

7-STEP SLIDESHOW VIDEO FORMULA

It's proven that video will enhance your marketing strategy. Video enables you to share an aspect of your business using visuals that just can't be communicated with words. The medium is captivating, and can educate your target audience about what it would be like to do business with you.

When it comes to your marketing budget, video could be cost prohibitive though. Have you talked with a producer about what it would cost to create video with interviews and footage? These videos cost thousands of dollars. If they are not timed and optimized for social media, they may not even help you engage your audience.

Slideshow video uses photos, text, and music to tell your company's story. Our 7-Step Slideshow Video Formula will equip you to take your viewers on a compelling journey. Use the video to promote your products, services, processes, people, or history. The finished product should be 60 to 90 seconds.



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7-Step Slideshow Video Formula

Use this 7-step formula to develop an engaging slideshow video. We recommend creating your video in Animoto or a similar program that allows you to easily drop in and edit your photos, video clips, text, and music together. Fill out the worksheet to create your own video storyboard. Individual slides should be about 3 to 6 seconds long. Post the video across your social media platforms and website.

1. | Title

Define the video in 7 words or less.



2. | 15-Second Hook

By the time you hit 15 seconds, you should set up the video with 2 to 3 slides and pique interest.



3. | Set the Scene

Use 4 to 5 slides to lead viewers into the highest point of the conflict, accomplishment, etc.



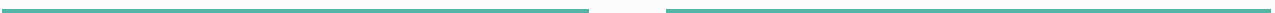
4. | One-liner

Hit them with a one-liner about who or what won the day, made a breakthrough, or enjoyed a shining moment.



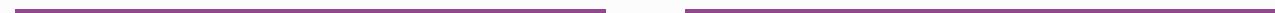
5. | Result

Follow with the result(s) of the big moment in 1 to 2 slides.



6. | Closure

Reward the audience with closure. In 1 to 2 slides, tell them how the details of the situation are now.



7. | Promotion

End with you logo, website, and social URLs.



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