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# SHORT FORM VIDEO MARKETING

*Beginner's Guide*



*a guide from*

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# Why?

A lot of people think that creating engaging videos is only for the pros with big budgets and fancy equipment, but I'm here to tell you that's just not true.



Anyone can create a killer short form video that connects with their audience and drives real business results.

First things first, let's talk about why short form videos are so effective.

In today's fast-paced world, people have short attention spans and are constantly scrolling through their feeds.

Short form videos - usually 15 seconds to 1 minute in length - are perfect for grabbing attention and delivering a message quickly.



# Advantages

Short Form Videos also have a few other advantages that make them an excellent addition to your marketing strategy:

## EASY TO CONSUME

People don't always have the time or attention span for long-form content, but short videos are easy to watch on the go, during a break at work, or while waiting in line.

## SHAREABLE

Short videos are more likely to be shared on social media, which can increase your reach and help you gain more followers and customers.



## COST-EFFECTIVE

Short videos don't require a huge budget or production team, so they're a great way to create content on a tight budget.

## INFORMATIVE

By creating videos that show how a product works, unique features or benefits of a service, businesses can help potential customers make informed purchasing decisions in a way that is more engaging and memorable than other types of content.



# Build

## **STRONGER RELATIONSHIPS WITH YOUR AUDIENCE**

### **Trust**

Short Form Video is a highly engaging and emotive medium, and when done well, it can create a sense of intimacy and connection between the viewer and the brand. Businesses can capture attention and build trust in a way that's difficult to achieve with other types of content.



### **Showcase Brand**

Short form video can be a powerful way to showcase a brand's personality and values. This can create an emotional connection with your audience that goes beyond just the products or services you offer.



### **Stand Out**

An effective way to stand out in a crowded marketplace. With so much content available online, it can be difficult for businesses to capture attention and differentiate themselves from their competitors. Short form video can be a powerful way to break through the noise and make a lasting impression on potential customers.

How

# DO **YOU** CREATE A SUCCESSFUL SHORT FORM VIDEO?

*First off, don't be intimidated!*

It comes down to 3 steps.

**A Way to Film**  
**A Way to Edit**  
**A Plan for Both**

Remember, there are plenty of user-friendly tools and resources available, and many social media platforms have built-in features that make it easy to create compelling videos without any special skills or equipment.



# PLANNING

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## Start with a Clear Goal

Before you create any video, you need to know what you want to achieve. Are you trying to drive sales, build brand awareness, or educate your audience? Once you have a clear goal in mind, you can create a video that's tailored to that objective.

## Know Your Audience

Who are you making this video for? What are their interests and pain points? Understanding your audience will help you create a video that resonates with them and delivers value.

## Keep it Simple & Concise

Focus on one main idea or message in your video. The whole point of a short form video is to deliver a message quickly, so make sure you keep it concise and to the point. Don't overload your viewers or cram too much information into one video.

## Tell a Story

People love stories, so try to weave a narrative into your video that will keep your viewers engaged and emotionally invested. Regardless of the length.



# T N E M P I U Q E

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## Camera

You don't need fancy equipment. If you have a smart phone you're in business and can produce a high-quality video. Use rear facing camera if you can otherwise front facing will work.

## Accessories

You may want to invest in a tripod to keep your shots steady and avoid shaky footage. Other alternatives are inexpensive smartphone phone holders or mounts. Get a remote for your phone/camera.

## Lighting

Use natural light during the day & position yourself facing a window. Next level can be a basic lighting equipment, such as a ring light or softbox. Positioning your lighting slightly above & in front of you can help create a more flattering and dramatic look, while positioning it straight on can create a more even and natural look.

## Audio

Good audio quality can make or break a video, so it's important to invest in a basic microphone to capture clear sound. I recommend a lapel mic for you phone as part of your basic setup. Next level would be shotgun mic which typically goes on top of the camera.

# FILMING

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## Hook

Hook them in. Start your video with a strong hook. This will capture your audience's attention and make them want to keep watching.

## Visually Appealing

Use high-quality visuals, including images, video clips, and animations. These attention-grabbing visuals can be bright colors, bold text, or eye-catching animations to capture your audience's attention.

## Call to Action

Every video should have a clear call to action that tells your viewers what you want them to do next. Always include a CTA at the end of your video, whether it's to visit your website, subscribe to your channel, or buy your product.

## Other Items

Location! Make sure it's quiet and not distracting for your viewer. Film on your phone not in your social media account. Check your background and make sure it not messy. Film vertically and Frame your shot by filling the frame. Look into the lens. And don't forget to SMILE 😊



# EDITING

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## Software

Lot's of options paid and free. Premiere Pro, Capcut, OpenShot, Filmora, Davinci to name a few. Try out the trial version to see what works best for you. Then get to know the software well.

## First Pass

Import & then add your video to the timeline. Do a quick scan of your footage. Remove as much as possible. If you're not sure leave it in. Create a duplicate copy of your timeline or project (depending on your software) as a backup.

## Create Your Story

Reposition clips if needed. Remove any wasted space: filler words, long pauses, um's and ahhs. Add in text (Titles), graphics, stickers, animations or supporting video (B-Roll). Then add video effects or transitions. Check volume on your audio and add sound effects. Add Captions, since many viewers watch videos without sound

## Export

Export you video and make sure to review it. Check your video for any errors or issues: Before you upload your video, take some time to watch it through and ensure that there are no technical issues, such as audio or video glitches, and that everything looks and sounds as intended.

# 5 NEXT STEPS

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## Upload

Go ahead & upload it! Write a compelling title & description that accurately represents your video & encourages people to watch it. Use keywords & descriptive language to help your video be discovered & engage your target audience.

## Video SEO

Creating great videos is only half the battle - you also need to make sure they're discoverable online. Include Video SEO (such as optimizing meta data, video titles, descriptions, and tags) can help increase your video's visibility and reach.

## Cover Photo

Create custom thumbnails. A visually appealing thumbnail/cover photo can help attract viewers to your video and encourage them to click and watch. Take time to design a thumbnail that accurately represents your video and is eye-catching and stops the scroll.

## Export

Export you video and make sure to review it. Check your video for any errors or issues: Before you upload your video, take some time to watch it through and ensure that there are no technical issues, such as audio or video glitches, and that everything looks and sounds as intended.





# DON'T FORGET

## Promote

Promote your video: Once you've created your video, don't just sit back and wait for people to find it. Promote it on social media, email newsletters, and other marketing channels to get more eyes on your content.



## Monitor

Monitor comments and engagement: Once your video is uploaded, be sure to monitor comments and engagement to see how people are responding to your video. Respond to comments and engage with your audience to build a relationship and foster a community around your content



## Analyze

Of course, it's also important to measure your success and continually refine your approach. That's why it's crucial to track key metrics such as views, engagement, and conversions, and to experiment with different approaches and strategies to see what works best for your audience.

# What Now?

## ONGOING

### Study

You can learn a lot by studying examples of successful short form videos created by everyday people and small businesses. By breaking down the elements that make these videos work (such as great visuals, engaging storytelling, and a clear call to action), you can start to hone your own video creation skills.



### Practice

And remember, practice makes perfect! Keep experimenting with different formats and styles until you find what works best for your brand. Take the time to practice filming and editing techniques, such as lighting, composition, transitions, and sound.



### Stay Up to Date

Follow industry leaders and stay up-to-date on the latest trends and best practices in short form video marketing. This will help you stay ahead of the curve and create more effective videos.



# *Recap* **THE PROCESS**

**The process for short form video marketing can be broken down into five simple steps:**

- **PLAN**
- **FILM**
- **EDIT**
- **PUBLISH**
- **ANALYZE**
- **REPEAT**

First, you need to plan out your video content by figuring out what you want to talk about and how you want to present it.

Next, grab your camera (even your phone will do) and start filming your footage. Don't worry about it being perfect - you can always edit it later.

Once you have your footage, it's time to edit. Use some video editing software to add some flair to your footage, like some cool music or some effects.

Once you're happy with your video, it's time to share it with the world. Publish it on your website, social media platforms, or wherever you think your audience is hanging out.

Lastly, keep an eye on your video's performance. Use some analytics tools to see how well it's doing and if there are any areas you can improve.

And that's it - rinse and repeat! Make sure to practice and experiment.

# Contact



## SHORT FORM VIDEO MARKETING

Need help? Get in touch:  
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