

The top five

# VIDEO MARKETING HACKS

to thrive Online!



## SOMETIMES LESS CAN BE MORE

Make sure that you convey a powerful and engaging message in less than **60 secs!**

This way, your video is more likely to be fully watched and the call-to-action to be hit.

## REMEMBER TO ADD WORDS

**Subtitles** are a must if you'd like your video engage with a wider audience.

About a 85% of videos in social media are watched without sound.



## NATIVE HOSTING

Social media **algorithms** prioritize native contents!

Uploading videos directly to the platforms will give you more visibility, greater engagement and a guaranteed auto-play.

## ENHANCE COLLABORATIONS

Engage constantly with your audience and relevant accounts in your niche. Approach influencers and let them know about you and opportunities for **collaboration** with them and shout-out about it on your channels.

Webinars are a good idea.



## GO LIVE!

Enhance your engagement and brand loyalty by sharing your latest news right in the moment through **live-streaming!**

Platforms like Facebook, Instagram and Youtube allow you to broadcast your insights on real-time by going 'live'.

