

## Social Videos that Work: Increase Your Brand Awareness with 5 Tips to Make Highly Relevant Short-Form Videos

Now's the perfect time to increase your brand awareness with short-form video content on social media platforms. Currently, Instagram and TikTok algorithms serve users videos based on what they've watched and interacted with. No matter the size or location of your business, these algorithms can connect you with the right users.

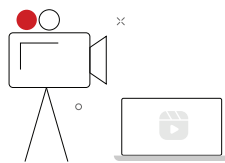
Follow these tips for getting your content seen by more people:

### Tip #1: Hop on trends



On TikTok or Instagram, use the search function to find video content that highlights products like yours. Then look at the top posts to see what content users are responding to. Take note of sounds and filters that are trending and use them to get your content noticed.

### Tip #2: Boost your video skills



Studying top videos will also teach you about formatting and editing techniques. Keep users' attention by revealing your "hook" or visual proof at the beginning or end of a video, use voice-overs or text overlays, and keep it short. Get to the point by using transitions.

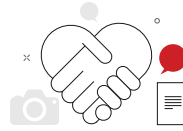
### Tip #3: Use hashtags



The search function can also show you what hashtags are popular with the type of content you're considering. Users often use hashtags to find content that interests them.

## Tip #4:

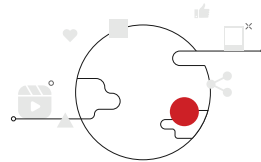
### Co-create with local influencers



Find people in your community who are trusted in their space, and partner with them. Local creators tend to have loyal followings they can leverage to bring awareness to your brand. If you tap an influencer, make sure to bring them in on the concept from the start. Together, you can create a video that's on par with what they typically share with their followers.

## Tip #5:

### Diversify your content types



There are all different kinds of content, from entertainment to educational. These can include unboxings, first impressions, rankings, and parodies. Give your followers a reason to watch by offering fresh content that provides value, whether that means teaching them something or making them laugh.

**There's a lot to think about when it comes to making social media content.**

**Don't know where to start? Here are some questions to help spark ideas:**



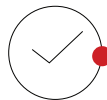
What specific problems is your audience facing?



How could your product be a solution?



What differentiates your brand?



Why is your brand right for your audience?



What's your brand promise?

If you would like to refer to these helpful tips and thought-provoking questions in the future, we invite you to download the PDF.