



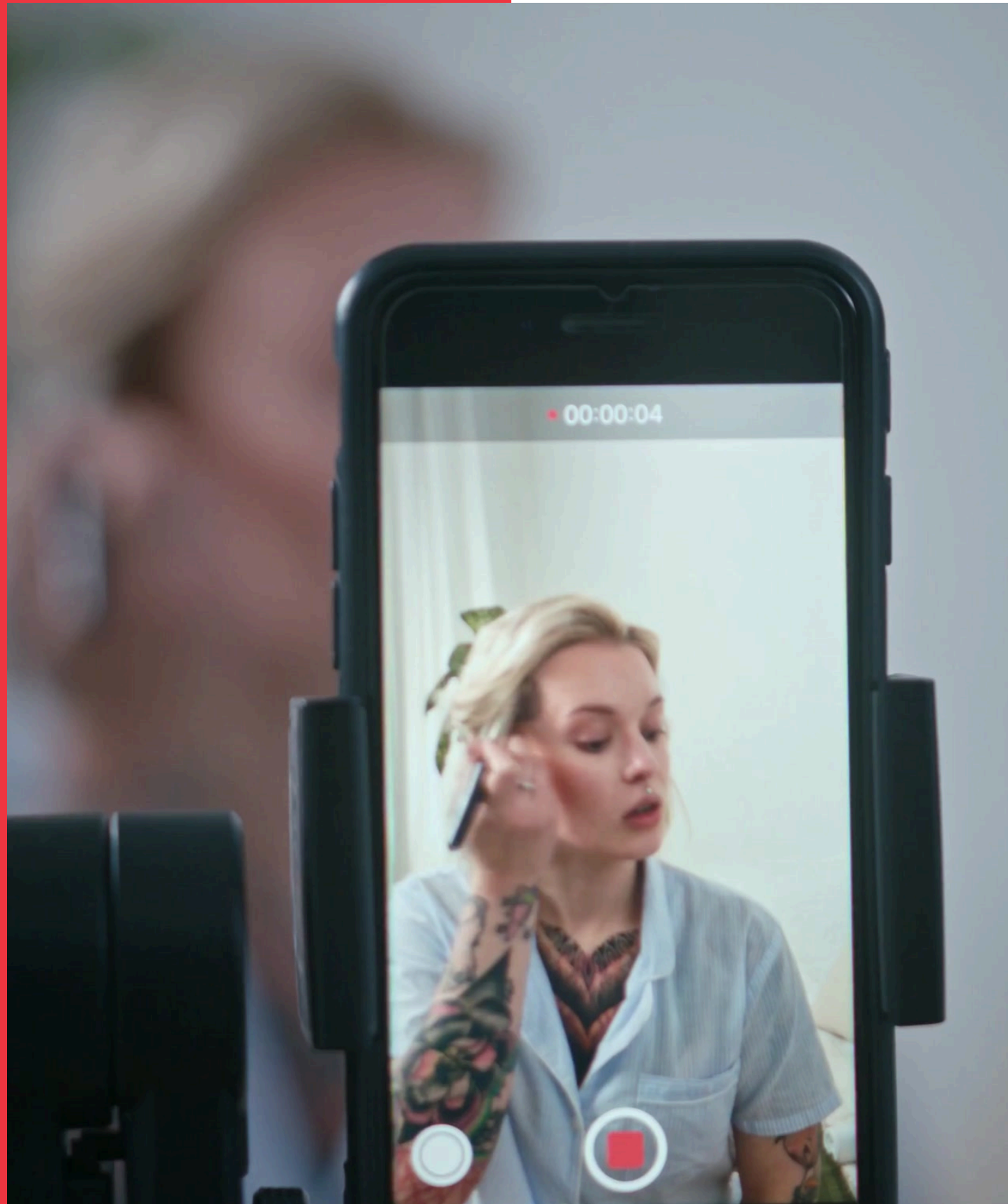
**Cyber PR Army**  
**Solutions** INC.



# Video Marketing Techniques and Platforms

Ready to  
dive into  
**VIDEO**  
**MARKETING?**





Video marketing emerged as a potent tool for businesses and has shown it is **more than a passing trend**. It is eye-catching, engaging and can captivate your audience.



Video is a compelling medium to convey your brand message and connect with your audience. The trick is to tailor your video length and format to the platform it is for and maximizing the impact of your efforts.





Let's talk live streaming.

Live streaming creates a great connection with your audience.

# IF YOU HAVE A GOOD FOLLOWING, TRY LIVE STREAMING FOR:



**Product launches**



**Behind-the-scenes  
glimpses**

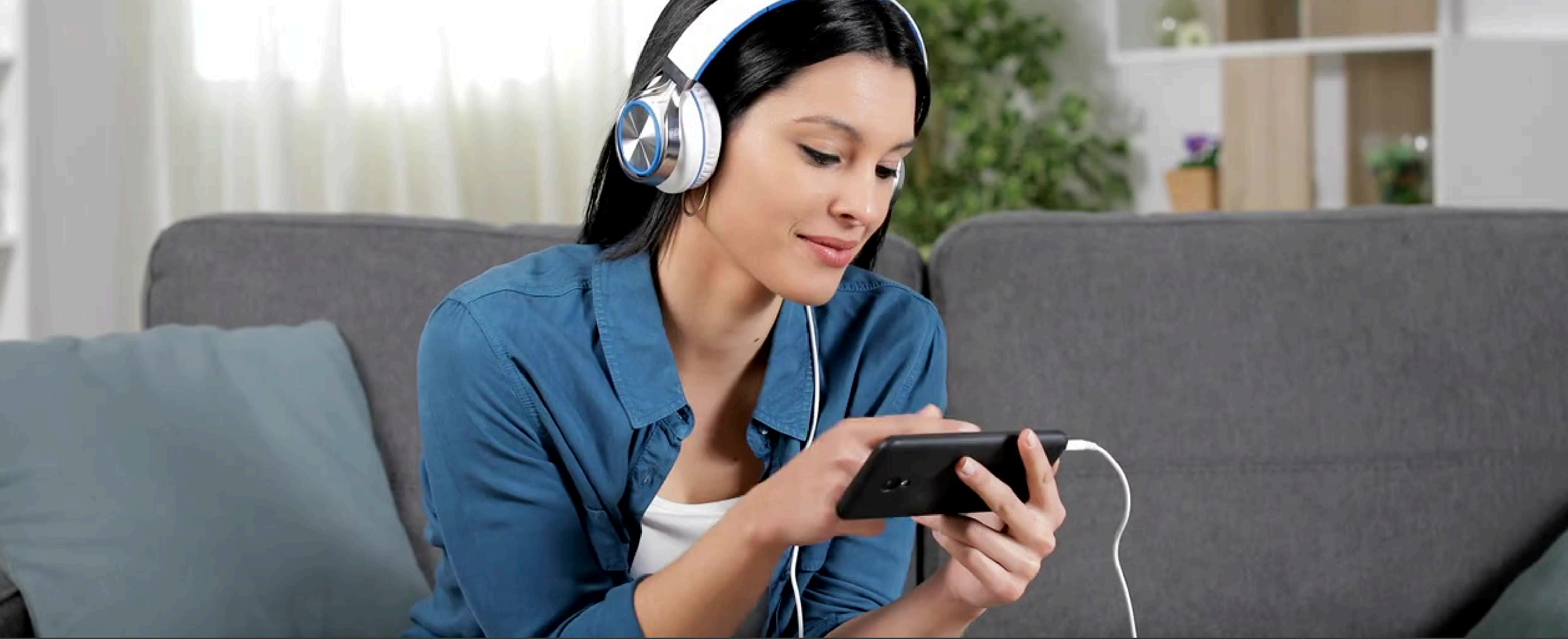


**Q&A sessions**



**Interactive events  
and webinars**

If you are live streaming regularly, you'll start to build a sense of community with your audience.



Video has SEO too!



Just as with written content, video has SEO strategies which you'll need to adopt to maximize your visibility and ranking. These strategies include:



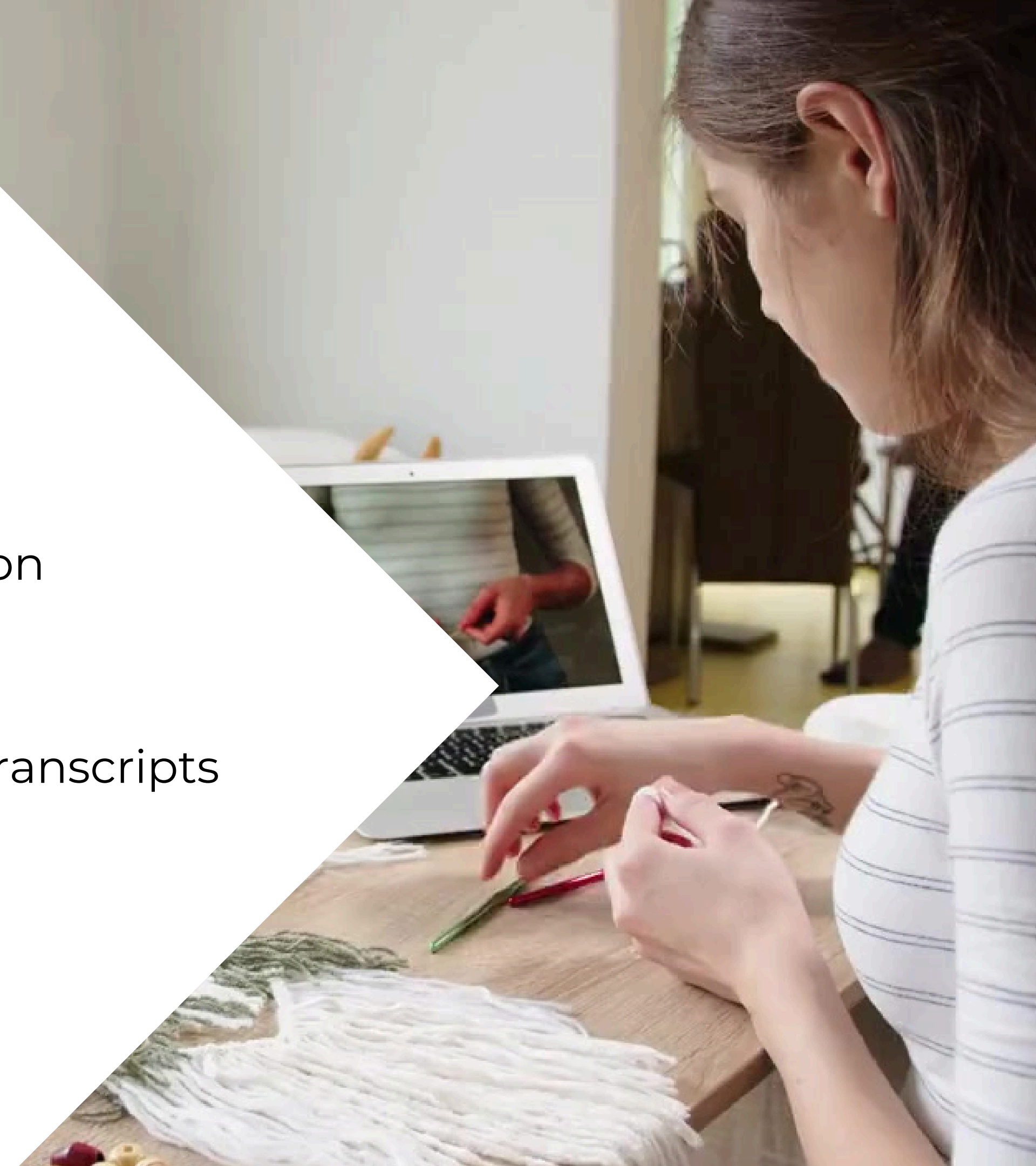
Keyword research & optimization



Enabling closed captions and transcripts



Optimizing for YouTube and Google search





Every platform is different,  
so consider where your video is going.

You will want to tailor your video length and format depending on the platforms you intend to put it out on.

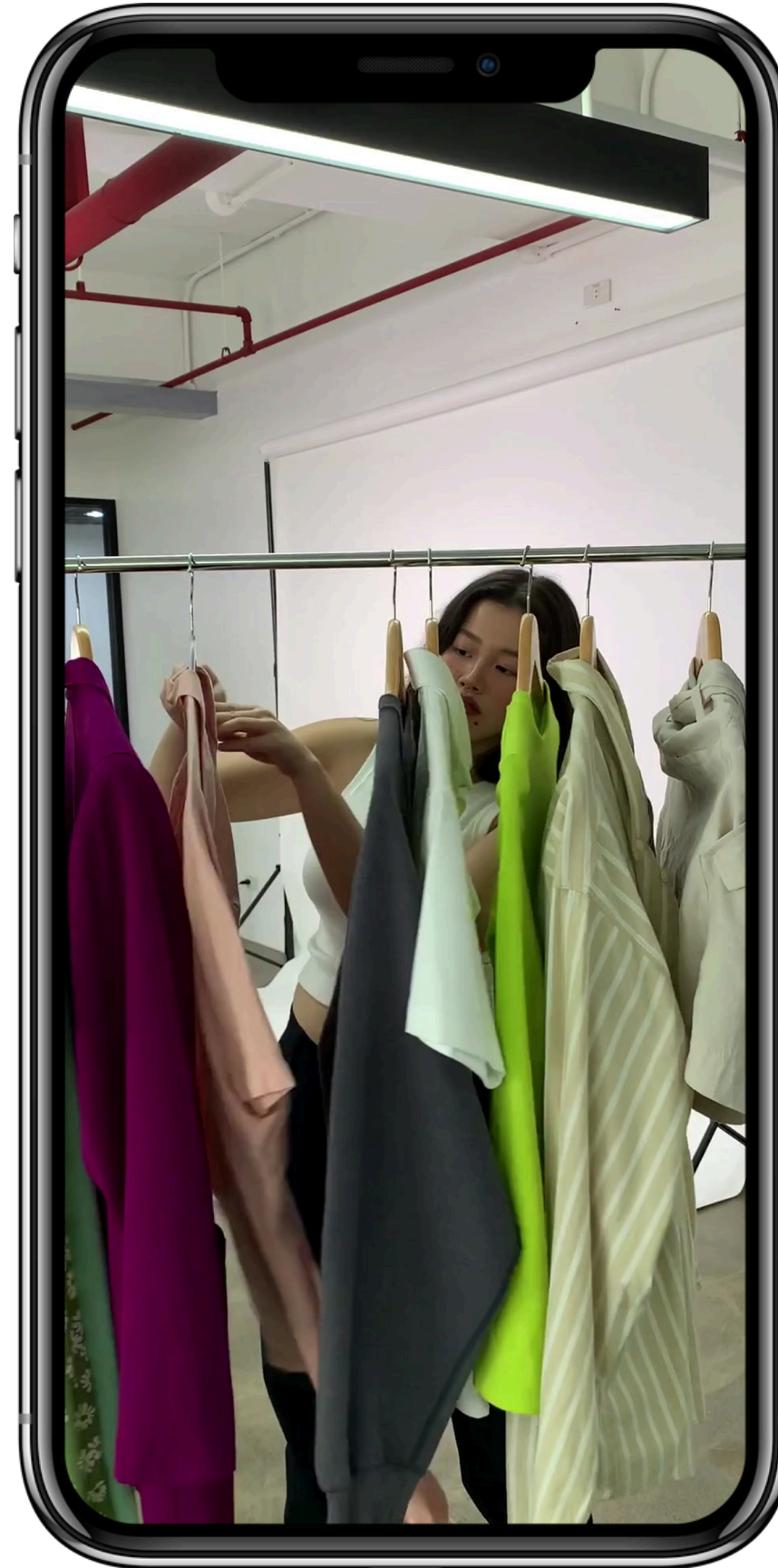






## FACEBOOK:

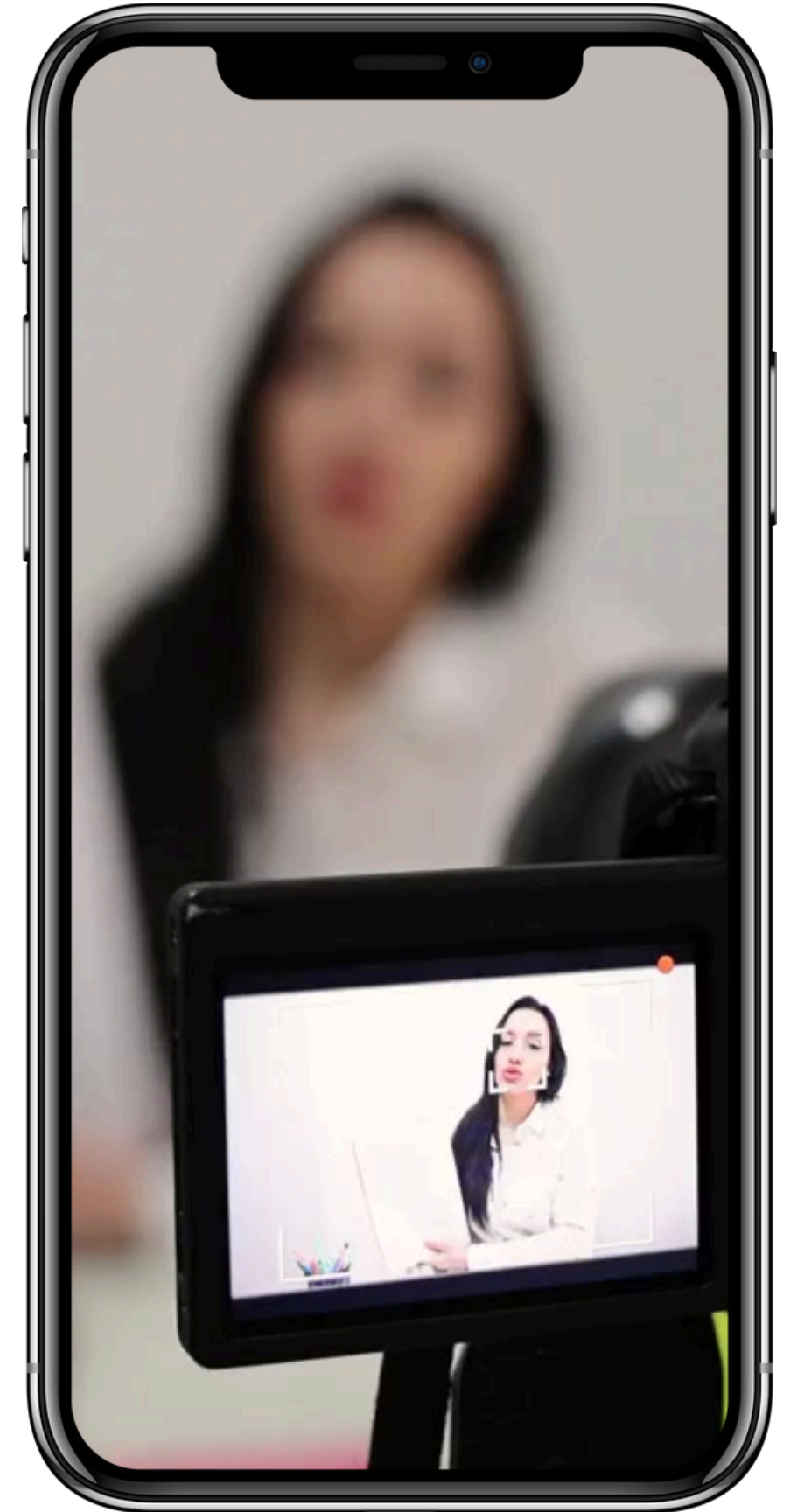
Shorter videos (15-60 secs) with square or vertical formats tend to perform well.





## **INSTAGRAM:**

With IGTV for longer-form content, Instagram Stories and Reels are best suited for short, engaging videos (15-30 secs) in vertical format, while IGTV is up to 15 mins for most accounts.







## **LINKEDIN:**

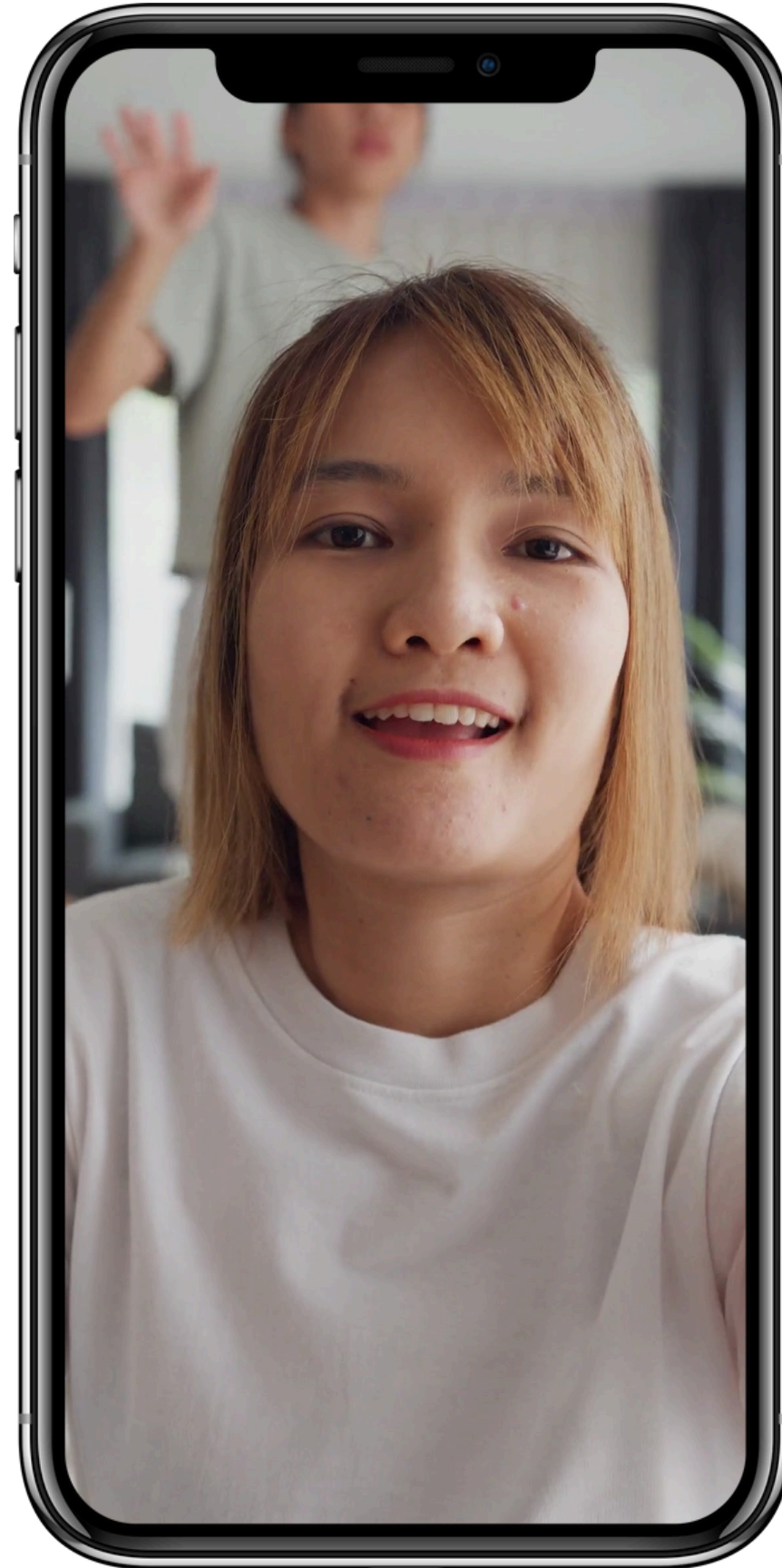
Professional and informative content performs well on LinkedIn, with optimal video lengths ranging from 30 secs to 5 mins, presented in a horizontal format.

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## TIKTOK:

Short videos (15-60 secs) in vertical format.



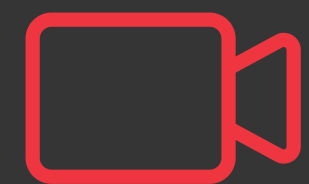




## **YOUTUBE:**

Anything from short-form to long-form videos and live streams, with horizontal formats and a strong emphasis on storytelling and value-driven content.

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So where should you put your video?

There are two things to factor in here:

- **Who is it for?** Wherever your audience is, that's where you need to post.
- **What format will the video work best in?** Keep the length and format organic to the content.





Storytelling forms the heart of compelling video content so don't be afraid to create craft narratives that resonate with your brand values and the aspirations and feelings of your target audience.



A close-up photograph of a person's hands in a white shirt and tie. The person is pointing with their right hand towards a smartphone lying on a desk. The smartphone screen displays various colorful charts and graphs. To the right of the phone, the person's left hand holds a black pen, poised to write on a document that also features charts. A pair of glasses is visible in the bottom right corner. The background is blurred, showing a desk with papers.

Like everything else,  
you need to measure if it's working...



Any platform you add your video to should let you access video analytics to measure the performance of video content. If you don't have metrics available, check that you have a business account.

# THINGS TO TRACK:



View counts



Engagement  
rates



Click-through  
rates



Subscriber  
rates

Leveraging video marketing will help your brand stand out from the crowd, and it's great fun to do too!







It's time to harness the power of video! Drive brand awareness and make an impact you can be proud of.

