

A photograph of two people shaking hands over a laptop on a desk. The person on the left is wearing a dark suit and a watch. The person on the right is wearing a dark jacket. The background is blurred, showing a plant and a window. A semi-transparent dark blue rectangle is overlaid on the center of the image, containing the text.

REELY Amp Up Your Marketing

Hello!

Jade Shebelski is a seasoned social media manager who coaches and strategizes Instagram for service-based businesses.

She started her business Maven and Muse Media (<http://mavenandmusemedia.com>) after other businesses saw her success in niche marketing, telling stories, and selling her vintage products directly off social media. Established business' witnessed her growth and reached out to create contents that would transition into sales. Jade finds stories and tells them through motivational means, converting followers and hearts to conversations and bookings.

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Who We Are & What We Do



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Helping local
businesses start,
grow and
prosper through
street-smart
business
education and
assistance.



Our Agenda Today

1. One-Minute Introductions
2. Learn about short- form video and post a short form video
3. Wrap Up

Introductions

Your name?

What is your business?

Why are you here?



What Is Short Form Video 101

Essentially, Instagram Reels are a competitor to TikTok, which is a short form video platform known for looping videos. The videos don't end or move onto another piece of content – the video continues to play and loop.

They're super engaging – usually there's some type of audio or music, whether it's voiceovers or a trendy sound or music.

Short Form videos are super short – only 15-30 seconds long (this may change soon to 60 seconds!)

Each video is a little, short dose of excitement or entertainment, a laugh, or a really great tip.

What Makes A Good Short Form Video?

Platforms like TikTok, Reels or Youtube Shorts helps brands that use these platforms leverage trends and humor and show the brand in a light to take off.

- Even though TikTok and Reels are known for more entertaining content, dances, music and other trends, you absolutely don't need to use those at all.
- Using Short Form video just means you need to create short videos that give something valuable to your audience, whether that is a laugh or if it's a really quick, digestible tip. You just want to make sure that whatever you do on Reels, it is relevant, appealing and valuable for your audience.
- Don't like showing up on video? You don't have to post videos of yourself to make a good Reel – you can create videos that don't show your face or screenshare. You also don't have to talk to the camera – you can hold up a number, point to some text, and use a voiceover or music.

Types of Short Form Video You Can Create

1. **Entertaining** – these are the videos that follow the trends, the music and the dancing. They're unique and great for catching people's attention. They're also great for showing off your personality! The most entertaining Reels get even bigger reach – this can help you to get more views even if you only have a very small audience.
2. **Educational** – These are Reels that teach, show, or give people something that they can watch quickly and leave knowing something new. This is a great technique to leverage because it can help to position you as an expert in your space. You can do tutorials or little mini trainings, quick tips or hacks.
3. **Inspiring** – These tell a story that inspires the viewer. You want to bring people through a narrative that has a clear start, a clear ending, and shows where it's taking you. It could be a transformation – maybe a client transformation from before to after using your product, or it could be your story of how you started your business, why you were searching for the solution and what problems you found in your industry.

Which type of Short Form Video is the right fit for you and your business?





Best Practices

Short Form Video

1. Outline your content before you start filming. This is a small step that will make the process so much easier, and your video more strategic! Create an outline that will guide you through your whole Reel so you're not thinking off the fly while you record.
2. Note the specific strategies you're planning in you're outline. Make sure to note if you're planning on including some type of music or sound, a voiceover, or if you're talking to the camera.
3. Use the formula of threes – people really digest and lean on things that are created in threes (three steps! Three hacks! Three poses!)
4. Decide your main takeaways and call to action and make sure those are clear in your caption and video.
5. Use text. This will add a lot to the actual Reel, so don't forget to spend some time on your captions and other text! Make sure this matches your brand voice, and keep it short and sweet. Really focus on adding whatever your viewer needs to know to either continue watching the video or engage in the caption

The Main Elements of Your Video Caption

1. A really strong hook.

Your strong hook should tell your viewer why they should care, why they should continue watching that video, and what they're going to leave with. The first five seconds is also the most valuable part of your video. You have to get people to stop scrolling and pay attention to your entire Reel, so really make sure you're concise!

2. Give the value of the video.

What are the tips? What are the main points? What is the story that you're telling? Use a lot of line breaks so it's not just one big blob of words. Make sure that you're breaking it up with emojis, bullet points and caps for added attention and to make them a bit more readable.

3. End with a call to action.

Leverage engaging captions, like "what are your thoughts on this?" or "Which step are you excited to use?"

**Let's Create And Post A Short- Form
Reel!**

QUESTIONS?

Wrap Up!

1. **Q & A**
2. **Additional Resources** - Recommended Workshops/Consulting
3. **Share a Call to Action** - what are the next steps?
4. **Evaluations** – you will receive a link to evaluate the class

Thank you!

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