Verizon

Social Content 101 Create videos that captivate customers

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PRESENTATION

Andy Choi

Hi, I’m Andy Choi with Verizon, I want to welcome all of you to our Small Business Webinar Series. Now, with every webinar, we bring you the latest insights for finding success for your small business, by hosting industry experts who want to share innovative and inspiring ideas. Our special guest today is Mari Smith, back again to complete her three-part series focusing on how small businesses can stand out on social media.

Now, this time around, she is sharing how you can capture your customers’ attention with creative video content. So, let’s get started here now is the Queen of Facebook, Mari Smith.

Mari Smith

Thank you. Thank you so much. Wow, number three in the series for me leading this Verizon Small Business Webinar, and today is one of my personal favorite subjects. So, Facebook, in particular, has been really, really doubling down on their focus on video and that’s what we’re going to talk about today is specifically how to create a compelling video that captivates customers and grows your business on social media. Now, if this is the first time, you’re hearing me, real quick I like to put my bio and emojis there. I know I was just introduced, but they do call me the Facebook Queen. I’ve been the top Facebook marketing expert since 2007. I do speak all over the world, in the country, when we can travel, at the moment it’s all virtual. My accent, if you haven’t heard me speak before is Scottish Canadian, and Californian, I like to say “Scandifornian”. So, without further ado, dive right in my friends.

So, what I want to do first is really anchor the ROI, the turn on investment of video marketing, of any video marketing across all social channels. I particularly focus on Facebook and Instagram, I do quite a bit on Twitter, some YouTube, some LinkedIn, Pinterest, this is covering the whole gamut, but a little bit of a heavy focus on Facebook and Instagram.

Now, as you see on your screen here, these are some stats from Wyzowl, and they’re a wonderful video focused company and every year they do this vide marketing survey and put out these statistics. So, 87% of video marketers said that video has increased their traffic, 83% say it’s helped them get more leads, and 80% say they’ve directly gotten more sales from video. 43% of video marketers say the videos reduced the number of support calls, which I think is awesome. When you think of how many frequently asked questions or customer support issues and the ability to be able to communicate through video is so powerful.

Now, a quick aside, I have said this for, oh my gosh, 10,12, 15 years even, that there’s no amount of sophisticated technology that can ever replace being live and in person with someone, where you can look in their eyes, make eye content, sense their energy, read their body language, but the next best thing, my friends, is video, and especially live video, if you can. If live video is not your thing, I’m going to talk about that a little bit in some upcoming slides, but if you can live, but otherwise video, because it’s going to create that sense of intimacy and more connection with your audience and with your customers.

So, on this next slide, I want to look from the audience perspective, again, from these Wyzowl statistics from 2020. 84% of people in this survey say that they have been convinced to buy a product or a service by watching a brand’s video. 74% say they’ve been convinced to buy or download a piece of software or an app. Now, people are twice as likely to share video content with their friends than any other type of content. That, right there, my friends, is reason enough to make sure you’re doubling down on your video, which is why you’re tuning into this webinar today. and then that final point on this slide is 86% of people would like to see more video. That’s a lot, that’s a lot of people, more video from brands in 2020. And then out of those, over a third say that they would like to see more educational and explainer videos. And then 14% want to see more product demos.
So, taking those two slides of bullets into account, I know you’re already sold on why the importance of video, but I know you’re going to say, Mari, but it’s challenging, a lot of us struggle to create video, but that’s why you’re tuning in, I’ve got some wonderful solutions for you that are inexpensive and don’t take up a lot of time.

Just to anchor, as I mentioned about Facebook has really been my passion for 13.5 years now and the number one social network, almost 3 billion users on there, but video – because Facebook is so determined to be a major, major player in the digital streaming, like television arena industry, competing way up there with Netflix, Hulu, Amazon Prime, Apple TV+, of course YouTube. YouTube is really Facebook’s biggest competitor when it comes to video. But the cool thing is when you upload your videos natively, not sharing a YouTube link, I don’t recommend you share YouTube links on Facebook, that’s a big competitor, right, go ahead and if you have the video and it’s your original video, you upload it natively. So, videos on Facebook get the best organic reach, they absolutely do, especially if you do lives, best engagement, and the best conversion, meaning that people will click through and they will sign up for your offer, or they’ll opt in, or they’ll call or they’ll come in your store. They’re converting from being prospects to customers. and video ads on Facebook, when you pay to boost a video post or you go into Ads Manager, a bit more advanced, and you actually place a video ad, you can get video views for as low as a tenth of a penny.

Now, that takes a little bit of effort, a caveat here for you friends, you’re not going to go and get that right out the gate, but with some testing and iterating, you can get those video views down incredibly low. Video is the best performing “top of funnel” content. I’ve led trainings in the past, you can find them on my blog as well at www.marismith.com where I’m talking about video for every stage of the funnel, top of funnel, middle of funnel, bottom of funnel, and you have slightly longer videos at the top, a little bit shorter in the middle, and super short at the bottom. And so, you can create a whole path, a customer journey.

Now, then, oh-oh, as I mentioned, you and I know both know it does take time to make videos and there’s three major stumbling blocks when it comes making videos and you get stuck and you keep putting it on your to-do list, your task list, you’ve maybe handed it off to your social media tea, you’ve tried outsourcing or whatever it might be that, you’re like, ah, I just need to make more video, but I can’t quite get them on point. To create compelling videos, it does take time, money, and effort. Those are our three biggest stumbling blocks. Really, nothing to do with social media necessarily, but it’s the three main areas when we want to accelerate and amplify our business results and we need to find the time, and there’s resources involved. But you’re super busy, you need to prioritize, the juggle is real, it’s a little image there, it’s actually an animated gif, I think it’s still on your screen though.

The secret, and my next slide there (number seven), the good news, my friends, I love to simplify. That is my wheelhouse. That’s my gift, really, people will tell you that follow me on my Facebook and my social channels, my courses that I lead is I like to take the complicated, the complex, the stuff that makes your head explode, dial it down, make it so simple and just put it in a step by step format that, or formula, that will get you the results, but not take a lot of time and not take a lot of money. So, as it says right here, top of page seven, you can create professional videos in just a few minutes a week, because you can batch produce, you can batch produce and you can repurpose. I’ve got three different apps I’m going to share with you at the end, one of which is only $5 a month, it’s incredible.

The other thing that I do want to address, of course I’m speaking to you today on camera and it does take practice, it does take tech, understanding the tech, and I’ve got to tell you, friends, on a personal note, I was extremely shy as a child. I grew up really soft-spoken, I hated reading aloud in class, and I’m like, ah! I didn’t like to get picked on by the teacher, but over time and just practicing public speaking in my teens, in my 20s, and then getting used to being on camera, it’s OK. If you just freak out at the idea of being on camera, you can use stock footage. You can make videos out of images and just make a slideshow.

And if you do, you or someone on your team has other videos that maybe you have done some Facebook lives or you’ve done some stories, the cool thing is that those can be repurposed and utilized in multitudes of different ways on all the different social channels. I’ll show you some tools in a moment.

Now, then the process, and this is where – this is my simplification slide here (number eight), because again we’re… folks are thinking, OK, Mari said we’ve got to do more video, you’ve got it on your to-do list and you’re thinking I’m just going to check the button and go,
OK, I did some video, I published it, and then you move onto the next thing. No, no, no, we've got to have a strategy. Everything I do is strategic. There's a strategic intent behind it. So, start with the end in mind and you reverse engineer.

Ultimately, what you want is qualified leads that convert to paying customers. You want people coming to your website that would be called “traffic”, or if you have a physical bricks and mortar business, you want foot traffic, you want people coming into your store, or your restaurant, your shop, and then you want them expressing interest in purchasing from you and, ultimately, paying you for your products or services. So, keep your eye on the prize. Don’t just be cranking out video and just being random about it.

So, start small and then plan from there, and I'm referencing if you haven't caught my previous webinar, number two in the series, I talked about using scheduling tools and planning, a planning calendar to map out your social media content. That’s going to include videos. And just starting small, don’t get too carried away and then you get discouraged when it doesn’t all come together, OK.

So, that’s the process. You’re going to create a video, but thinking about what is the end result, what is my purpose of this video. Am I trying to just raise awareness or do I have a special offer here, am I driving people to a specific lead magnet, they’re signing in for something, do I want them to call, do I want them to click and make a purchase. Thinking about the end result. Getting the video out there, driving the traffic, turning people into leads and then sales.

Now then, there are multiple video categories. You could Google search and find articles with 40, 50, 60 crazy amounts of video categories. I tried to boil it down for you, I’ve just got 12 for you here, so even that’s a lot. You could literally pick just a couple of these, but I wanted to give you permission to see, wow, there's so much more I could be doing with video than I realized.

First of all, earlier I mentioned about the funnel, that journey, leading people through a journey. Let’s say you had a one-minute video, and you think, wow, one minute Mari! Yes well, guess what, you can even do five second videos or 15 seconds for the stories, but top of the funnel, you’re going to do maybe one minute, middle of the funnel, similar video but condensed down as 30 seconds, and then the bottom of the funnel could just literally be anywhere between five and 15 seconds, so just to build awareness, getting people into your funnel.

Educational – now, remember earlier when we said 84% of people in that survey with Wyzowl said they wanted to see more educational, educational or explainer videos from brands, and what that can be is webinars, live webinars, recorded webinars, live on Instagram, Facebook, YouTube, or it could be recorded. Number three, tutorials and how-to is fantastic. YouTube, there’s just a plethora of tutorials and how-tos, so thinking about what you offer, the product, the service, what can you transform into tutorials and how-to videos. Product demos, that was the second category that people wanted to see more of. Product demos, product reviews, right.

Breaking news, that’s something that I do a lot on my Facebook page. I'm known as one of the primary go-to sources for anything happening on Facebook as it pertains to business. I don’t get into all of the other stuff, shall we just say. It’s always how does it impact, particularly small business owners, but also, I work with a lot of brands as well.

then maybe some announcements for company announcements, product reveals, interviews, AMA as it’s called, ask me anything as you go on live, that could be just on your phone, on an Instagram live, they do really well or just a Q&A. An event, you could do an event, Facebook has this relatively new feature called POE, which is paid online events, of course you can do it through any other technology. Zoom has their new marketplace they’re introducing, but you can stream an event to teach people about what you offer.

Behind the scenes, getting people to know the people on your team, maybe some customers, company culture. Promotional offers and deals, of course, is always a big one. And then that bottom one, number 12, UTC, you’ve probably heard that acronym before, that just means user generated content where you're kind of going out to your audience and you're having them make video and then with permission, you're utilizing that in your own videos.

So, let’s talk about some video best practices, and then I’m going to get to those apps that I mentioned. This is something that Sheryl Sandberg, the COO of Facebook said years ago. We want people to create what's called “thumb stopping” videos, thumb stopping content. And what that means is something like 85-90% of all social media users, but predominantly Facebook and Instagram, certainly Instagram is all mobile, but let’s say 85% of Facebook users access or go to the platform predominantly on their mobile devices, so
they're scrolling, scrolling, scrolling with their thumb and they're like, oh, what's this, and it really jumps off the screen and it grabs their attention in those first three seconds, that is what a video view is on Facebook, it's only three seconds. So, you also want to always design for sound-off, that means captions. You've seen it here. Facebook does it automatically now. It will automatically put that closed caption in when you're live. It automatically creates them. You do have to go in and edit and just tweak them a little bit. Or you can go into an app, a couple of the ones I'll show you in a moment to add the text overlay.

Because the goal here is when you have that thumb stopping video content, it kind of leaps off the screen and people go – they see the first few words or catch the first few seconds and then they're like, oh, this looks amazing, this is relevant to me and they put the volume on. Then focus on story telling if you can be relatable, maybe a little person as is comfortable to you, your brand, your business using compelling visuals.

And then I've got the three main formats, because people get confused about which format goes where. Square really belongs to Instagram. Square is perfect for Instagram feed, but it also works well on your Facebook feed. The next is Landscape, which is probably the most popular Twitter, LinkedIn, YouTube, Facebook, Landscape does just fine. That's when you hold your phone landscape and people will tip their phone. If you're watching a YouTube video or a Facebook video, whatever it might be and you tip it and it goes landscape, but the bottom one there is Portrait or vertical, and 9:16, that's when you hold your phone upright, and that's the perfect format, of course, for stories and for Instagram TV. I strongly recommend that you definitely include those calls to action. Remember I said earlier that you're beginning with the end in mind. What do you want people to do once they've watched your video? Whether they've watched the first three seconds, 10 seconds, or the full 60 seconds, or the full five minutes, or the full 20 minutes, whatever it might that you want them to take a specific call to action. Call us. Come in the store. Or visit this offer, this website.

Now, then, what length? People are always saying how long, how long, and it's really not that long. That's another wonderful thing that it doesn't have to take a lot of time. So, I recommend if you're going to be doing some paid placements, some of you are already doing Facebook ads, and you go into Ads Manager and those are for short videos, 5-15 seconds are best for what's called Ad Break, that means that they're placed at the very beginning of other people's videos or in the middle, exactly like YouTube. Longform, believe it or not, Facebook calls longform three minutes or more, that's not very long, but three minutes or more is a longform video. And my recommendation for Facebook lives is you strive to do somewhere between 18 and 25 minutes. That's kind of the sweet spot. Think about an episode of a television show. Facebook really wants you to do shows with episodes. it doesn't have to be television quality, but the idea is that it's a series where people keep coming back to watch the next episode.

Now, I have this methodology I've used for many, many years, I call I the Mari Method, and what you're going to do is start with a compelling video, you upload it natively or you broadcast with Facebook Live. Now, here's the trick, is you don't just immediately hit that boost button, even though Facebook wants you to and you get that little notification and it says, hey, this post is performing better than 70, 80, 90% of your other posts, but you hold off and you let it get some organic reach, anywhere between 1-24 hours, what's what I recommend, just getting some organic reach in the newsfeed. Now, you're going to take your ad budget, whether it's 10 or 100 or $1,000, whatever your ad budget is, that's your business and even a nominal amount will make a difference, and you can add a CTA button (a call to action button). A little bit more advanced is you're going to actually create what are called VideoViews Custom Audiences inside of your Ads Manager.

Now, I'm just watching my time because I wanted to show you real quick a quick examples here that I already have pulled up on my screen, if we just hop over to my Facebook page here and I'm looking at my page as a visitor. And this one pinned to the top right no, this is exactly what I mean where I've done a live and then there's the captions coming up automatically and the reason I want you to even put $1 on your videos is because you get this wonderful call to action button and you can choose whether it's Learn More or Download or Signup or Buy now or Get Offer, and that entire area at the bottom of the video is clickable, it's actually tappable on mobile or clickable on desktop. So, that's why the beauty of doing those ads and you can do that with the boost button if you want or go into Ads Manager, and you get that nice little CTA button.
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Now, Facebook’s mission, as you might know, is to bring the world closer together, but you might not know that Facebook actually has a mission statement just for video, and that is to create shared experiences and a sense of belonging through video. Shared experiences and a sense of belonging. So, I recommend that you really look to make use of Facebook’s video features. You can organize your videos using playlists, just like YouTube, and up until recently, they did not have a unique URL, but now they do, so when you put your videos on Facebook, lives or uploaded natively, then make them into playlists and now you can share that playlist URL.

I mentioned about the series. Facebook loves episodic content, and you broadcast using Live and when you do live, you also have a couple of features in there. one is called Trim where if you don’t like the very beginning, you can trim off the beginning and/or the end. but then they also have this really cool one called Clips, so let’s say you broadcast for 20 minutes or sometimes I do an hour or more teaching about Facebook and breaking news and whatever, but then you can take little excerpts of that and Facebook will create a fresh video, and now you have got that in your video library and you can use it for an additional post or you can download it and post it elsewhere.

Then that other aspect is these Watch Parties and you can create a playlist of shorter videos, post it on your Facebook page or inside of a group and that really ties into Facebook’s video mission statement about creating shared experiences and a sense of belonging.

So, thinking about that when it comes to stories, for example, is that interaction, that engagement, people tapping on their phones and commenting or liking or being there, watching video with friends and colleagues.

So, now, this next slide is simply showing you how I’ve displayed all my lives, you can do thumbnails exactly like you have on YouTube, I keep meaning to get my team to do that, we’ve got to do thumbnails on my videos, but you can have...under the templates and tabs, if you do a lot of lives, you can actually put one of your tabs as “Live”.

Now, so my recommended Facebook strategy is that specifically when it comes to video, but this is, overall, this is a really great slide right here for you to just do as homework, stop just broadcasting your message, checking that button, OK, we did our social media, we’ve made a video, you really want to focus increasing engagement and interacting with your audience, going deeper, like even if you post a little less, but go deeper with the content and with the audience. If you can get up to a ratio of 70% video, 20% images, and 10% links, over time that’s your goal to get to roughly that ratio, but you can still include links in the video posts and the image posts. I just showed you where I had put that CTA (call to action) button in my video post.

Optimize for mobile consumption. That just means doing the square videos on Instagram, and Facebook, doing your portrait for stories, and then integrating stories for sure and you can refer back to my webinar that I did back in August for Verizon on that.

As an exercise, a little bit of homework for you, I do recommend that you go through your last – I’m saying 50, maybe only 10, 20, 30 – but go through a whole bunch of your Facebook posts and do kind of an audit and just examine each one from the audience's perspective. Imagine with your B2B, your B2C, or you’re online or you have a physical business and saying if were to see this post on my newsfeed, would I feel compelled to interact with the content or it doesn’t have to be interaction, it would be compelled to take the action that you’re asking your folks to take, so a little bit of an exercise for you to do there.

Now, as promised, I wanted to show before we wrap up in a moment here and I’ll take your questions, is that I’ve got three different favorite video tools, as I call them. Now, InVideo is so easy to use, they have over 4,000 templates are included with your plan. I’ve got a special URL there for you, because I got a deal for you, you can get that 50% off. That’s the one I was telling you that it works out $5 a month, $60 when you go annual. It’s a tremendous app. And the other one... you would do one or the other is Wave, and I’ve got you a special there as well if you want to get 60% off for up to six months when you do the monthly, select monthly on that one. And then Boosted is such a cool app that lets you do all mobile. So, the first two, InVideo and Wave are desktop only, but I know what it’s like to really try to create results when you’re out and about and you’re on mobile, so my last minute here and then we’ll get to your questions, I’m going to just show you real fast the Boosted app.

So, I’ve got that in my little folder here called Creative Apps, and this is Boosted right here and you get all of these templates and they have all these different styles in real estate, and in food, and fashion, and travel, and you name it, and so you can pick any one of these
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and you can take the assets that are in here already or you can upload your own, you can see I've got all of these different projects that I've made over time and they're so, so easy, really, really easy to use. You can, as I mentioned, use your own assets as well. It’s really, really great, a simple, simple little tool... let’s go back to my templates, here they are, and really easy to use to create short simple, under a minute, square, portrait, landscape videos. Really great. So, take a look at that, that’s Boosted Video Maker. All of these guys you can get a free trial as well.

And then finally, I've got some templates for you. This is actually... if you do get an account with InVideo, a plan with them, that link there www.invideo.io/marismith and then I actually have a creator profile with them where you’ll see these 10 premade templates. I did a Facebook Live talking about these 10 templates, so brand promo, testimonial, listicles, which is a whole list of three, five, 10 things, your brand story. Converting your blog post into a video or a video teaser, I love that. Meme videos, so cool. How-tos, offers, topical videos on calendar days or industry updates. You can get all of that included in your InVideo plan for, like I say, five bucks a month, what a deal.

So, no excuse not to do video. I've shown you ways to make it very, very... take less time and very affordable, and giving you the different formats and lengths and thinking strategically about what you want your audience to do and if you don’t want to be in camera, you use stock footage, which both Wave and InVideo and Boosted, all three of those apps include literally millions of royalty free access.

So, friends, let’s switch it up now and I want to take your questions. I love Q&A. Ask me anything at all about today’s subject, which is creating compelling videos to captivate customers on your social channels.

OK, awesome, wow, I’m loving your questions, friends. Those are great questions. I have a whole stack of them here. So, I wanted to just address the person that says, “Mari, great presentation, you lived up to my expectations, thank you”. Thank you, thank you as well.

Then a couple of quick logistics, someone said, “Will there be a recording and slides?” absolutely, recording and then Samuel as well, he had asked, those of us with schedule conflicts for a portion of this presentation, will there be an opportunity to review it later, and absolutely.

The good news is that Verizon along with this BrightTALK platform, you can come right back to the exact same link, the link that you registered with and there will be the full replay.

Now, if you look below me on the player, you should see a wee button there that says Slides, and of course if you're catching the replay, I think it says Attachments, but you’ll absolutely see that you can download my full slide deck.

So, keep the questions coming, I will do my level best in our remaining time here to answer as many as possible. I love Q&A, I love Q&A, so this is terrific.

So, there's a question right out the gate that was talking about... this person said, “I can record videos using my webinar service, is there a better way to create demo videos?”

OK, love this question, because if your recording your screen, which I love to do those kinds of videos where you just record your screen, you could be on camera or not, Camtasia, are you guys familiar with that, it’s by a company called TechSmith, Camtasia, you can just Google it, or I’m on a Mac, I use ScreenFlow. ScreenFlow is terrific. Or you guys might check out Loom.com and they are really growing, super awesome company, there's a free plan and a paid plan. So, Camtasia, ScreenFlow, or Loom are brilliant for recording your screen with or without camera, of the three apps I just showed you on one of my last slides there, Wave.video, InVideo for desktop, and then Boosted for mobile, so those are my apps of choice for creating video.

And then creating demo videos, maybe you’re into camera, maybe you’re using your phone, and then you’re popping those clips into these video apps.

Mike was asking, “Most DIYs (do it yourself) videos seem to have annoyingly poor audio quality, any tips for producing good audio?”
You know what, Mike brings up a brilliant question, because for the longest time, 10 years, 20 years, people will forgive wobbly video, if it’s a little shaky or glitchy, we’re kind of used to maybe the internet is not as strong in your area or something like that, so people are forgiving, it’s a little glitchy. But if audio, especially if people are listening with headphones, it actually hurts your ears. So, it’s really, really important to invest in good quality audio.

Now, I’m going to show my screen here and I’ll show you exactly what I have for you, because people are asking me on a regular basis about the gear that I use and this particular mic right here and I’ve got some great options for you. So, this… and I’ll put the link in there, it’s just www.marismith.com/videokit, and that will take you right here to my video gear list and I’ve got it broken into three sections with lighting recommendations, there’s your microphones and your cameras. Now, the one I’m using it this one right here, which is Heil PR-40, it’s a little expensive, I’ve got the shock mount and the little pop filter thing. Or I’ve actually… you can go to Amazon right here, this one is quite, quite reasonable. The only challenge I say, friends, right now, I’ve got to be honest with video gear is that since the pandemic, the price of video has gone through the roof, webcams, DSLR cameras, lights, microphones, adapters, cables, it’s crazy. But that was actually really, really good, very inexpensive, that one I just had up on the screen. It is in my video gear list, Audio-Technica, a nice, nice microphone, so thanks Mike for bringing that up, it’s such an important question.

All right, next question, someone was asking, love this one, this is about length, video length, so one-minute, three-minute, 10 minutes, what is optimal length of travel videos. This person is in the travel industry. I think this question was asked before, I was talking about lengths, but I really want to address this because sometimes we think that it’s different for industries.

My advice is it really depends on where you’re going to post it. I think most everybody knows that a story video, a video story on Instagram is 15 seconds per story, you can do a whole series of them, Facebook is a little longer, it’s actually 20 seconds, but the Instagram feed is one minute max, so you’re not going to be able to do more than one minute in the feed, but if you’re IGTV which is Instagram Television, it’s between 1 and 60 minutes. I would say the sweet spot, though, is about 10 minutes. I wouldn’t go longer than about 10 minutes, some people do. And then you get a 15-second preview will automatically go on your feed. And then Reels, the new Reels, which basically a copycat of TikTok, you’ve got the 15-second option, but Instagram recently rolled out the option to go 30 seconds so you can do longer, twice as long reels.

But my advice to this person asking about the travel videos, it’s really what do you ultimately want to achieve, of course where you’re posting it, that will govern the length, but just thinking about is it just to build awareness or you want to just capture people’s attention and then drive them somewhere else, mostly on Instagram, I would imagine doing travel. I see a lot of influencers and creators and influencers of all sizes, there’s nano, micro, macro, all the way up to super celebrity, right, that use Instagram to build their YouTube channels. One of my favorite accounts to follow is a fellow Scot, his name is Dean, but his account name is 1bike1cat, some of you might follow him, he is cycling around the world, mostly Europe with a cat that he found, a gorgeous little Bengal, and he’s really built his YouTube channel, he got a book deal, he does sponsorships, and really fun account to follow, so that’s great. If you’re into travel, you probably know him or know of him anyway.

OK, so another great question. “I am on a novice to Facebook, the layout looks confusing to me – you’re not the only one – also how do I delete old information from Facebook?”

Now, if you were to go to my Facebook page, let me think where I did that video. Yes, on my Facebook page, it’s @MariSmith, the one with the blue check, I did a video which is a walkthrough of the new design. It’s a few months back, here it is, let me just show you right quick. I always know my videos by what outfit I’m wearing, it just makes it easier for me to remember, so that’s this one right here, the New Facebook Design: A Guided Tour. You want to check that one out. If anybody is just a little confused by how Facebook has moved everything around, it’s a little bit confusing, I know, but the person asking about that question was also saying, how do I delete old information.

Every section in your personal profile and your page will actually have a little edit, an edit pencil or a button that says Edit, and you should be able to go in there.
If you’ve got more questions about that, feel free to DM me on my page or Instagram, or I also have a group. My group is linked to my page, you can join the group from there, it’s called Social Scoop, and we have a lot of great support in there.

OK, I see you guys are asking for the link to my video gear. Let me put that in here. Will that go in there as a link, I think it might. It's www.marismith.com/videokit. I'll put that up there.

I do offer private help, yes. A quick question there. you can DM me on my Facebook page or you can go to my website, www.marismith.com. And I do classes and consulting as well.

Let’s see, oh, love this question, “Is it better to upload videos natively on all social media?”

Phew! We’ve gone back and forth on this for years and years and years. let me just tell you, friends, Facebook, yes, use Creator Studio, it’s called Creator Studio, I’ve done many videos and podcasts, guests as a podcast on Social Media Examiner podcasts about Creator Studio, because it’s got a desktop and a mobile app and it’s heavily video focused. Facebook really what’s you to use Creator Studio and put your videos up natively. Otherwise, you could use a tool... now, my last webinar in September that I did last month for Verizon, I talked specifically about scheduling tools and content calendaring and Agorapulse, so my team and I use Agorapulse, and you can use that for all social channels, including Facebook. You can put your videos there if you want, but I would just go ahead and use Creator Studio just for Facebook. You can also do Instagram there, Instagram does Creator Studio. Or there’s a great app called Tailwind app for Instagram and Pinterest.

The one caveat, you’re asking about natively on all social channels, I would not post YouTube links on Facebook. Mark Zuckerberg, on numerous occasions, has come right out on the investors earnings calls and said YouTube is our biggest competitor when it comes to video anyway, not a social network, but video, and it just doesn’t get as much reach. There's always exceptions to the rule.

What do I mean by that? I actually have people in my community that sometimes, on occasion, will get great reach with a YouTube video, but it's kind of rare.

All right, great question here on time. How much do time do I spend on videos and social media. Someone saying, Mari, you’re everywhere. I am, but yes... it's hard to know how much time to [audio]. Do you have any recommendations for time to spend? I understand that it’s different for everyone, but I think it doesn’t get scheduled because it’s not clear what one should expect to devote to this topic.

Brilliant. Time is a great equalizer as they say. Now, whoever asked this question, my advice to you and anyone else who is in the same boat. Remember I said in the beginning there what those three struggles are that we all have is time, money, and effort or resources, and so I always recommend you start with the end in mind. You’re starting with the beginning, how much time. No, go all the way to the end and say what is your goal. What do you want? How many leads this week? How many sales? Are you wanting to just get awareness or you're driving them to a special offer, an opt-in, getting them to sign up for a webinar, come into your store? Think with the strategic end in mind and then back it up from there.

To start, I would really say batching is key, so you’re making multiple videos in one sitting, and maybe it’s only an hour a week, 45 minutes, if all you have is a half hour a week, then devote that, but all you do in the half hour is you batch produce and maybe you make two or three videos and that’s you set for the week.

Let’s see, "What suggestions do you have got BTS (behind the scenes) videos for someone who works from home in a makeshift office because work is being done on the house?"

I love it. Do you know what, people love just real authentic... it depends on what your brand is and things like that, I know, but it’s like if you’re comfortable just taking your camera and saying, hey folks, this is really... you see, I'm in my home office right here, it’s quite small, it’s a converted bedroom, it’s not huge, but then I have my three point lighting, I've got my good mic, I've got my good camera, I don't need a backlight with a window behind me, this isn't a fake blurred background, it’s a good DSLR camera and the 50mm lens, I've got it all in that video gear list, then it just has a really nice look and feel, you don’t need a big space to be able to do video. But I would
just be real, and just share with people this is what's happening. Or go outside. I've seen people going to walk around the neighborhood or the park or wherever it might be, walking your dog or whatever it is, people love to hear about family, to the degree you're comfortable sharing, hobbies, pets, travel when you're able to of course.

Let's see, “What's the difference boosting an ad?”

Well the boost button appears on almost every post that you publish on your Facebook page. You can do that. You can totally do that. In fact, I'm going to answer two questions in one here because someone is also asking about call to action button, can a phone number be a clickable link? I love that question. Yes.

Here we go, another quick share here. I'm going to go over to my page here, so let me just scroll down. As I say, it's bizarre how Facebook does this. Occasionally, if I have the word “Facebook”, they don't let me promote posts if I use the word “Facebook”, which is a lot of my posts, I don't know why they're saying “boost unavailable” on that, little monkeys, they don't always give you it, but there is one there, right. I like to call them monkeys.

Boost post, so watch this, so that's it. This is going to give me all the different information here. Totally fine. It's just going to give you some extra visibility and that's fine to do, nice and quick and easy. And then you choose your amount, if you're driving it to a landing page, put the pixel, if you have that it's a little more advanced, but I wanted to show right in here the “Call Now”, and I don't have a phone number in there, you can put phone number and then that's where it will be, and the button will actually show up under the video ad as “Call Now”, right there, so if people press that button on mobile, then yes, absolutely, it will be callable.

Boosting, to me, they're all the same. The minute you give Facebook $1, to me that's either a promoted post, a boosted post, a paid placement, an ad, it's all the same. The difference is when you go into Ads Manager, it's a little bit more comprehensive, you get more targeting, you can do split testing, you could do specific placements, like if you just wanted to do an ad in Instagram stories, but not Facebook, you would do that.

Someone asked about pinning videos to the top of their page. You can pin any post to the top of a page and you just tap the three little dots, the three little dots in it will say “Pin to top of page”.

Gosh, we've got so many questions, this is exciting. Let's see, is this being recorded and available somewhere? Absolutely. She says, she or he, I'm missing a lot of content because of kids, I hear you. So, yes, absolutely, this is recorded and available. You can catch it up on the same link.

OK, someone is asking, “Should we promote videos, if so, how much and where?”

OK, I just showed you the boost button, I would just start there with maybe – I'm not kidding, as low as $5 or 10 to start with, see what results you get, that will help increase your video views. I've done some other trainings, you can find them on my website or on my Facebook page showing you the whole funnel where you can expand your audience by video views, that's all you do is you hit the boost button and get more video views is the option there, and then you're getting more... you're expanding your awareness to your cold audience, people that don't know you as much yet. Then from there, you can do some, what's called, Retargeting, it's a little more complex beyond the scope of this one.

Thank you so much. Someone is asking where can I find a list of your webinars and classes, you're awesome. Well, I appreciate that. Gosh, a lot of places to find them is really on the Video tab or the Live tab of my Facebook page, a lot of free content there, or my website or my group, a lot of different things that you will be able to see.

All right, a couple more questions. “With the Facebook business page and streaming live, you can only use the camera or screenshare”. you're right. This person is asking about what's called Live Producer. When you go live in group or your profile or a page or an event, anywhere you go live, Facebook has this native, built-in system called Live Producer. However, my preference is not to use that. I use a third-party system and that's exactly what this person is asking. “Do you use a third party for live streaming or to do both?” absolutely I
do. You'll see that all my lives, I screenshare as well as putting picture in picture, I share my phone even and I use an app called Ecamm. Ecamm Live for Macs, that's wonderful or gosh, for PC, you could use StreamYard or BeLive.

Someone is saying, “Thanks to you, I subscribed to both InVideo and Wave, I love them both, I use them every day. Thank you so much for the great advice”.

You are so welcome, because that's exactly what I recommend. I know I have so many choices and you're like, gee, Mari, which one is better. Honestly, for five bucks a month or actually Wave has a special right now I think that's only 99 for the year, try them both, because they're really different interfaces and Wave just added automatic captioning.

A couple more questions and then we'll wrap. “Can we post on Facebook and it will also post on Instagram or do I have to post it separately?”

Love this. I'm totally fine with that. I do my stories on Instagram and I have it setup to automatically put my stories on Instagram to my Facebook business page, you can do it that way if you want. But in terms of the feed posts, yes. Now, they've recently set this up under Creator Studio and they have the new Business Suite, I know it's confusing but you should be able to post on Facebook and it will cross-post over to Instagram. It never used to be that way. It was always the other way, from Instagram to Facebook, but it’s relatively new and you're able to do that.

So many great questions here, I wish I could get to them all, but I just can't because we're going to have to wrap in a second here. The URL for the video gear, hopefully you saw that, it's www.marismith.com/videokit. Love it.

Oh, someone is asking how do you convert a PowerPoint presentation to a video. Well, if you've got the slides, kind of like we did today. You saw me with my slides and so we're presenting... now, this platform is called BrightTALK, but whatever platform you're using, you're simply going to have your slides and then maybe you're on camera, as I say sometimes with Ecamm, sometimes if I'm using... I want to do an actual video, a recorded video, I will use Ecamm and I stream live into a private Facebook group, it's only me and one other person in this group, because it gets automatically recorded and then I have this nice HD 1080 recording with a nice picture in picture and all that's really fun.

Someone is saying StreamYard is great for prerecording videos with optional screensharing.

The best place to find stock video. The cool thing with those different apps, those three different apps I told you about, Wave, and InVideo and Boosted, all of them come with stock videos.

Phew, friends, I've got to press the pause button. We've gone actually a couple of minutes over time and I just love your questions, I wish I could get to more of them. By all means, my friends, please do come over to my Facebook page, that's @MariSmith, the one with the blue check, join us in the Social Scoop group, follow me on Instagram @Mari_Smith on Instagram and I would be more than happy to answer any questions and follow-up with you. It's been a pleasure being here with you today.

With that, happy video making, and we will see you on Facebook, Instagram, and all across the social media sphere.

Bye for now.

And that's it for today's webinar, a big thanks to Mari for today and, of course, for all of the inspiring advice you've shared over the course of this webinar series, definitely lots of great tips for how small businesses can start making a splash, stand out on social media, video content, of course, essential for any small business. Now, if you haven't already, be sure to check out some of the other past webinars with Mari and other experts. It is on-demand on the Verizon BrightTALK channel page or at www.verizon.com/webinars. And remember to catch our next webinar, it's happening 27 October, we'll be here with a very special guest, Lori Greiner from Shark Tank very excited to have our shark on our webinar series. She'll be sharing her tips for small business success and answering questions from our guests and host, Ramon Ray, so be sure to register and submit questions early if you've got them.
That is all for today. Thank you so much for joining us for our Small Business Webinar Series, we'll see you back here 27 October. Have a good one.