



Sensory Branding VideoGuide®

9 MUST-HAVES
THAT MAKE YOUR
SOCIAL VIDEO
SUCCESSFUL.





PROBLEM:

You constantly need video content for social media, but the audience doesn't respond to your video posts?

SOLUTION:

This free video guide explains all the important features that social video should have for your success.



01

Offer value

Make sure your video's style and look are engaging. Keep the narrative as concise as possible.

> Offer viewers something in return for their time.



© SENSORY BRANDING



02

Mobile First

When producing your videos, remember the MOBILE FIRST mantra.

> Videos are most often viewed on mobile phones.

03 Find your Key Visual

It is important to get the viewer to take an action that will lead him/her to your brand ('call to action'). Incorporate the call to action.



© SENSORY BRANDING



04

Visualise Sensuality

Highlight moments of raw emotion the way only moving images can capture them.

05

Adapt your idea to the platform.

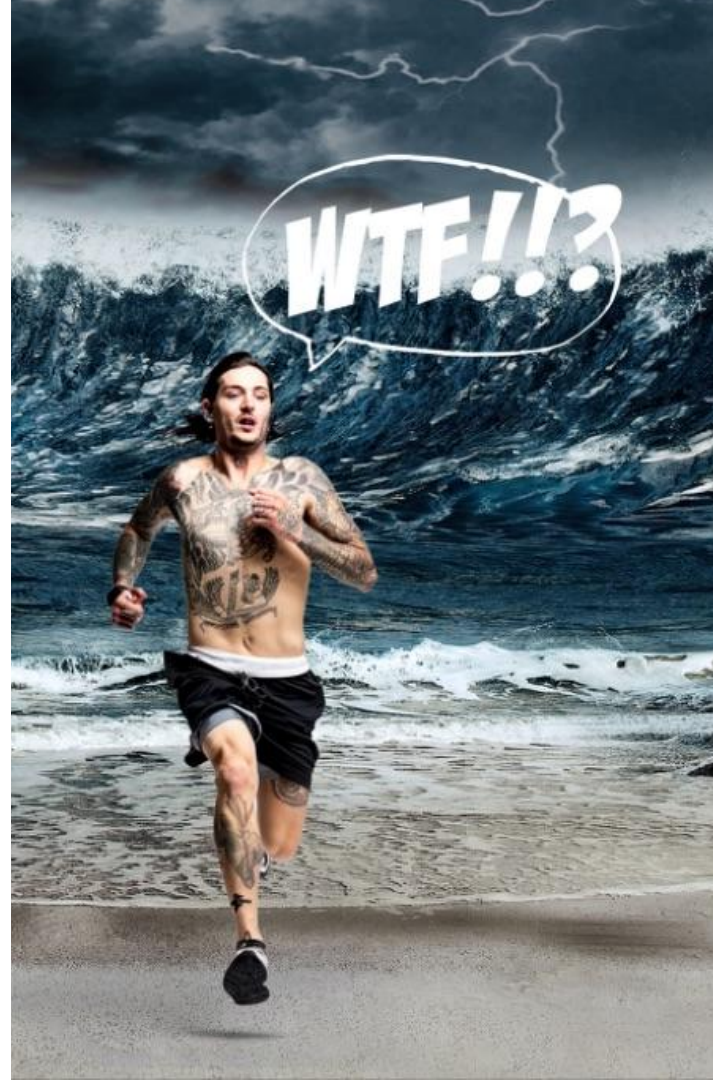
A strong ROI in video advertising depends on the correct placement of compelling content.

© SENSORY BRANDING



06 Client based Messages

In each video, make sure the viewer knows how the brand will positively impact their life and why they need it.





07

User-sourced Content

Bitte Personen um Erlaubnis, deren Social Inhalte in deinem Videomarketing zu verwenden. Das Ergebnis: höhere Klickraten, weil der Inhalt für Zuschauer authentisch wirkt.



08

Find your authentic voice.

We are currently witnessing the end of the “authority voice”.

Professional speakers have lost out to authentic user voices in marketing.

09

Check: Silent Movie Test

Show someone the first five seconds of
your video without sound.
Does it make them want to watch the full
version?

© SENSORY BRANDING



Thank You for your time !

Responsible author: Michael Hawk c/o HeySensory

studio@heysensory.de

Jupiterstrasse 40 27356 Rotenburg

