

WELCOME



3 Short Form Videos You Should Make for Your Business

Thursday, December 16, 2021



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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Digital Support for
Nova Scotia's Tourism Sector

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PRESENTER



Anita Kirkbride

- Anita founded Twirp Communications in 2011 after a 14-year career in fundraising.
- Over the years, she's shared her expertise with audiences at Atlantic Internet Marketing Conference, the Mortgage Brokers Association Conference, the Centre for Women in Business, Digital Nova Scotia and many other local events.
- Anita founded Social Media Day Halifax in 2018 to help small business owners get actionable help with their social media marketing.
- Anita hosts a podcast called #BeFlawsome: The Good Enough Podcast to encourage entrepreneurs to just get out there and share their stories.
- Check out Anita's award-winning blog at twirp.ca.



3 Short Form Videos You Can Make

TO GET STARTED



Why videos?

PREFERABLE

69% of consumers prefer content delivered by video over other forms of content.

02

COMPETITIVE

84% of businesses use video already

04

CONVINCING

01

84% of people say they've been convinced to buy a product because of a video

SHAREABLE

03

People are 2x as likely to share video content with friends

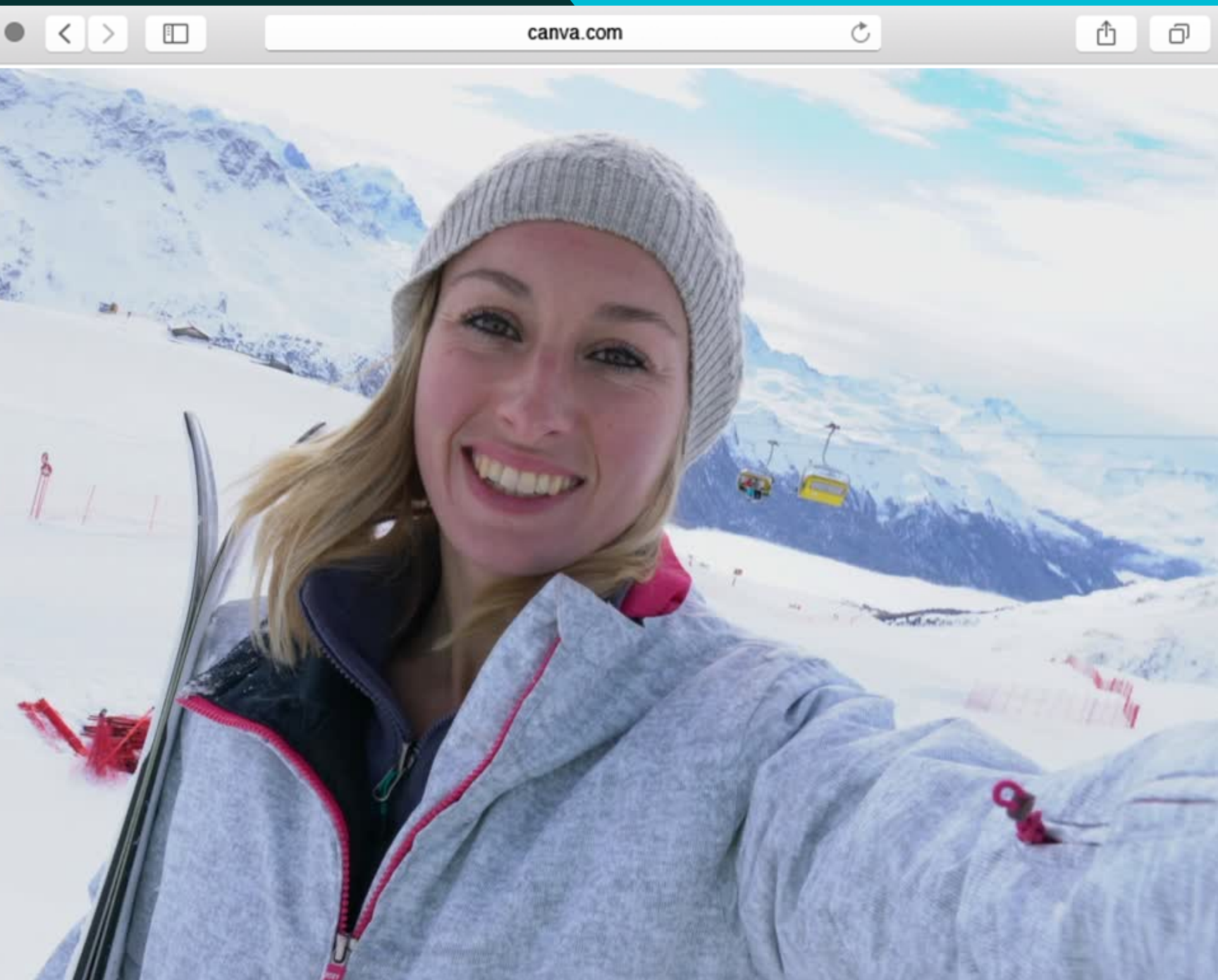
CONCLUSION

05

If you're not using video, you're creating communication barriers with your audience.

Statistics from studies by Wyzowl and App Annie

T: @AnitaKirkbride



Short-form video apps are rapidly becoming the future. Because they can be produced in less time, they offer more flexibility and can be used more creatively.

8 Types of Videos to Consider Creating



Branded Hashtag Challenge



Educational Video



Partner with an Influencer



Celebration



Tutorial



Opinion on Current Events



Join a Trend



Tell a Story

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Tell a Story

Tell a Story



Quick editing for fun transitions.

Two people.

Suggest a microphone.

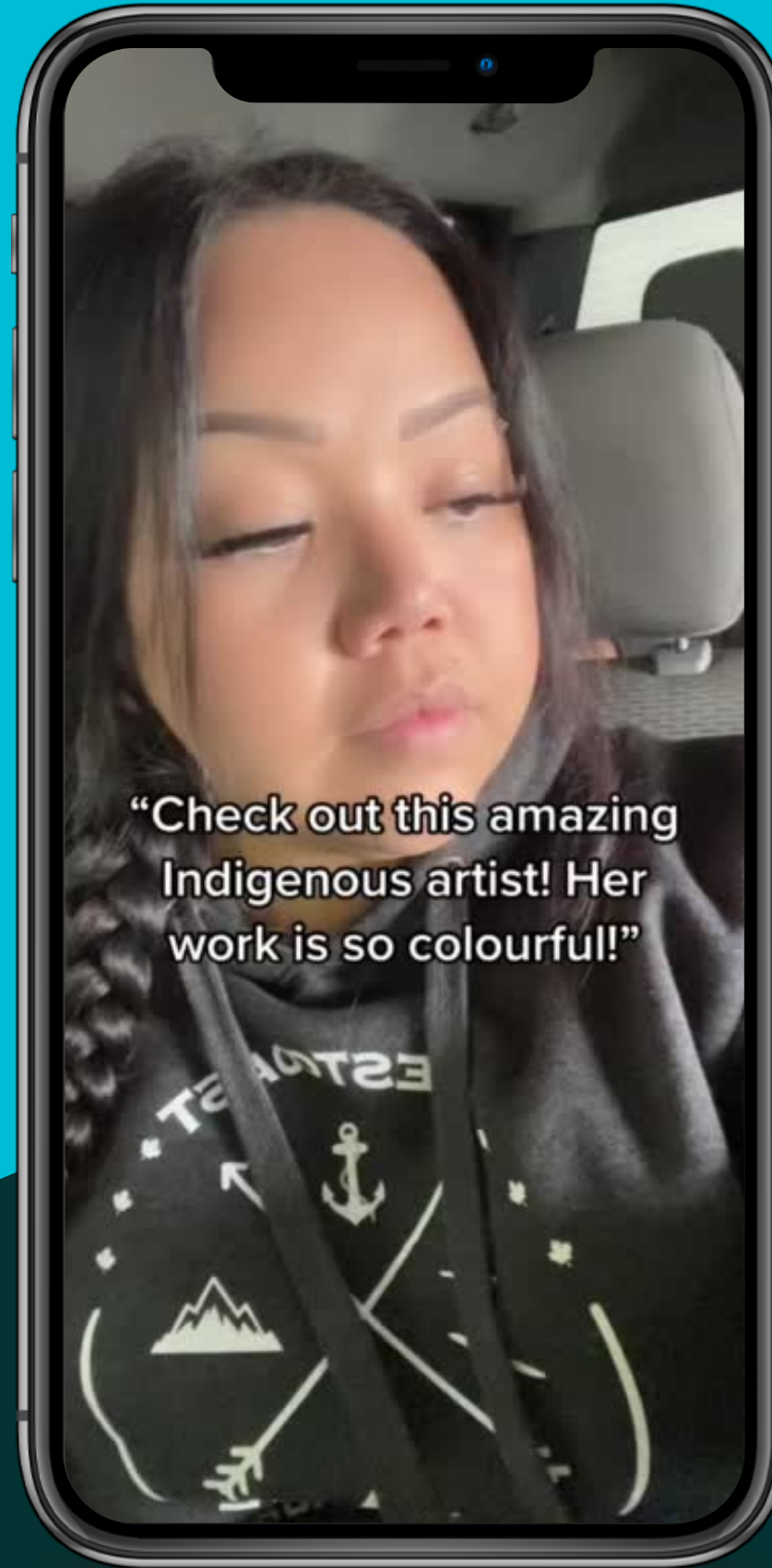
Tell a Story



Autosync photos to
voiceover.

Suggest a microphone.

Celebrate Something



Two characters = costume
& perspective change

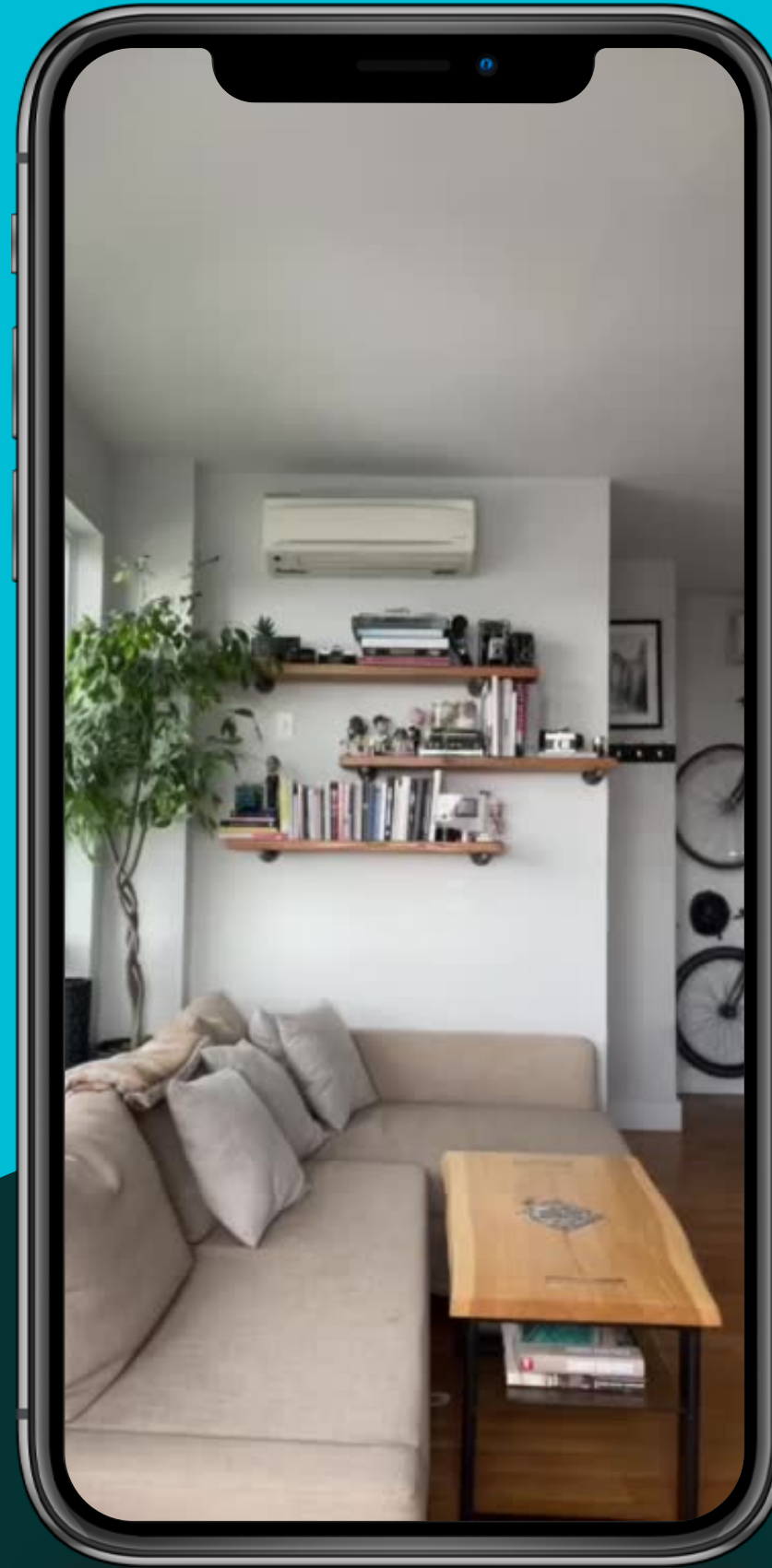
Record one side at a time.

Tutorial: Two Characters



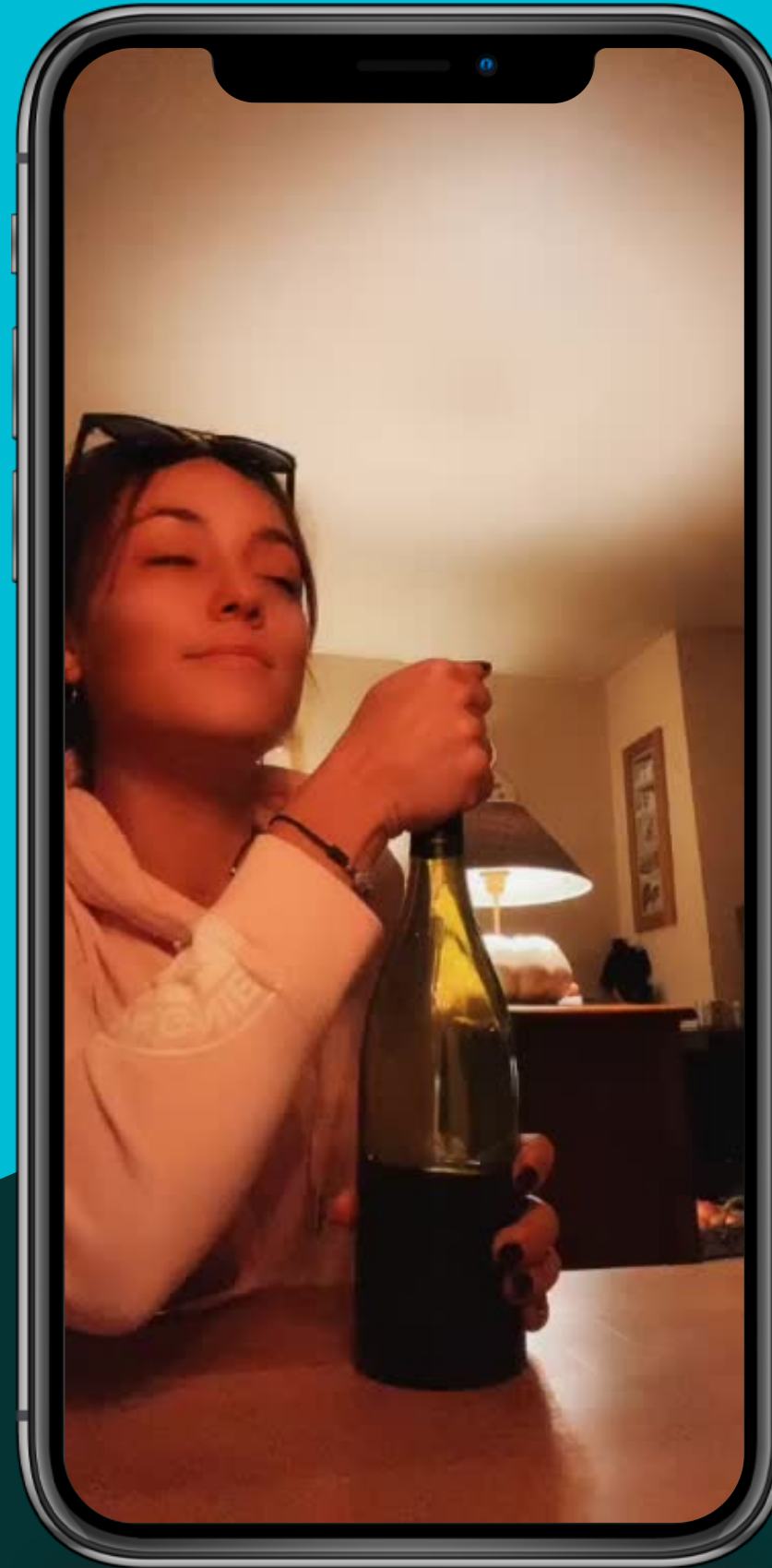
@TheMuthership

Celebrate Something



#QuickBooksVictoryPose
Victory Pose sound
QuickBooks filter

Join a Trend



Follow trend predictors
Search #TrendTok
TrendTok App
Just pay attention to what's
crossing your feed.

Join a Trend



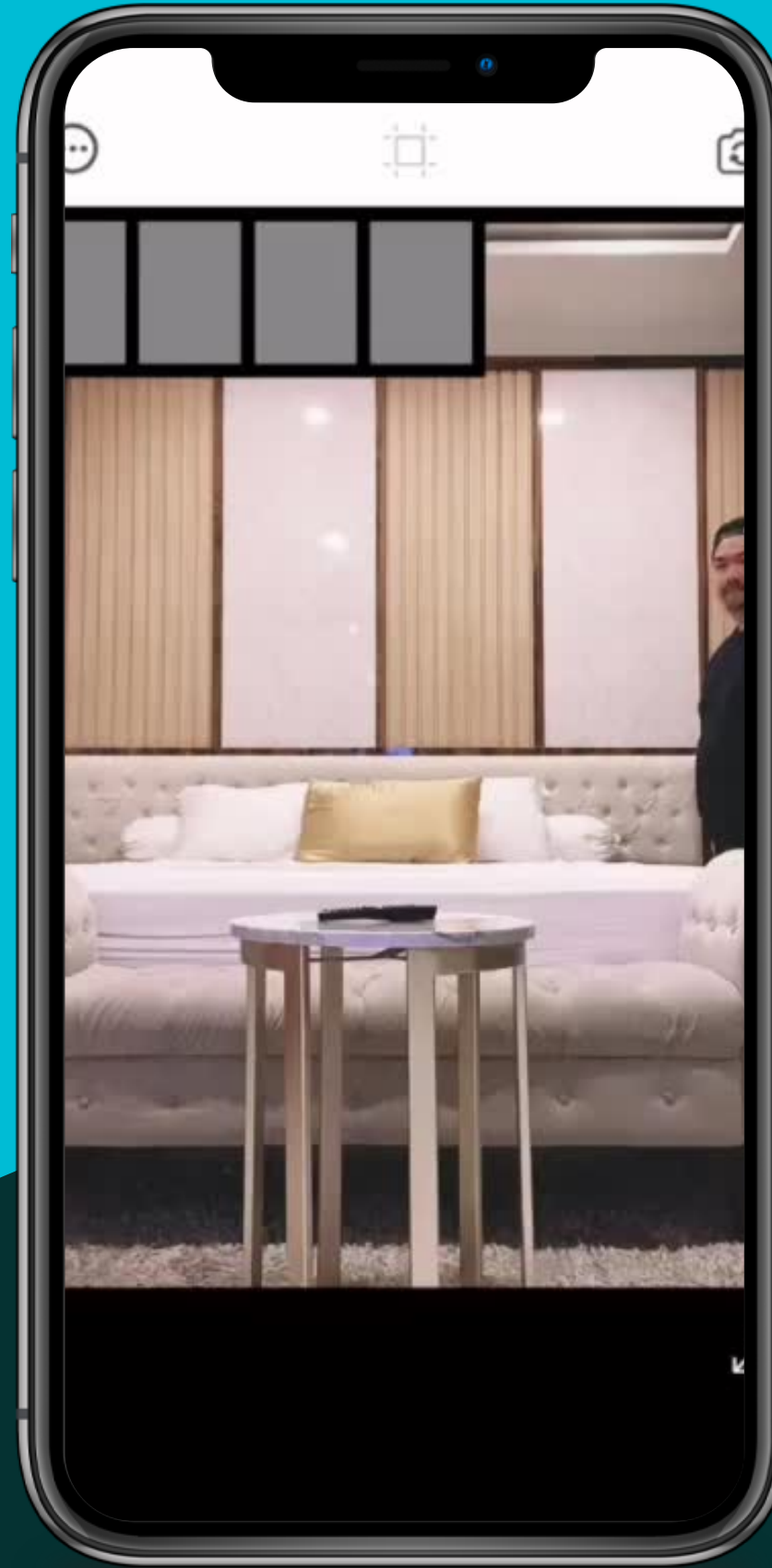
Follow trend predictors
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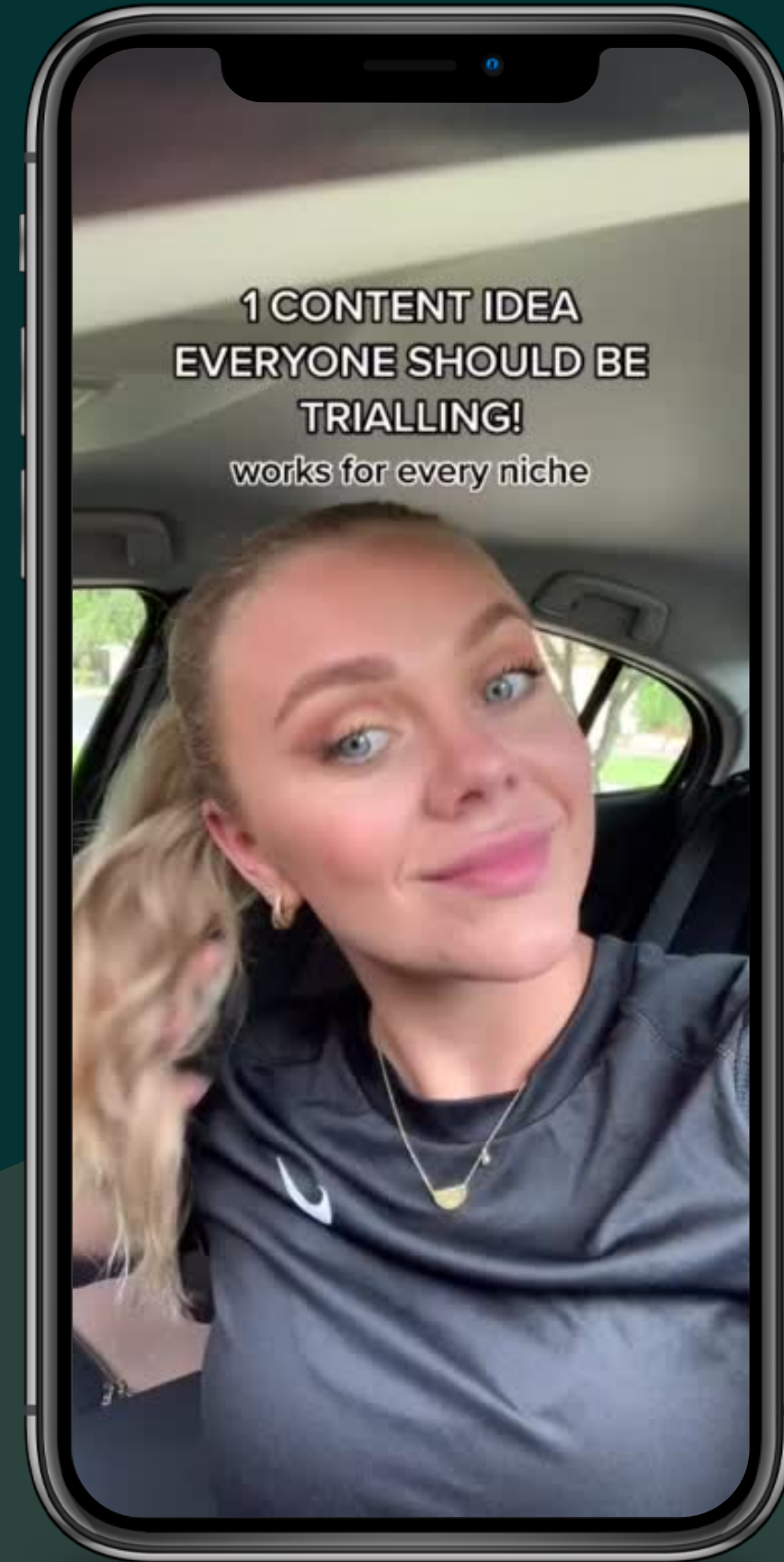
Join a Trend




Follow trend predictors
Search #TrendTok
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Just pay attention to what's
crossing your feed.

Unrealistic Christmas Wish

- Ask a question that invites opinion
- Lists that people have to watch/save
- CTAs to follow
- Chair Dance



- 
- Ask a question that invites opinion
 - Lists that people have to watch/save
 - CTAs to follow
 - Chair Dance



Tools



CapCut (app)



Canva



Tripod



Phone mic



TrendTok (iOs)

GET STARTED TODAY!

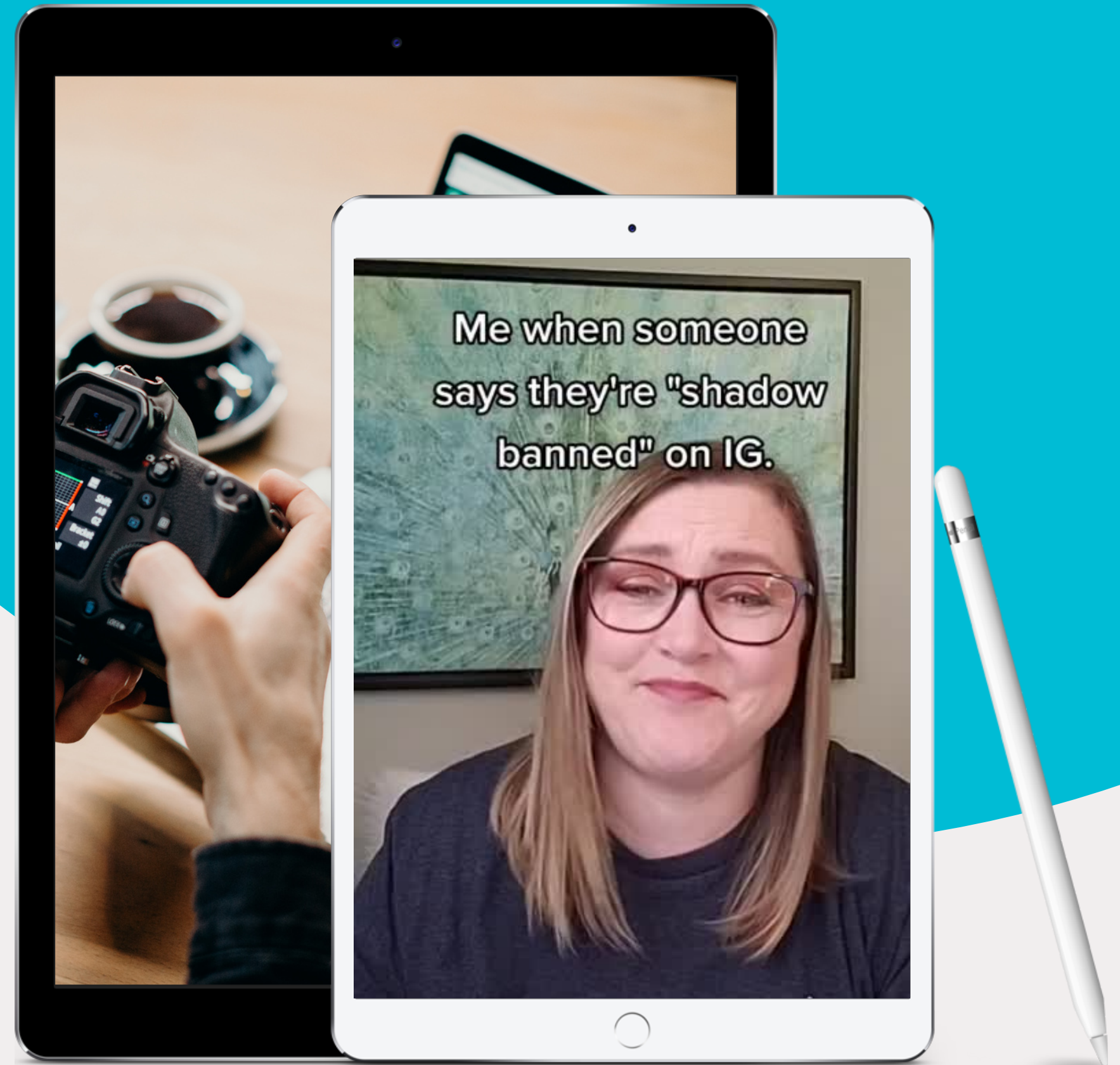
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