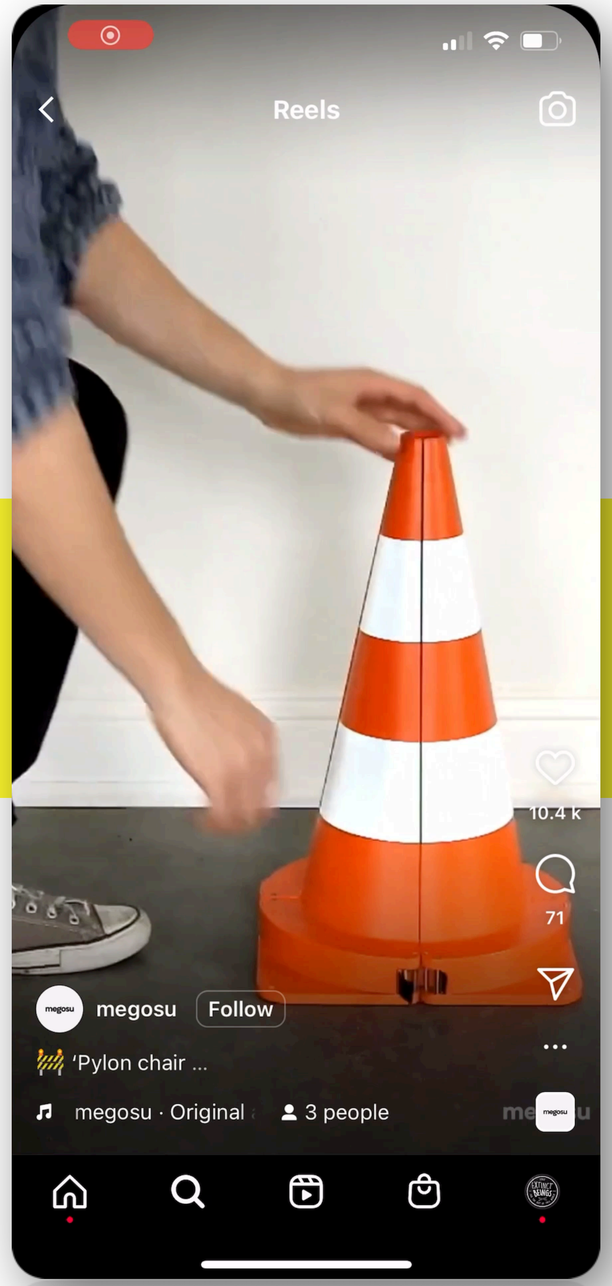

11:24
Reels
megosu
MARIEKE VAN HEESBEEN
376
4
megosu
Follow
'The road of a designer ...
megosu · Original a
3 people

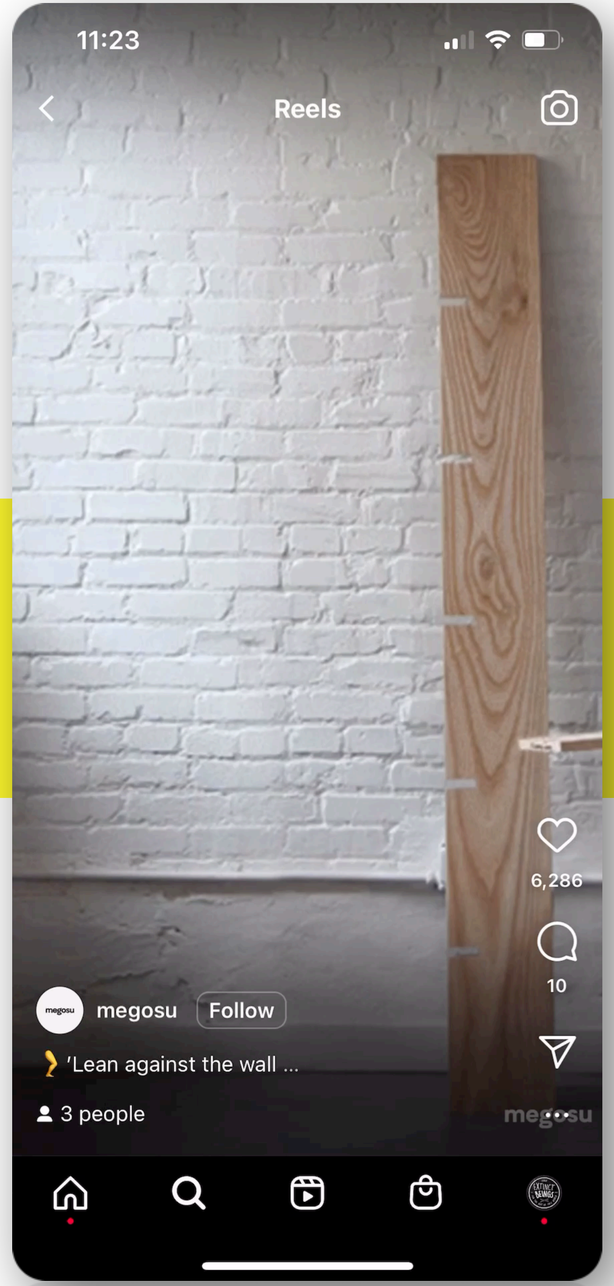

11:30
Reels
2,057
5
megosu
Follow
'Atmospheric ambience lamp ...
megosu · Original a
3 people

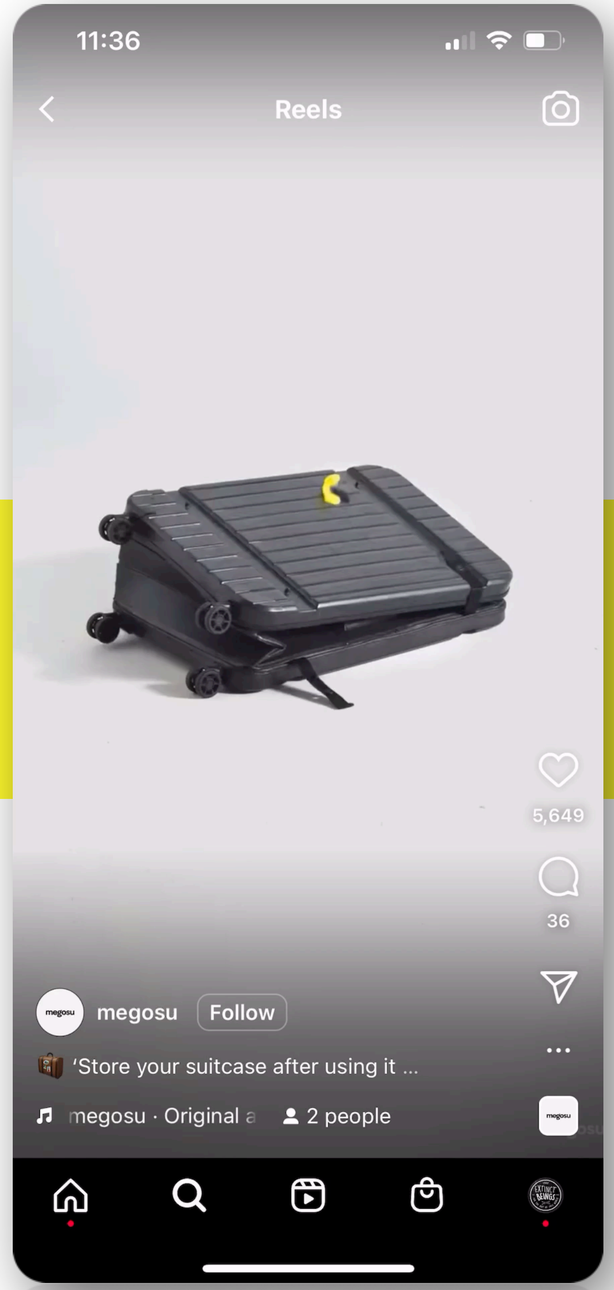

11:38
Reels
5,316
12
megosu
Follow
'Multifunctional chair inspired by a ...
The Weeknd · Sacri
2 people

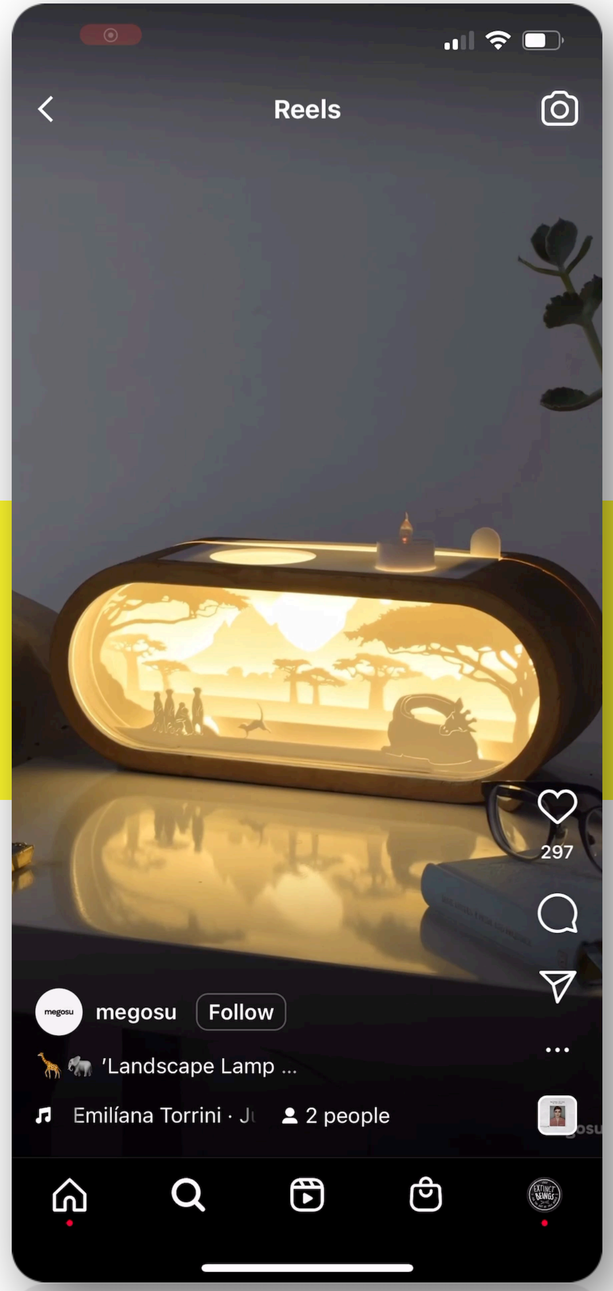

11:40
Reels
10.5 k
33
megosu
Follow
'One plate – three cuts – two bends ...
megosu · Original
2 people

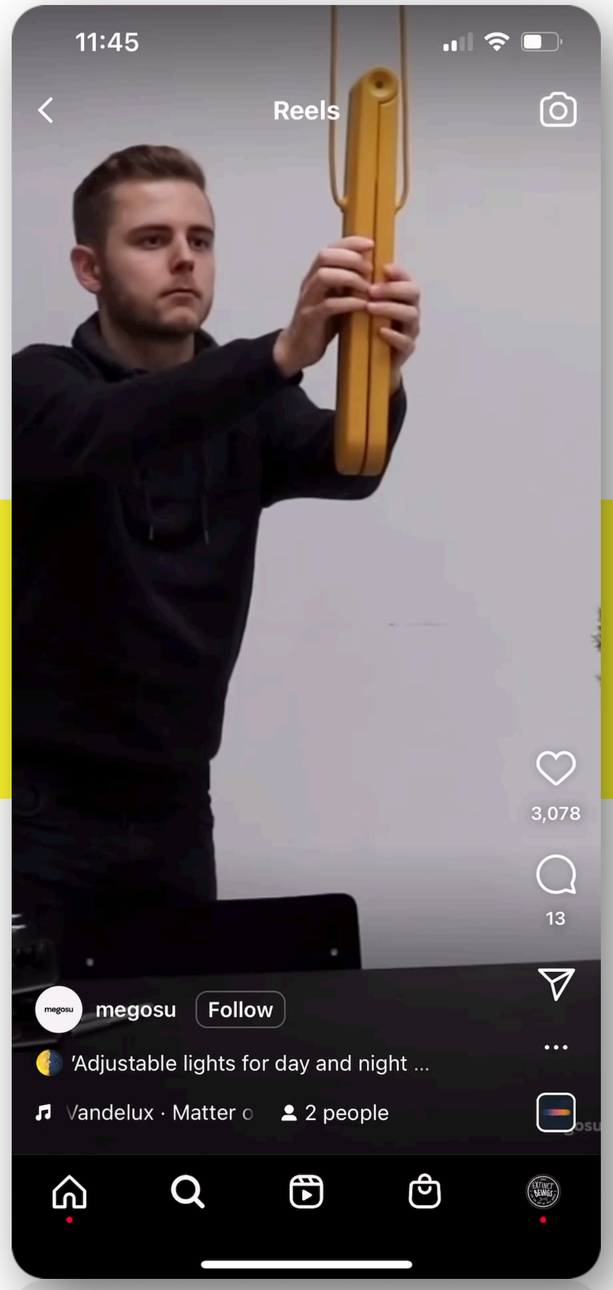

Reels
963
3
megosu
Follow
'Alphabet challenge ...
2 people


Reels
10.4 k
71
megosu
Follow
'Pylon chair ...
megosu · Original
3 people


11:23
Reels
6,286
10
megosu
Follow
'Lean against the wall ...
3 people


11:36
Reels
5,649
36
megosu
Follow
'Store your suitcase after using it ...
megosu · Original a
2 people


Reels
297
megosu
Follow
'Landscape Lamp ...
Emilíana Torrini · Ju
2 people


11:45
Reels
3,078
13
megosu
Follow
'Adjustable lights for day and night ...
Vandelux · Matter o
2 people

YOUR THEMES

1. ALL ABOUT YOU 
2. LOCATION OF STUDY 
3. SKILL-SET 
4. HAVE FUN! 