



MARKETING TOOLBOX

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MICROVIDEO MARKETING

In 2013, the number of mobile devices exceeded the world's total population.

An average home will now contain up to six internet-enabled devices. People, and their content, are constantly on the move.

Rich media, such as video, must therefore be accessible across a variety of platforms. It must load rapidly and run efficiently. For this reason, short video formats are rising to the forefront of marketing strategy.

"If 2013 was the year for Instagram, 2014 will be the year for short video." Dom O'Neill, Managing Director, Digit

MICRO VIDEO

YouTube is the mecca for video sharing, and will continue to be so. Vimeo is an admirable alternative. However, applications such as Vine (6-second videos) and Instagram (15-second videos) now deliver easily administered micro video that is set to become a key element in future digital brand strategy.

*2/3 of the world's data
will be video by 2017*

[Vine](#) is an app from Twitter that helps you produce and share six-second videos very easily.

While many companies attempt to create the next great viral video buzz, a successful SME strategy maintains an emphasis on quality over quantity. Generating a higher engagement rate than any other video medium throughout 2013, the 6 second Vine video, is well worth the attention of therapists and consultants seeking ways to attract new customers and promote loyalty among current customers.

Professional, yet authentic videos can efficiently and cost-effectively cater to consumers' appetites for entertaining and useful content.

CREATING SUCCESSFUL MARKETING MICRO VIDEOS

It is important to keep audience interaction focussed, valuable and engaging. Content should be as visually appealing and authentic as possible. As the Vine site itself suggests; 'Create short, beautiful, looping videos in a simple and fun way'

Think about creating a video teaser to promote longer downloads, blogs or articles. Alternatively, use them to promote your brand and draw potential new customers back to your website. Create 'how-to' video content to demonstrate thought leadership, build reputation and raise awareness of relevant issues and how they might be solved.

You must deliver a clear message within the tight timeframe. By applying **Time Lapse**, you have the opportunity to capture a greater number of story elements in a rapidly executed flow. Think about highlighting the benefits your services bring.

Try to put yourself in the position of a potential customer. What will peak their interest? What is important to them? Make every second count. Try to **be original** and show personality. Tailor your message to your target audience in as fun a way as possible.

Craft content to match a **call-to-action**. Ask yourself: *What do you want your audience to do after they watch the Vine and why would they do it?* Will they feel incentivised to click on a link and find out more? Will they understand that



something new is already available, or perhaps it is merely imminent and they should keep an eye out for further information?

As with Twitter, Vine can be searched using **hashtags**. So use them!

*Five tweets per second
contain a Vine link*

SMART PRODUCTION

Plan your micro video story. You have six seconds. Use six storyboard boxes. **Create sketches** for each scene. Is each one different? Does each one last one second, or will one or more need longer?

Think about what you want to achieve, and how you can achieve it to best effect, before hitting the record button.

Natural lighting is most often used in Vine videos but you might wish to consider using light sources and light modifiers to create effects. **Plan your lighting and framing**. Apply the Rule of Third when framing your subject. Play with perspective and aim to maximise your video's entertainment factor and appeal.

If you are applying time lapse (also referred to as stop-motion video), you will need to shoot

your subject repeatedly, moving it subtly between shots, until you fill 6 seconds.

Vine videos replay in an endless loop. You can consider taking advantage of this by connecting the last and first shot, creating a seamless loop in the process. To do this, all you need to do is make the first and last shots the exact same scene.

Lastly, add a catchy title, relevant tags and a captivating description.

SHARE & PROMOTE

Distribution strategy is key to success!

Micro videos are easy to watch and share. The concept was created to enable easy delivery across platforms. So, once produced and published, don't forget to share and promote your final results to widen your reach. Share a link from Vine on Facebook, Twitter, Pinterest and other social platforms. Don't forget to include a link back to your company website. Embed your Vine video into the content of a blog. Don't be afraid to share it several times to catch your fans and followers when they are online. ■



ABOUT THE AUTHOR

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