

Get Started with Short-Form Videos for Social Media

How to Create Quick Clips that Build Your Brand and Drive Customer Engagement



Student Course Book

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Introduction

Capturing your audience's attention on social media and leaving a lasting impression has never been more crucial for entrepreneurs and small business owners. Social media platforms are saturated with content, but by recording and publishing short videos, you can cut through the noise and build an engaged audience who will buy your products and services.

People spend time daily scrolling through video shorts on social media for entertainment, to find local restaurants, or to learn and be inspired. They're a cornerstone of social media marketing.

Your mission is to grab your viewers' attention with a compelling video that's too good to scroll past. Whether it's a snippet showcasing a product's features, a sneak peek into your company culture, or a handy "tips and tricks" recording, you can make a big splash without a lot of time, effort, or fancy tech.

The short-form videos you'll create last up to 60 seconds, with some only 15 seconds long. Their bite-sized nature appeals to today's consumers with their shortened attention spans.

By condensing your message into less than a minute, you can leverage your social media presence by engaging with your audience, boosting your brand visibility, and expanding your reach.

However, a well-made short-form video isn't a standalone asset. It's integral to your social media marketing strategy and needs careful preparation, even for something as short as 15 seconds! And being cost-effective compared to other marketing techniques, short videos increase your return on investment.

In this course, you'll learn how to create and use short-form videos on social media to communicate effectively with your audience throughout their

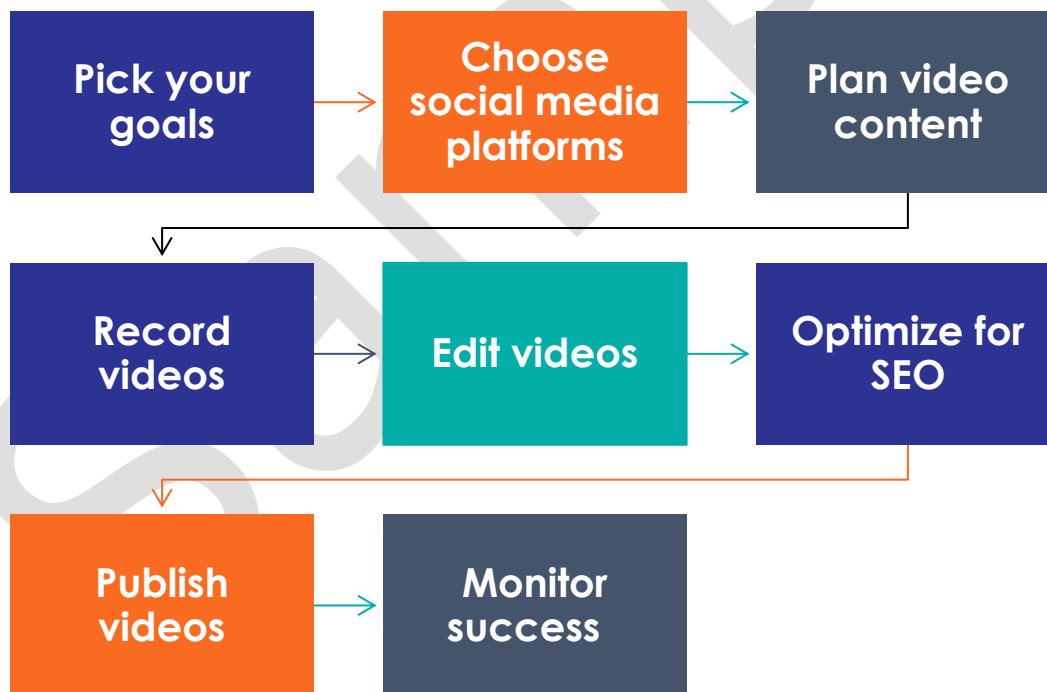
journey as a customer. Your videos will provide users with content they can consume quickly and which will make your brand memorable.

But you won't just be learning about strategy. You'll also practice recording, editing, and polishing videos.

By the end of the course, **you'll have created your first three short-form videos and published them on your audience's preferred social media platforms.**

Then you can start watching your visibility and engagement climb higher, gradually bringing in new customers and clients!

Here is your roadmap through the course:



Main Course Outcome: You'll start immediately publishing short-form videos to build a more engaged audience, widen your visibility, and attract new customers.

By the time you complete this course, you'll be able to:

- Recognize the role of short-form video when marketing on social media and identify the most suitable platforms for reaching your audience.
- Plan the content of your short-form videos, considering aspects like audience appeal, video topics, and the key message of each video.
- Follow a clear video production process, including choosing the tech you need, setting up and recording, and editing your three shorts.
- Optimize your videos for SEO and prepare them for publishing, ensuring they reach the maximum possible audience and engage viewers effectively.
- Publish your short-form videos on your chosen social media platforms and promote them for broader reach.
- Pick your key performance metrics for short-form videos and use the insights to adjust and improve future video content strategies.

This course is broken down into 7 major modules and individual lessons to take you step-by-step through creating and using short-form videos. You will use them to connect with your audience on social media and build business relationships.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Sample

Module 1 - Where to Use Short-Form Video in Your Business

In this first module, you'll explore how short-form videos can enhance your social media marketing strategy. Plus, you'll learn how to sync your content with where your target audience is at in their customer journey. You'll also identify the most suitable social media platforms for posting your videos to where your prospects are watching.

- **Lesson 1: Pick Your Goals for Using Short-Form Video**
- **Lesson 2: Choose the Perfect Platforms for Audience Visibility**

Lesson 1: Pick Your Goals for Using Short-Form Video

Business Benefits of Short-Form Video

Short videos (or “shorts”) have key characteristics that directly benefit your business.

Short videos are:



- **Attention-grabbing.** Short videos are an effective way to grab your audience's attention quickly and keep them engaged.
- **Highly shareable.** Short videos are perfect for sharing on social media. Consumers love to share content they find interesting or entertaining.
- **Easy to consume.** Short videos are easily accessible on all devices and deliver a message quickly and efficiently.

ATTENTION:

This is only an excerpt from our full course **Get Started with Short-Form Videos for Social Media**. The full, customizable course contains 7 major modules including lessons and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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