



## 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.

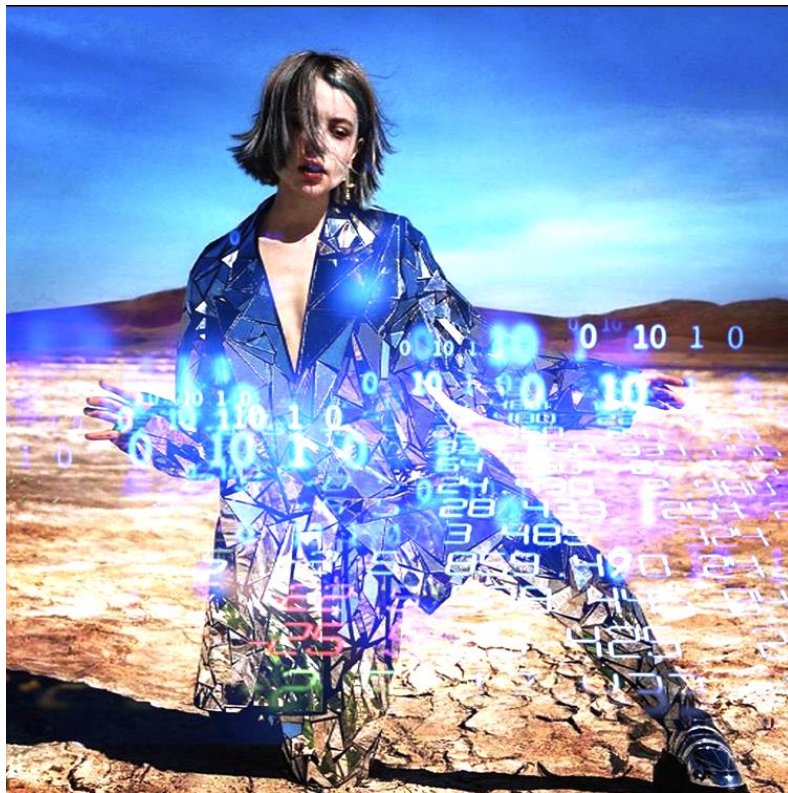


01

## 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.



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## 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.



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## 04

# Visualise Sensuality

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

# 05

## Adapt your idea to the platform.

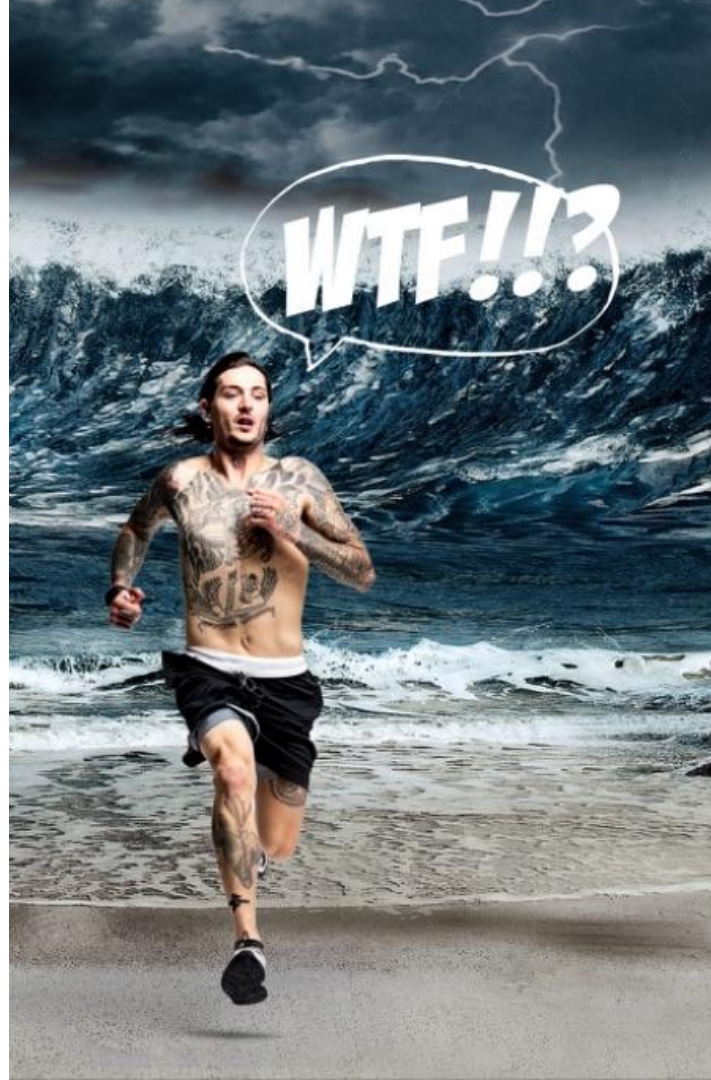
A strong ROI in video advertising depends on the correct placement of compelling content.

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## 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?

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