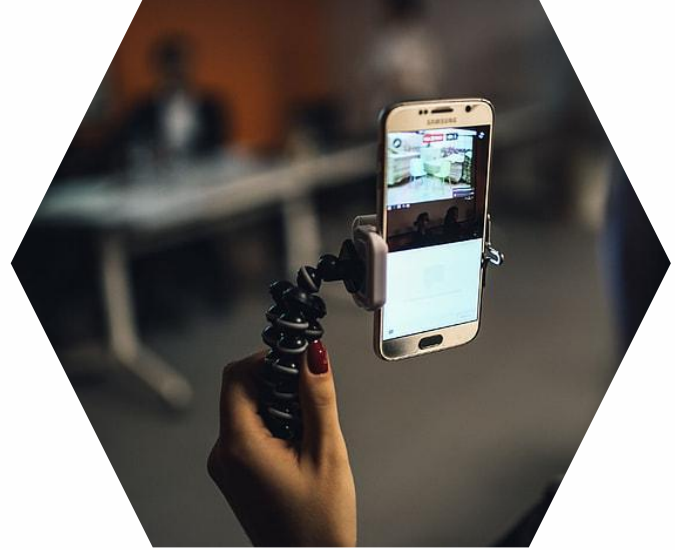
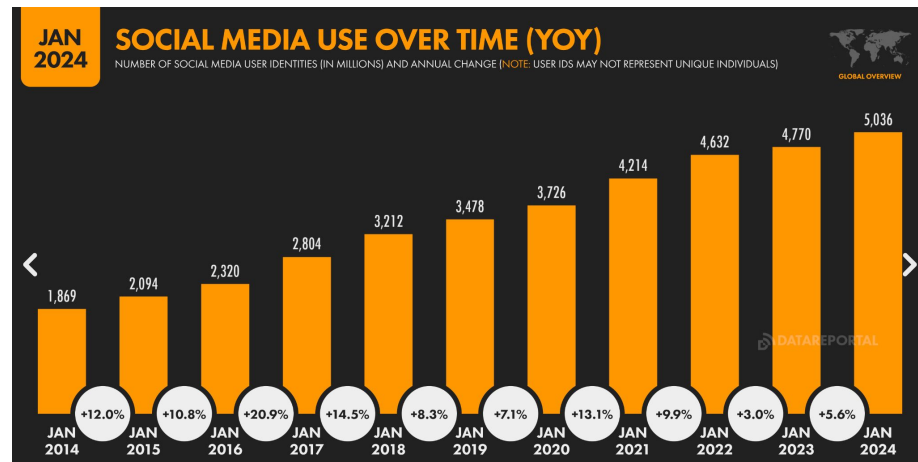
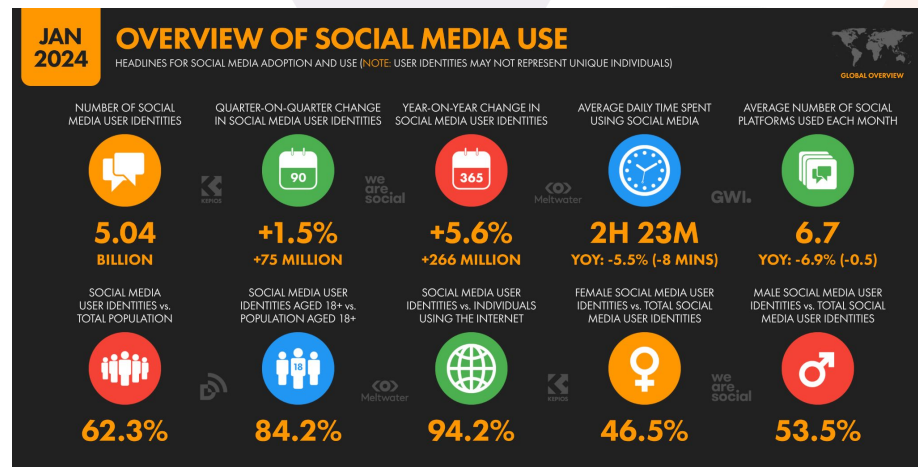


# Creating Impactful Video Content



# Who is online?

- 83% living in the UK use social media
- 2h23 average daily time spent [2023]
- Instagram remains top favourite



Short-form videos are a  
dominant force on social  
media\*

# Why short-form video?

2017 TikTok is launched

2020 465+ million users

2023 1.5 billion users

# What's the difference?

## TikTok

Creative

Trend-driven

Highly Engaging

## Reels

Community building

Entertaining

Brand showcase

## Shorts

Broader audience

Drive traffic to  
long-form content

# Grab viewers attention

engage & captivate



digitalboost

# Hooks to help

1. Stop scrolling if you [pain point]
2. Here's the 1 thing you are doing wrong with...
3. This one step changed my xxx
4. I tried [specific strategy] and this happened...
5. 3 things you didn't know xxx
6. If you struggle with [pain point], you need xxx

# Video crafting



# Growing your reach

- Consistency
- Engage
- Don't target viral
- Think keywords

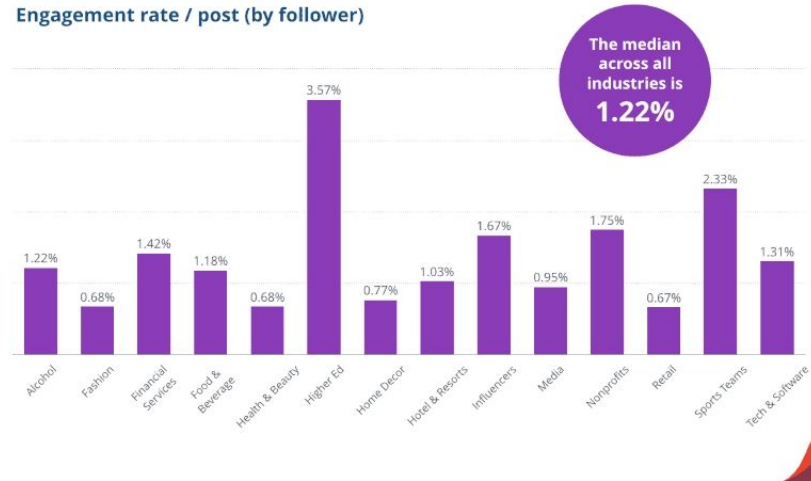


# Is it working?

- Check data
- Review

## Instagram engagement

Engagement rate / post (by follower)



# Thank you!

Scan the QR code

find me at  
**@freshapproachdigital**



digitalboost!