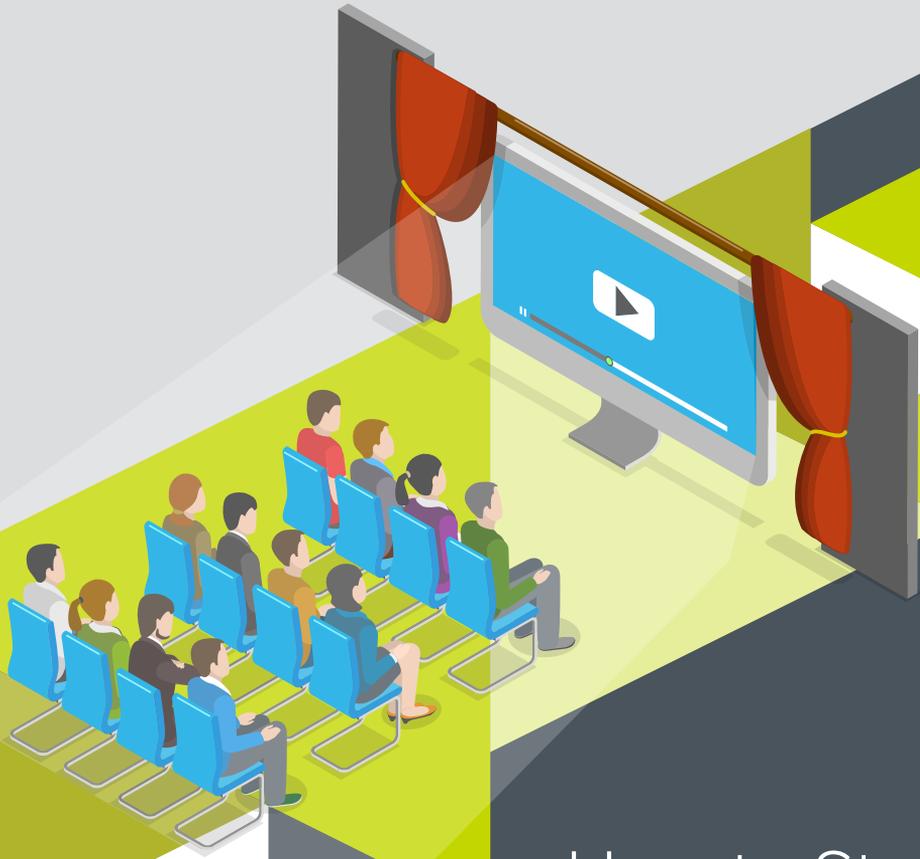


A JIVE EBOOK

Lights, Camera, Action!



How to Start a
Facebook Video
Campaign for SMBs



IS YOUR SMB READY FOR VIDEO MARKETING?

*“1 out of 4 marketers and SMB owners feel behind on video making”
—Animoto¹*

Are you one of these marketers and/or business owners that feels behind in video making? You're not alone. A good number of marketers view video as a pipe dream. Between the cost, the time, and the expertise required, you may not feel you possess the budget or resources necessary to create a marketing video.

Don't worry!

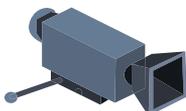
This ebook will help you take your first steps toward creating a video marketing campaign for Facebook.

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LIGHTS . . .

If you need to convince yourself or your boss that video marketing is worth the money and time, this section will convert you to the importance of video in marketing. But why is this ebook focusing on Facebook? While you should utilize the raw footage from your Facebook videos for other social mediums, like Youtube, we explain why Facebook is the best platform to begin your video campaign.

VIDEO IS THE FUTURE

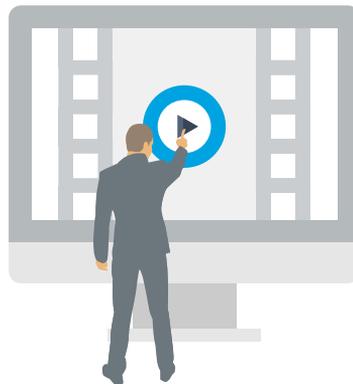
For the past ten years Facebook made itself a necessity in all SMB marketing campaigns by creating the business page. Today, if you want Facebook to continue to be an influential tool in your marketing arsenal, you need more than a business page. You need to jump on the video bandwagon.

Quickly.

“Online videos will account for more than 80% of all consumer internet traffic by 2020”

— Cisco²

Thought leaders know that video is the internet's future. Mark Zuckerberg told the public his video-centered vision in a BuzzFeed article: “I wouldn’t be surprised if you fast-forward five years and most of the content that people see on Facebook and are sharing on a day-to-day basis is video.”³ And thought leaders, like Zuckerberg, are bolstering this vision by creating algorithms that reward original video content—especially SMBs.



“We’re entering the new age of video.”

— Mark Zuckerberg

VIDEO IS THE MARKETING FUTURE



If this new adventure into video marketing is unfamiliar, just remember that it's worth it. Animoto in 2016 and 2017 surveyed thousands of professional marketers, SMB owners, and consumers to provide persuasive statistics that video is the future for marketing.



“76.5% of professional marketers and SMB owners that have used video marketing say it has had a direct impact on their business.”

—Animoto 2016⁴



“64% of consumers say watching a marketing video on Facebook has influenced a purchase decision in the past month.”

—Animoto 2017⁵



“500 million people are watching Facebook videos every day.”

—Hubspot 2017⁶

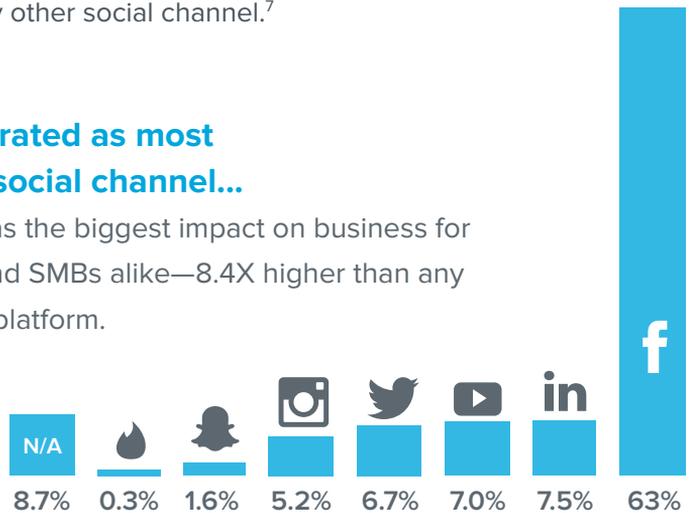
If you're still on the fence, check out Hubspot's [persuasive infographics](#) that video is the future.

FACEBOOK IS THE MEDIUM

Focus your video marketing efforts on Facebook. In the same survey by Animoto in 2016, they found that Facebook is—without a doubt—the best social medium to share video marketing. Facebook is a staggering 8.4x more effective than any other social channel.⁷

Facebook rated as most impactful social channel...

Facebook has the biggest impact on business for marketers and SMBs alike—8.4X higher than any other social platform.



and easiest for gauging success.

When asked what platform makes it easiest to determine the overall success of social media efforts, the majority of SMB owners and marketers chose Facebook.



Yet Animoto’s 2017 survey of marketers producing video illustrates a shift in Facebook’s 2016 dominance to a tighter race—especially with YouTube. With a narrowing gap in engagement, purchases, and views between Facebook and YouTube, marketers focus on multiple social platforms.⁸

▶ SO WHAT ABOUT YOUTUBE?

Articles dramatize the battle between Facebook and YouTube for video content, but in truth a successful video campaign must include both platforms. As an WireBuzz article spells out, Facebook and YouTube are so different that you shouldn’t be fooled into thinking it’s an either-or marketing conundrum.⁹ You will need both.



FACEBOOK FIRST, THEN YOUTUBE

This e-book focuses on Facebook because it works for beginning a video marketing campaign.



Facebook “prefers shorter videos,” and as you are new to creating video content, five or more minutes videos, the length YouTube prefers, are frankly overwhelming and daunting.¹⁰



Facebook favors promotional videos. This fact, plus the billions of scrawling viewers—not search engine powered viewers like YouTube—creates the most dramatic results for a brand awareness campaign. And a brand awareness is generally a good place to start for many SMBs.

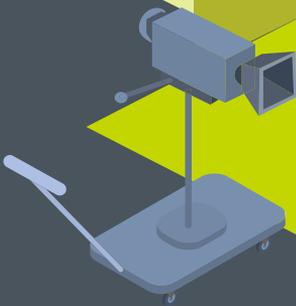


Facebook provides more immediate results. YouTube is best for the long game and Facebook is best for the short game. Because you’re beginning your video marketing campaign, you will need immediate and significant results to convince your company to seriously invest in the future of video marketing.

So start with Facebook. Your Facebook campaign will dazzle and illustrate the immediate power of video marketing so you’re awarded more funds for video. After this ebook, invest the new video marketing budget for Facebook and YouTube.

Not to mention that these three videos will provide content that you can reappropriate and integrate into future YouTube videos.





CAMERA . . .

Before you begin filming, you must know your audience and the right video genres to get the ball rolling. We've outlined three key video genres for your marketing campaign. While you can do just one of these three video genres, we recommend doing the combination of the three videos for the strongest results.

The combination of these three videos gives your campaign a solid foundation, diversity to keep your audience engaged, and experience with the different resources to create video content.

KNOW YOUR FACEBOOK AUDIENCE

As with any marketing campaign, you must know your audience. Here is what you need to know about your facebook video viewers.



HORIZONTAL



SQUARE



VERTICAL

SILENT-FRIENDLY

How often do you watch videos on facebook with the sound enabled? Not very often. This is perhaps the most important fact to know about your audience: **85% of facebook viewers watch videos with the sound off.**¹¹ So the takeaway? You need your film to be silent-friendly.

MOBILE-FRIENDLY

“75% of [the 4 billion daily video views on Facebook] happen on mobile devices.”¹²

If the majority of viewers watch Facebook video from their cell phone, you must consider a format that works best for mobile screens. With Facebook videos, use a vertical video!¹³



Think about scrolling through your facebook feed. Would the first three seconds of your video make you click or scroll?

EYE-CATCHING BEGINNING

Facebook tells SMBs to “focus on quality from the first frame”. Because “videos auto-play silently in feed, you should lead with imagery that will catch a person’s eye from the very beginning.”¹⁴

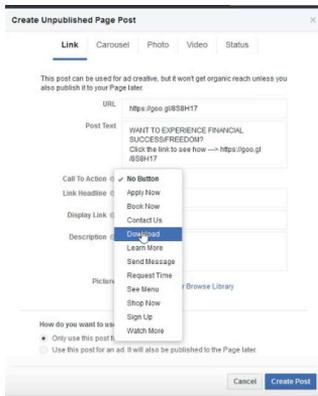
The first three seconds of a Facebook video are crucial. Facebook awards your video a “view” when someone watches three seconds of your video, and the more views your video accrues, especially during the first hour, the more the Facebook algorithm will reward your video. So make sure that the first three seconds of your video are compelling.



TEXT

If 85% of your audience watch your video on silent,, important information must be communicated via text and include video captions. Remember that your audience watches videos primarily on their cellphone, so make sure the text is big enough to be read on a smaller screen.

You don’t have to revert to the silent film era by switching between action frames and script frames. We recommend relying on text overlay to keep an engaging pace.



CALL-TO-ACTION

A few years ago Facebook included a handy feature in the uploading process to create a CTA slide at the end of videos. But in 2016, Facebook scrapped this CTA feature¹⁷. While the feature is no more, Facebook still strongly encourages video content to “engage viewers by adding a video call-to-action.”¹⁸

“Invite people to visit a destination of your choice after viewing your video on Facebook, such as a website, where they can learn more, watch more, or purchase something”²⁰

—Facebook

There are a few ways to include the CTA into the beginning, middle, or end of your video. Include your call-to-action in your description and some recommend mentioning the CTA with text overlay at an opportune moment in the middle of the video. Many recommend “a text overlay or a static image with a CTA and let the video play for a few seconds after the actual content.”¹⁹

Not familiar with the term call-to-action? Think of a call-to-action as inviting people to take the next step with your company. Use energizing imperatives like, watch more, shop now, learn more, sign up, visit our website, etc.



ANIMATION EXPLAINER VIDEO

Price: \$350.00-\$1,500.00

You can use software to create your own animation video, but we recommend hiring a company to make the process quicker, cheaper, and easier.

Purpose:

An explainer video is a short (30-90 second) video that introduces and explains your business.

Think problem and solution—this video must illustrate a problem that your target audience experiences and demonstrate how your product or service solves that problem.

Marketing Advantage:

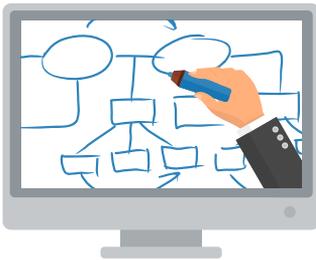
Forbes enumerates a list why explainer videos are the perfect foundation for a video campaign: explainer videos allow creativity, are multifunctional, approachable, impact old and new customers, and demonstrate personality.²¹

The advantages of an animation video is that it's cost-effective and it's a unique way to incorporate film into your video campaign. It grabs your attention, and they're fun, which is perfect for a Facebook audience.



How do you find and hire an animation company?

Ask for recommendations. Google. Narrow your choices through price comparison, body of work, and style.



What are the different styles of animation available?

Whiteboard Animation
Motion Graphics
2D Animation
3D Animation
Stop Motion Animation

We found [this source](#) useful to familiarize yourself with the different kinds of animation and the pros and cons of each style within a marketing video context.

What do you need before you hire an animator?

Most animation companies provide the option of writing a script or using a company-written script. While the script is an optional service, we recommend always having a digital file of your logo, a written explanation of what your business provides, and a strongly worded call-to-action.

We also recommend sharing inspiration videos with the animation company to illustrate style and expectations.

PRODUCT VIDEO

Price: \$3,500.00-\$7,500.00

When interviewing Jive’s own videographer, Stephen Durr, a UNLV graduate in film, he recommended hiring a professional to shot your product video. Poor film quality will undercut the quality of your product, and that sort of defeats the whole purpose of a product video. So you’ll have to spend some money on this one.



Purpose:

A product video is a short (30-90 second) video that demonstrates your product and/or service. In the explainer video you sold the idea of your business, now you are selling the actual product. Provide evidence that your product does exactly what you say it does. And that it does it well.



Think proof—provide proof that your product will work for your target audience.

Marketing Advantage:

“4 times as many consumers would rather watch a video about a product than read about it”²²

How do you find and hire a good videographer?

Evaluate these three items:

- Recent Reel
- Reviews
- Website



“Similar to choosing a construction company, you should always plan for a 20% contingency with professional videographers. Rain delays, last-minute script changes, and multiple review sessions create additional costs and timeline delays.”

—Stephen Durr

What do you need to prepare before you hire a videographer?

When you meet with your videographer, come prepared with 3 things:

- Target audience
- Call-to-action
- Budget



“When you meet with a professional videographer, it’s similar to the process of hiring a construction company. Tell the professional videographer what you want, and then let them pitch their idea. If you like the plan, say yes. Pay the money, sit back, and don’t worry. You’re paying this videographer a lot of money for their craftsmanship and expertise. Trust them.”

—Stephen Durr

A FACEBOOK LIVE VIDEO INTERVIEW

Price: \$0.00

A Facebook Live video just requires an iPhone, internal employee time, and effort.

Purpose:

You'll have to determine the marketing purpose of your Facebook Live Q&A.

Jive Communications PR specialist, Sterling Snow, explains that *"Facebook Live is ideal for announcements and Q&A sessions. Start with interesting concepts that can be quickly expressed and understood."*



Marketing Advantage:

We all know the power of a good testimonial, but sharing a testimonial via Facebook Live will triple your impact. Facebook Live has 3x the viewership and engagement of regular video posts. You need to become familiar and comfortable with Facebook Live to optimize your video campaign on Facebook.²³



Choose the employee in your company with the credibility and the knowledge to answer questions, such as a leader in the development team. If you want people to become more familiar with your company, interview the founders and have them tell the company's story.

Facebook Live Best Practices

- Turn phone horizontal
- Turn on all the lights
- Eliminate distracting sounds in background
- Turn off the AC, TV, and pick a quiet corner that doesn't have an echo
- Know and practice your introduction and end. Nothing is worse than awkwardly beginning a video that doesn't catch your attention or going into awkward dead silence at the end of the video.

How do you post a Live video on Facebook?

Going Live with Facebook

1. Tap "What's on your mind" at the top of News Feed.



What's on your mind?

2. Select "Live Video" from the dropdown menu.



Live Video

3. Add a description and choose your audience before hitting "Go Live." You'll see a three-second countdown before your broadcast begins!

Facebook also [lists](#) helpful practices for a successful Live video.

What do you need to prepare for a Live video?

"If you're going to do a Facebook live interview, be prepared and practice. A lot of people watch celebrities or professional CEOs on Facebook live that make it look easy. These are seasoned interview and camera veterans. So for your Live video research your topic, practice, and watch yourself to correct the um's and dead space."

—Stephen Durr

ACTION!

It's time to put your videos on Facebook's Silver Screen! Luckily, Facebook's impressive commitment to SMBs led them to provide incredible instructional resources for posting videos. This section will highlight these resources to help you maximize the impact of your videos.

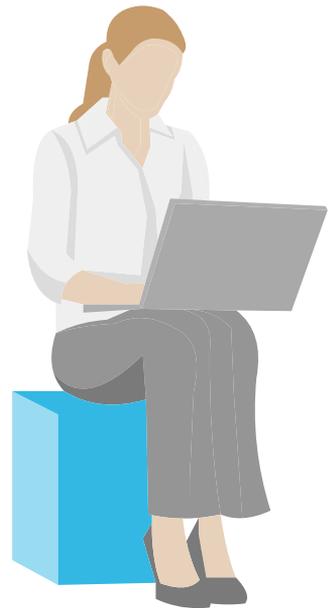


UPLOAD VIDEOS TO FACEBOOK

You may be tempted to share your videos on Facebook from YouTube or off your company's website. Don't do it!

All the magic marketing dust disappears if you link your video from another website or social platform. Facebook's algorithm rewards original video content, also known as "native videos," so you must upload videos directly to Facebook.

You will also experience two additional benefits from uploading to Facebook directly: "your videos will play automatically in News Feed" and "your views will have view counts" so you can track analytics.²⁴



COMPOSE A VIDEO TITLE AND DESCRIPTION

“Set context by pulling out a key quote or moment from the video as your text component of your post. This will help set expectations for the experiences ahead.”

—Facebook²⁷

Put some thought into your video title. Facebook uses the adjective “descriptive” when outlining their best practices for crafting a video’s title. Keep in mind that video titles are important because they’re searchable, so it’s a tool for discovery.²⁵

While the video description is not searchable, they provide context and intrigue. Descriptions may grab the audience’s attention if they ask intriguing questions, promise valuable information, share compelling lists, etc.²⁶ Facebook also emphasizes the description to contextualize your video. A little bit of context will go a long way—especially when most viewers won’t enable the video’s sound.



DON'T FORGET TO . . .



Customize the thumbnail to “select the main image a viewer sees when first watching the video.”



“Enable subtitles. Remember that 85% of your audience won’t have sound!”



“Tag other Pages that either contributed to the video or that you would like to make aware of the video.”



“Click the ‘target’ button to target a preferred audience . . . to help you reach specific audiences by targeting their interest, activities, the Pages they have liked and closely related topics. You can choose up to 16 interests.”²⁸





NOW YOUR SMB IS READY FOR VIDEO MARKETING!

You might have known the importance of video marketing before reading this article, but like so many SMBs you didn't know how to integrate this medium into your marketing. Now you have the resources to begin a video marketing campaign. While there will still be a lot to learn as you continue your video campaign, these three videos give you the basic tools and resources to boost your confidence and get those cameras rolling.

Remember, film is the marketing future, and it's worth the effort!

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