



# Creating & Repurposing Videos for Social Media Success

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# Agenda

- 01** Simple ways to create videos
- 02** Top tools to create video
- 03** Best types of videos for organic reach
- 04** How to use videos in Ads
- 05** A video repurpose method that saves time

# Why videos are essential for social success

## Benefits of video content



- Higher engagement rates compared to static posts
- Increased reach and visibility through platform algorithms
- More effective at building trust and showcasing personality

# Simple ways to create videos



- Low-barrier video-creation ideas:
  - Use your smartphone for authentic, relatable content
  - Record short tutorials, behind-the-scenes, or product showcases
  - Leverage templates on tools like Canva or Animoto
  - Use AI
  - Batch recording to save time

# You have your video recorder with you at all times

Your phone!



## Tips for using your phone

- Hold vertical – this is the most popular style on the web and can be edited.
- Use Cinematic Setting for a more professional look.
- Use a Teleprompter if needed - BigVu is my recommendation.
- Look directly at camera lens (not at yourself).

# Top video tools

AI can be a great help in producing videos – it speeds up the process.



## ChatGPT

Create scripts, videos and more using ChatGPT.



## Sora (brand new!)

AI Video Editing Software - Cinematic production that simplifies video production. Just input your text and watch AI create beautiful videos.



## CapCut

Owned by TikTok, it has captioning, AI tools and more.

# Top video tools

AI can be a great help in producing videos – it speeds up the process.



## Pictory

Text to video, URL into a video, long videos into branded clips and captions



## BigVu

Teleprompter, beauty editing, captions, editing, automated posting



## Canva

Use it to create social media posts, presentations, posters, videos, logos and more.

# Top video tools

AI can be a great help in producing videos – it speeds up the process.



## **InVideo**

Create video by typing simple text prompts, just like you would ask a human editor. Generate video with powerful visuals, voice and text using just this tool.



## **Adobe Premier Pro**

Industry-leader video editor. This is the most-used by professional video editors.



## **Descript**

Script-to-publish explainer videos made easy



# Sora

## Demo: Text to video

### Prompts:

- 1) Create an video for an Instagram post that shows a coffee cup (add the name "Insurance Agent" on it). Make it visually attractive. Have a cat holding it or drinking out of it.
- 2) Create a video for an Instagram post that shows a coffee cup (add the name "Insurance Agent" on it). Make it visually attractive. Have a super cute cat cuddling with the cup.
- 3) Create a video for an Instagram post that shows a coffee cup (add the name "Insurance Agent" on it). Make it visually attractive. Have a super cute cat holding the cup and drinking coffee out of it like a human would.

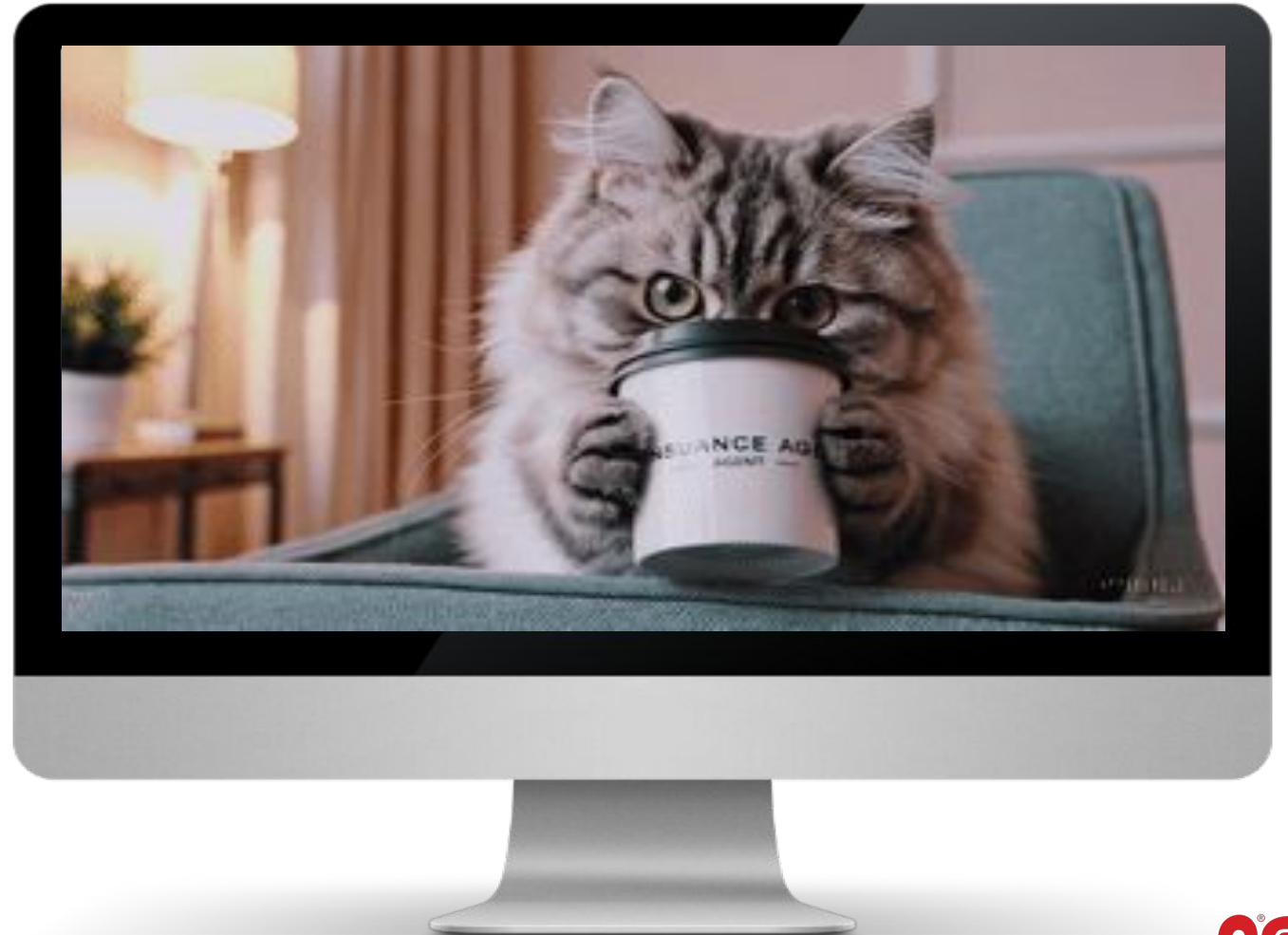


# Sora

Best output

Mistakes:

Cup has AGENT on it 2x



# Pictory

Demo: Link to video

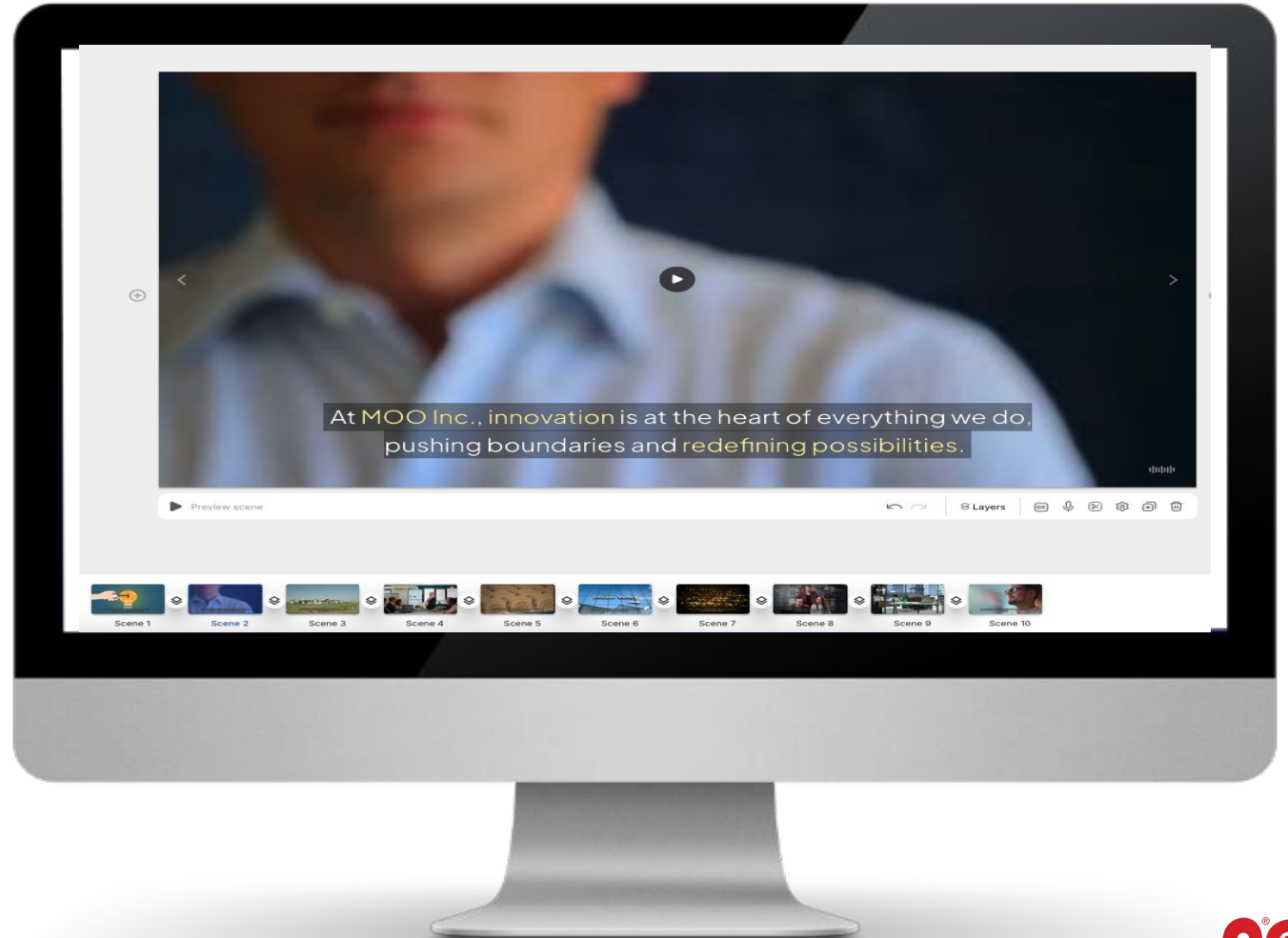
URL to video ×

Transform URLs of your articles or blogs into engaging videos. Type or paste a valid URL, and Pictory AI will do the rest.

Generate video

## AI powered summary

- Scene 1  
Have you ever wondered what it takes to transform a simple idea into a thriving business?
- Scene 2  
At MOO Inc., innovation is at the heart of everything we do, pushing boundaries and redefining possibilities.
- Scene 3  
Our journey began in Lincoln, RI, where a small team dared to dream big.
- Scene 4  
From humble beginnings, we've grown into a powerhouse, registered proudly in the United States of America.
- Scene 5  
Every product we create is a testament to our commitment to quality and excellence.
- Scene 6  
Our state-of-the-art facility at 14 Blackstone Valley Place is where the magic happens.
- Scene 7  
Here, creativity meets technology, resulting in products that stand out in the market.
- Scene 8  
Our dedicated team works tirelessly to ensure every detail is perfect, from design to delivery.
- Scene 9  
Join us as we continue to innovate and inspire, setting new standards in the industry.
- Scene 10  
MOO Inc. - where ideas come to life and dreams become reality.



# Best types of videos for organic reach

- High-performing video formats:
  - **Short-Form:** Reels, Stories, TikToks for quick engagement.
  - **Tutorials:** How-to guides to educate your audience.
  - **Meme-Style:** Moving video with words that create curiosity across it.
  - **Behind-the-Scenes:** Humanize your brand.
  - **User-Generated Content (UGC):** Build credibility and trust.
  - **Trending Challenges:** Tap into platform trends for viral potential.

# Best practices for video content strategy



- Maintain consistency in tone and branding.
- Focus on quality over quantity (but don't overthink perfection).
- Optimize for platform-specific dimensions and formats.
- Encourage engagement: Ask questions or include CTAs in your videos.

# Overcoming video-creation challenges

- Common hurdles and solutions:
  - “I don’t have time.” → Use batching and repurposing.
  - “I’m not good on camera.” → Focus on product or AI videos.
  - “It’s too expensive.” → Leverage free tools and templates.

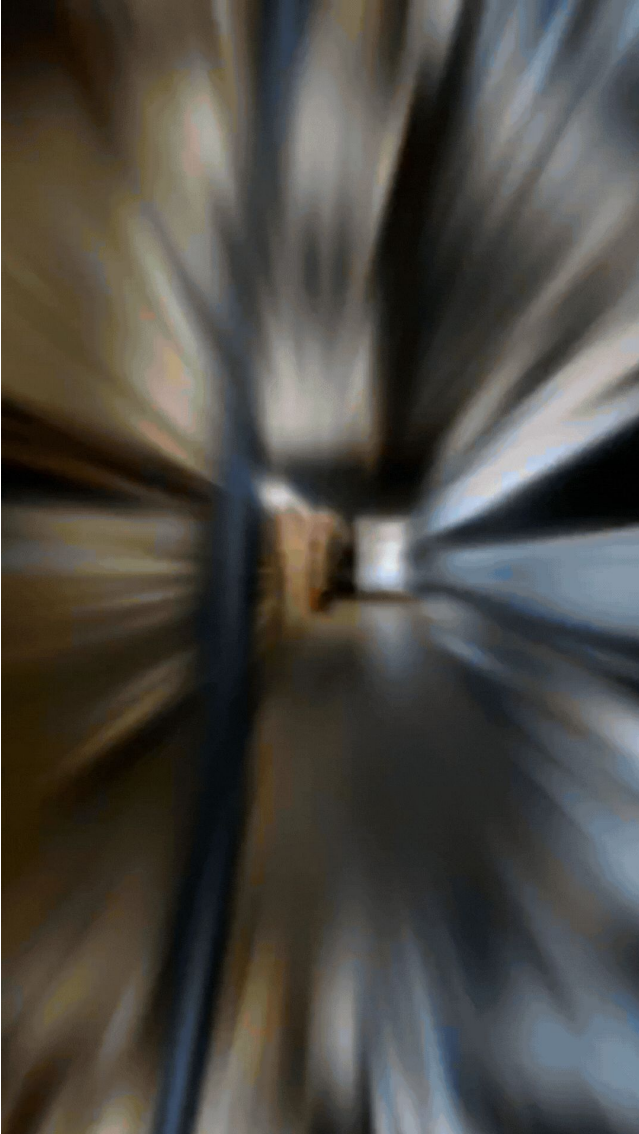


# A video repurposing method that saves time

- Step-by-step method:
  1. **Plan once:** Create a long-form video (e.g., webinar, tutorial).
  2. **Break it down:** Extract clips for Reels, Stories and TikToks.
  3. **Adapt:** Turn the content into blog posts, infographics, quotes and send to your email list.
  4. **Distribute:** Post across multiple platforms with tailored captions.
- Tools to streamline repurposing:  
**Descript, Repurpose.io.**
  1. Example: A single video turned into 10+ pieces of content.



# How to use videos in ads



- Why videos outperform static ads:
  - More engaging and memorable
  - Higher CTR and lower CPC
  - Reels are winning - 90% of our conversions come from these
- Best practices for video ads:
  - Grab attention in the first 3 seconds.
  - Focus on storytelling and benefits.
  - Keep videos short and impactful (15-30 seconds).
  - Use subtitles for silent viewers.
- Example: Successful ad video and key takeaways





**Share your feedback on  
the session with us!**



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# Hands-on exercise (optional)

Activity - create a video at a booth and launch it today!

- **Hook:** “Wait until you see what I found for YOU at the ASI Show Orlando.” (Create curiosity.)
- **Body:** Show a specific product or educational tip you learned that will help your audience.
- **Outro:** “Reach out to me for more details!”