

A *blueprint* everyone can follow!

Your  
***Video***  
***Marketing***  
*Starter Kit*

How to *Improve* your *social media marketing*  
with *strategic video content*.



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*starter kit*

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# Introduction



## Video content has become a fundamental part of marketing success.

Its quick, **informative style** allows audiences to consume with little effort, changing the way users behave on their favourite platforms.

Yet, many remain **reluctant** to incorporate video into their strategy. Reservations over **expense, time efficiency** and **complicated tech** prevent people from getting started with video. However, with **91% of businesses** now using video as a marketing tool, you need to think twice before dismissing it.

There's lots to consider when producing videos for **social media** and it's important you get it right. After all, **85% of people** have been convinced to buy a **product** or **service** after watching a video. Knowing how to use video - and use it properly - is a game changer.

So...

This **workbook** has been designed to get you started with social media video. Forget fancy spreadsheets and industry jargon, this guide offers everything from advice, starting points and practical support.



“

***Ark Media Group*** have genuinely become part of our extended ***MarComms team.***

They've helped us ***consistently raise the bar*** with our content and we love their ***dependable, consultative approach.***

**Matt Edwards**  
Head of Marketing and Communications,  
***Energy Systems Catapult***



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# Knowing Your Platforms



First of all, you need to consider your objectives. One social media channel may be good for some goals, but not others. Each platform has a different set of audiences, content types and preferred video length.



Instagram  
30-90 seconds

Great for **short demos, tips** and informal **lifestyle** videos.



TikTok  
5-30 seconds

**Solve** a problem, tell a **story** or teach something. **Micro-learning** is on the rise!



LinkedIn  
1-3 minutes

Think inspirational career insights. **Professional** but **human**.



YouTube  
8-20+ minutes

**Deep dives, case studies, or walkthroughs.** Also timestamp for specific topics.



Part of using video strategically is knowing who your audience are and what they want to see. Outline your ideal customer below and create your videos with them in mind!

How old are they?

What are their interests?

Career type?

Do they have lots of time to spend watching video, or need something quickly?

Will they be watching with or without sound?

Would they enjoy humorous content?

# Knowing Your *Viewer*



“

*Ark Media Group* has helped us bring our *project to life* in a way that would not have been possible otherwise. We *hugely appreciate* Ark's *professionalism* and thank them for their *commitment* and *creativity*.

**Kate Vousden,**  
Events Manager, *Acorns Children's Hospice*



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# Filming for Social Media

So you're about to start using video content on social media, great! But you don't know the core components of a successful social video? Not so great...

Set your camera up correctly. Position the subject with enough spare space above and to the side to account for buttons, captions and usernames.



Don't film everything horizontally and 'fix it later'. Most social platforms prefer vertical video content which can be tricky to crop from horizontal footage. Make sure you know what your platform prefers!

Use a '3 second hook'. Did you know most users lose interest in just 3 seconds? You have a very short window to grab their attention - make it count with a snappy - perhaps shocking - fact or insight!



Partnering with a video agency will help you ensure your content is perfect. Professional equipment produces steady, clear-cut videos and content creation days are also a hassle-free way to batch film social-first video content! It's a win-win.

What are your objectives? Write a few sentences about what you want to achieve and the key messages



Who is your video aimed towards? Write 3 attributes of your target audience.

Long form & Horizontal

Long form & Horizontal       Short form & Vertical

Examples of social videos or channels you like

# Create your own *Filming Plan*

Just fill in electronically or print! Perfect when planning to improve your social media videos.



“

***Another really super video. The editing is brilliant. It is short and sweet and covers the main messages.***

**Samantha Williams,**  
Head of Communications & Engagement,  
***Solihull Approach***



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# Tips from our Video Editors



When editing your video content, there's a few things that make all the difference.

## 1 Know your *Aspect Ratios*

It's important you know how to size your material into the correct ratios. This is because each platform 'crops' your content into their preferable size. For most platforms this is 9:16 but be sure to double check!

★ TOP TIP: Apply 'safety margins' when editing

## 2 Readability is *SO* important

Many users will consume content without sound so be sure to add subtitles to your videos. Make sure your font colour is easy to read too.

★ TOP TIP: Apply a border to your subtitles to help them stand out!

## 3 Make a change every *3-5 seconds*

The longer the video, the more you risk losing user attention. Combat this by having something change on screen every few seconds. It could be a simple colour change, zoom in or dramatic pause.

★ TOP TIP: Icons and images are great. Have them popping up on screen to engage your users!

## 4 Be *Ruthless*

Cut anything that doesn't add value to your content. Delete unnecessary modifiers or complicated industry terms - they sound impressive but confuse your audience.

★ TOP TIP: Get a friend or family member to view your work and anything they don't understand... delete!



## **Adobe Creative Cloud**

Adobe provides an incredible opportunity for individuals to progress from beginner to expert, with limitless possibilities. While mastering the fundamentals of Adobe Premiere Pro and After Effects can be beneficial in the long run, it may present challenges for those who lack a passion for video editing.

## **CapCut**

CapCut is a beginner-friendly video editing tool. Its easy, explanatory interface makes it perfect for anyone getting used to editing social media videos.

- Easily order your clips and crop out unwanted shots
- Join clips together with seamless transitions
- Generate subtitles, easily adding brand fonts and colours
- Choose from a range of music tracks



Video editing  
*software?*



“

We are so impressed with the work *that's been produced*. It's captured the *brief perfectly*. The end result is exactly the reason *we've partnered with Ark Media Group* on our *marketing production*.

Tom Bew,  
Managing Director, *MediaCo OOH*



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# FAQ's

Wondering how video can help your social media channels thrive?

## **Won't video be expensive and take a lot of time to make?**

When done properly, video content is extremely cost, and time, effective. Batch filming is a great way to secure weeks worth of content in a short space of time. Most video content can also be re-used again and again, providing value for money.

## **What should I post if I don't want to be on camera?**

Product videos, case studies, behind-the-scenes... video doesn't always mean stepping in front of the camera. Working with a creative agency can help generate ideas that make you feel comfortable.

## **How do I edit and upload videos on social media?**

Do your research - simple obstacles can easily be solved with a quick internet search. As suggested on previous pages, there are plenty of apps to assist you with video creation and scheduling, try them out!



# Contact Us



*If you need help utilising video content on your marketing channels, just get in touch today!*



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