

1. Utilise apps and tools

Faster video creation

Utilise free or affordable apps like capcut, inshot, or canva to create videos with minimal effort. These offer user-friendly interfaces, templates, and features like text overlays, transitions, and filters that can make your videos stand out.

2. Repurpose videos across multiple platforms

Saves time

Create a single video and adapt it for different platforms (e.g., instagram reels, tiktok, facebook, linkedin, youtube shorts). Repurposing content saves time and effort while ensuring a consistent presence across various channels. slight tweaks like adjusting aspect ratios can optimise content for each platform.

3. Focus on the first few seconds

Grab their attention

Hook viewers within the first 3 seconds with a strong visual, an intriguing question, or a compelling statement.
why?: attention spans are short on social media. grabbing attention immediately increases the likelihood of viewers watching the entire video.

4. Keep videos short and engaging

High completion rates are good for the algorithm

Aim for video lengths of 15-30 seconds for reels and tiktok, and 1-2 minutes for more detailed content on youtube or linkedin. Shorter videos have higher completion rates, making them more engaging and likely to be shared.

5. Optimise for mobile viewing

Seamless viewing gets more engagement

Create videos in vertical format (9:16) for platforms like Instagram, Tiktok, and Facebook stories. Use subtitles or text overlays to ensure the message is clear, even without sound. Most social media consumption happens on mobile, and vertical videos offer a better viewing experience.

6. Use trending sounds and music

Work with the algorithm

Incorporate trending sounds, songs, or audio clips to increase the chances of your video being discovered. Algorithms often boost content that uses popular audio, enhancing visibility and reach.

7. Leverage user-generated content (ugc)

Build trust and authenticity

Encourage customers or followers to create and share content featuring your product or brand. use this UGC to create compilation videos or share their content directly. UGC builds trust and authenticity and reduces the burden of creating all content in-house.

8. Include a strong Call To Action

Encourages engagement

End your videos with a clear CTA, such as "follow for more tips," "swipe up to learn more". A direct CTA encourages viewer engagement and can drive traffic and sales

9. Use captions and text overlays

Get your message across

Add captions to videos to cater to viewers who watch without sound. highlight key points with text overlays to reinforce the message. Videos are often watched without sound. Captions ensure your message is still delivered.

10. Batch record content

Efficient content generation

Plan and shoot multiple videos in one session to save time. change outfits, locations, or backgrounds to make each video look unique. Batching content allows for a consistent posting schedule and reduces the time needed for video production.

11. Incorporate simple animations and effects

Faster video creation

Use tools to add simple animations, transitions, and effects to your videos. Subtle animations and effects can make videos more visually engaging and help maintain interest and watch time.

12. Experiment with different video formats

Find out what works

Try various formats like behind-the-scenes, tutorials, product demos, customer testimonials, or q&a sessions. Different formats keep your content fresh and cater to different audience preferences.

13. Analyse performance and adapt

Focus on success metrics

Use platform analytics to track video performance (views, engagement, watch time) and adapt future content based on what works best. Data-driven adjustments help improve content strategy and achieve better results.

14. Collaborate with influencers and partners

Piggy back on other's audiences

Partner with influencers or other brands to create co-branded videos or challenges. Collaborations can increase reach and credibility by leveraging each other's audiences.

15. Take advantage of AI tools

Seamless viewing gets more engagement

Use AI-powered tools like Runway ML, Pika Labs, Descript, or Canva AI to automate editing, generate voiceovers, create scripts, and even remove distractions from videos. AI tools speed up the editing process, improve video quality, and help creators produce engaging content faster with minimal effort.

16. Optimise for SEO and searchability

Ensure your socials are a search engine

Use keywords in your captions, hashtags, video descriptions, and on-screen text to increase discoverability. Social media platforms are evolving into search engines. Optimising for search helps your content reach a broader audience over time.

17. Create looping and seamless videos

Increase replays to increase engagement

Design videos that loop seamlessly by starting and ending with a natural transition (e.g., a continuous movement or a sentence that circles back). Seamless loops increase replays and watch time, which improves engagement metrics and makes videos more shareable.

18. Prioritise story-telling over sales

Become memorable using emotion

Instead of direct promotions, use storytelling techniques (e.g., personal anecdotes, transformations, or emotional hooks) to connect with your audience. Consumers engage more with relatable, authentic content rather than ads. Story-driven videos feel less like marketing and more like entertainment.

19. Use relatable hooks

Make messages feel personalised

Instead of generic intros, start with lines like "If you're struggling with..." or "Here's what I wish I knew before..." to instantly grab attention. Why?: Relatable hooks make viewers feel like the content is made for them, increasing retention and engagement.

20. Leverage Dual Camera & Multi-Angle Features

Create dynamic content easily

Use dual-camera recording (iPhone's Dynamic Island, Instagram & TikTok's dual recording feature) to capture reactions alongside the main subject. Multi-angle and reaction-style videos make content more dynamic and engaging without requiring heavy editing.