

# WELCOME



## Using Short Form Video to Build Your Brand & Entertain Your Audience

Wednesday, December 8, 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

## **Sign up**

**Get in touch with our network of digital marketing strategy experts.**

# 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](http://twirp.ca).





# Short-Form Video

Think outside the webinar



# 15 Billion Media Impressions

JUST A GUY WHO'S TRUCK BROKE  
DOWN TAKING A VIDEO.





# Who is Anita?



## TWIRP COMMUNICATIONS

UNDERComplicating social media for smart, successful small businesses for over 10 years.

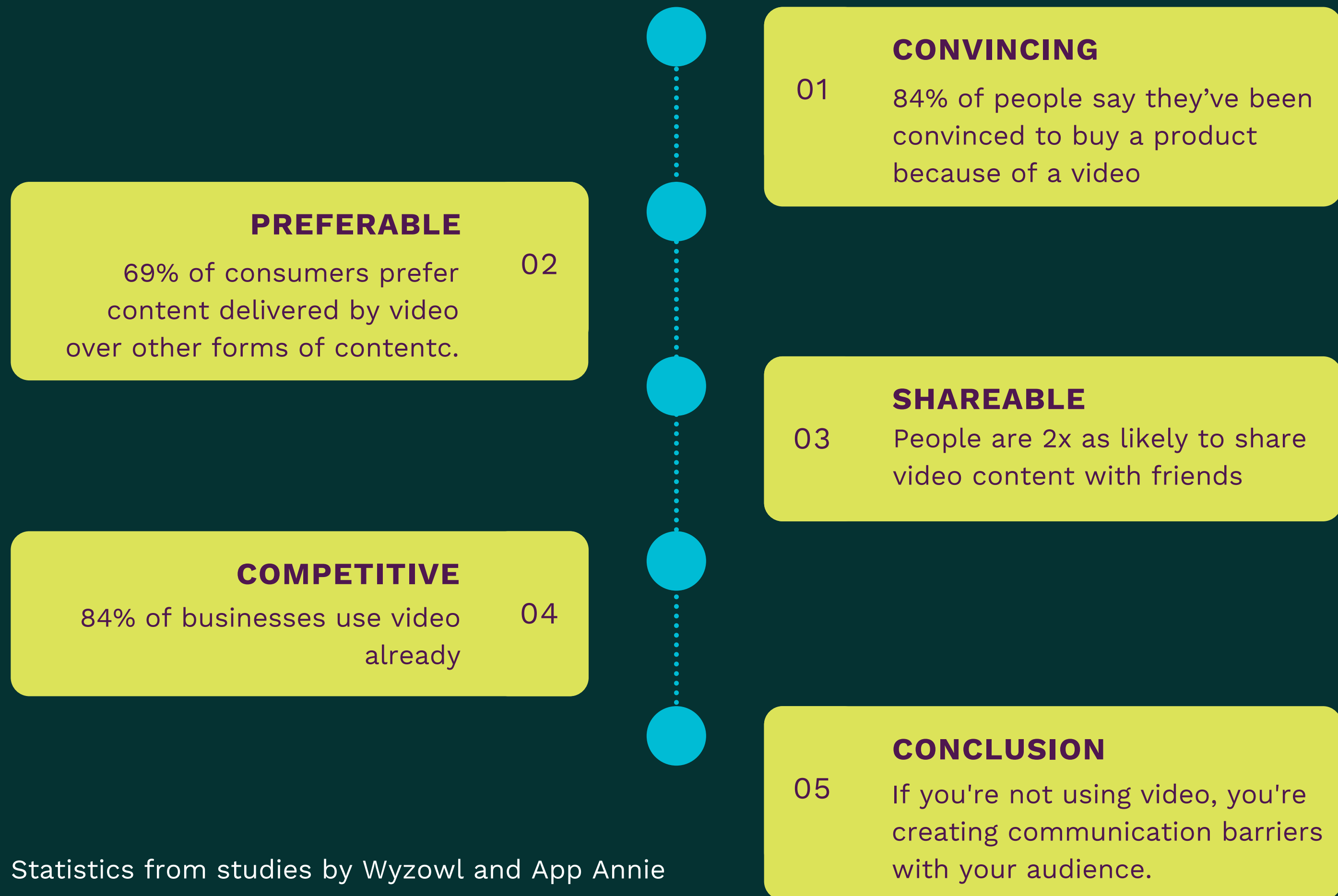
## SOCIAL MEDIA DAY HALIFAX

One-day conference for small businesses who want to better manage their own social media.

HOST OF #BEFLAWSOME: THE GOOD ENOUGH PODCAST

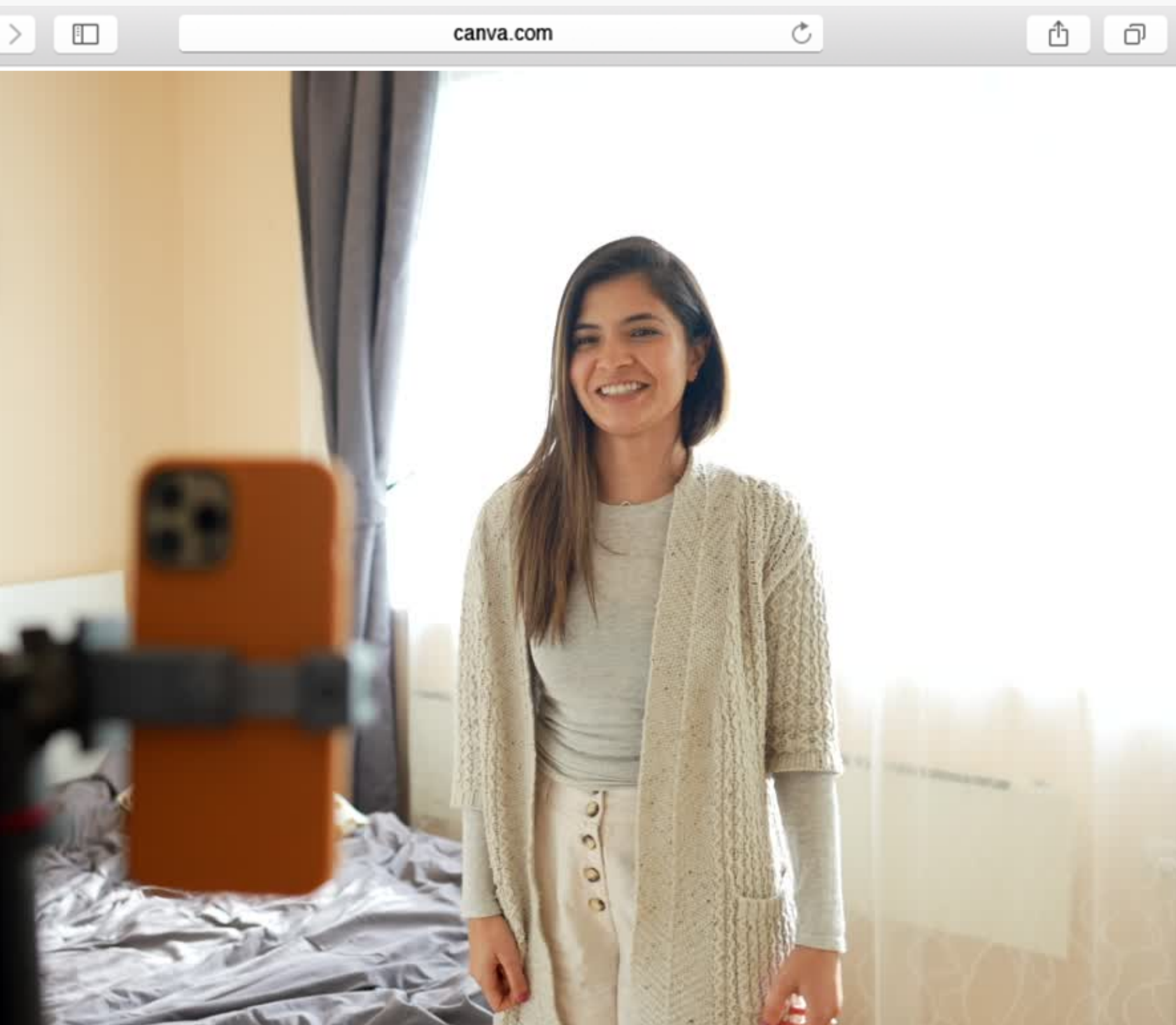
VIRAL TIKTOK STAR IN THE YOUTUBE MINECRAFT DREAM SMP SPACE.

T: @AnitaKirkbride



Statistics from studies by Wyzowl and App Annie

T: @AnitaKirkbride



# What is "short-form" video?

## MORE THAN DANCING

- Entertainment
- Education
- Information
- Advocacy
- Relationship Building




Rage jewelry fresh  
off the pliers




**Can a 30 second video  
really 'Build Your  
Brand'?**




# Content Planning



What makes this fan  
a work of art?



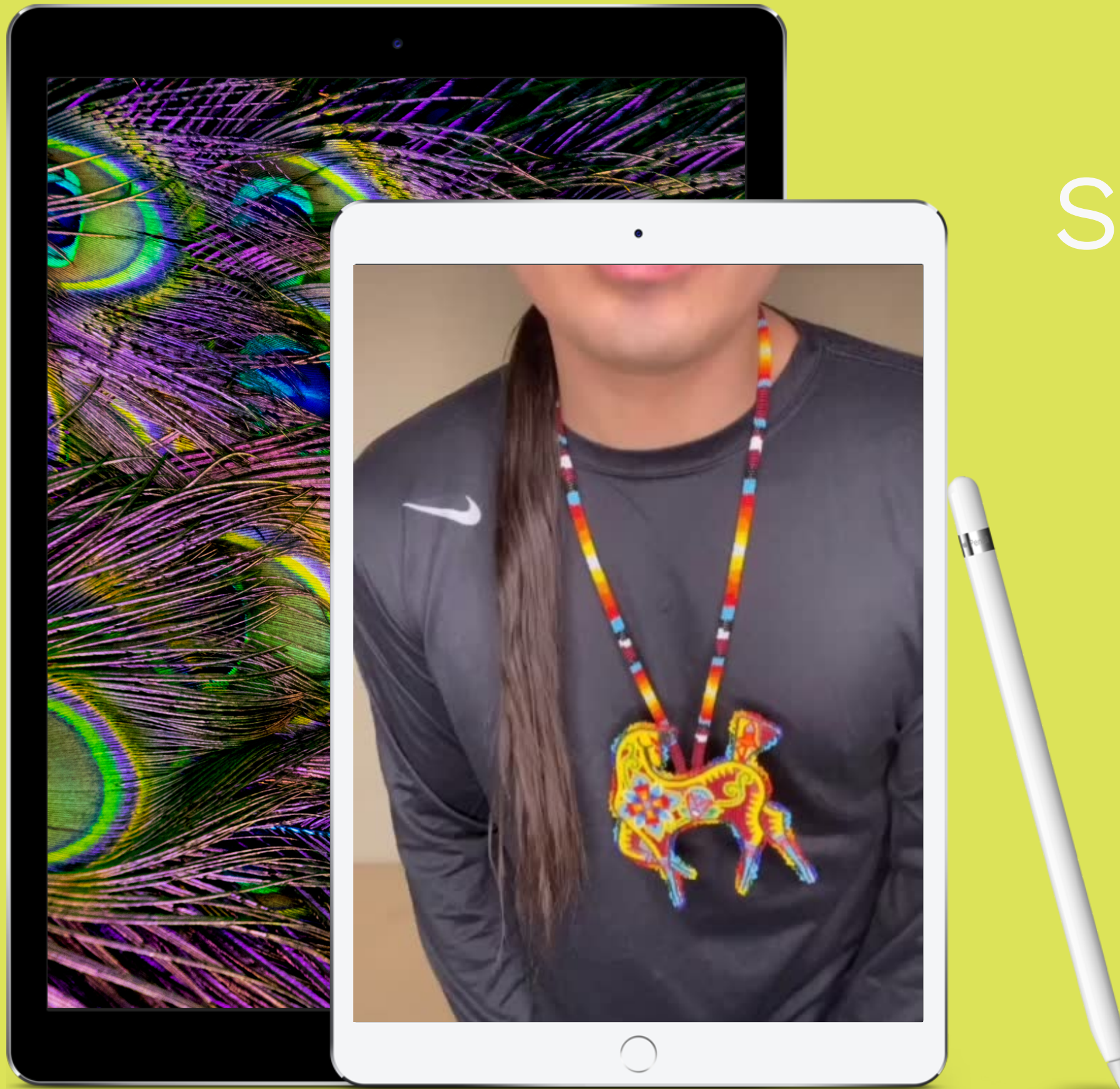
Our Regalia's have  
meanings behind them  
Each style of dance, they  
wear different things



Did you know that a lot of  
the food that working class  
Victorians ate was  
adulterated?



# WHO SHOULD USE SHORT-FORM VIDEO



Educational

Informal / Spontaneous

Willing to step outside  
the comfort zone

# Which Platform?



TikTok  
Reels  
Shorts  
Pinterest







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.



# Follow Me Here:

- TikTok, Instagram, YouTube  
Facebook and Pinterest:  
@TwirpCommunications
- Twitter @AnitaKirkbride

# Get my emails:

- [twirp.ca/newslettersignup](https://twirp.ca/newslettersignup)



# UPCOMING WEBINARS

- Thursday, December 9, 2021, 10 am:  
Succession Planning: How and Where to Get Started.
- Thursday, December 16, 2021, 10 am:  
3 Short Form Videos You Should Make for Your Business. This is part two of the two-part series on short form videos.
- Subscribe to the inTouch Newsletter to receive notice about the topic of the next webinar in the series.



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>



# STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: [TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 inTouch Newsletter: <https://tourismns.ca/intouch>
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