Creating & Repurposing Videos for Social Media Success

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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

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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

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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 the camera lens (not at yourself).

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Top Video Tools

AI can help produce videos more quickly

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.

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Top Video Tools

AI can help produce videos more quickly

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.

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Top Video Tools

AI can help produce videos more quickly

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

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Top Video Tools

AI can help produce videos more quickly

Veo 3 (Google AI)

This cutting-edge video-generation tool has impressive capabilities, but also a higher cost of $249/month.

Captions

AI-powered video-editing platform designed primarily for content creators, marketers and businesses looking to streamline video production

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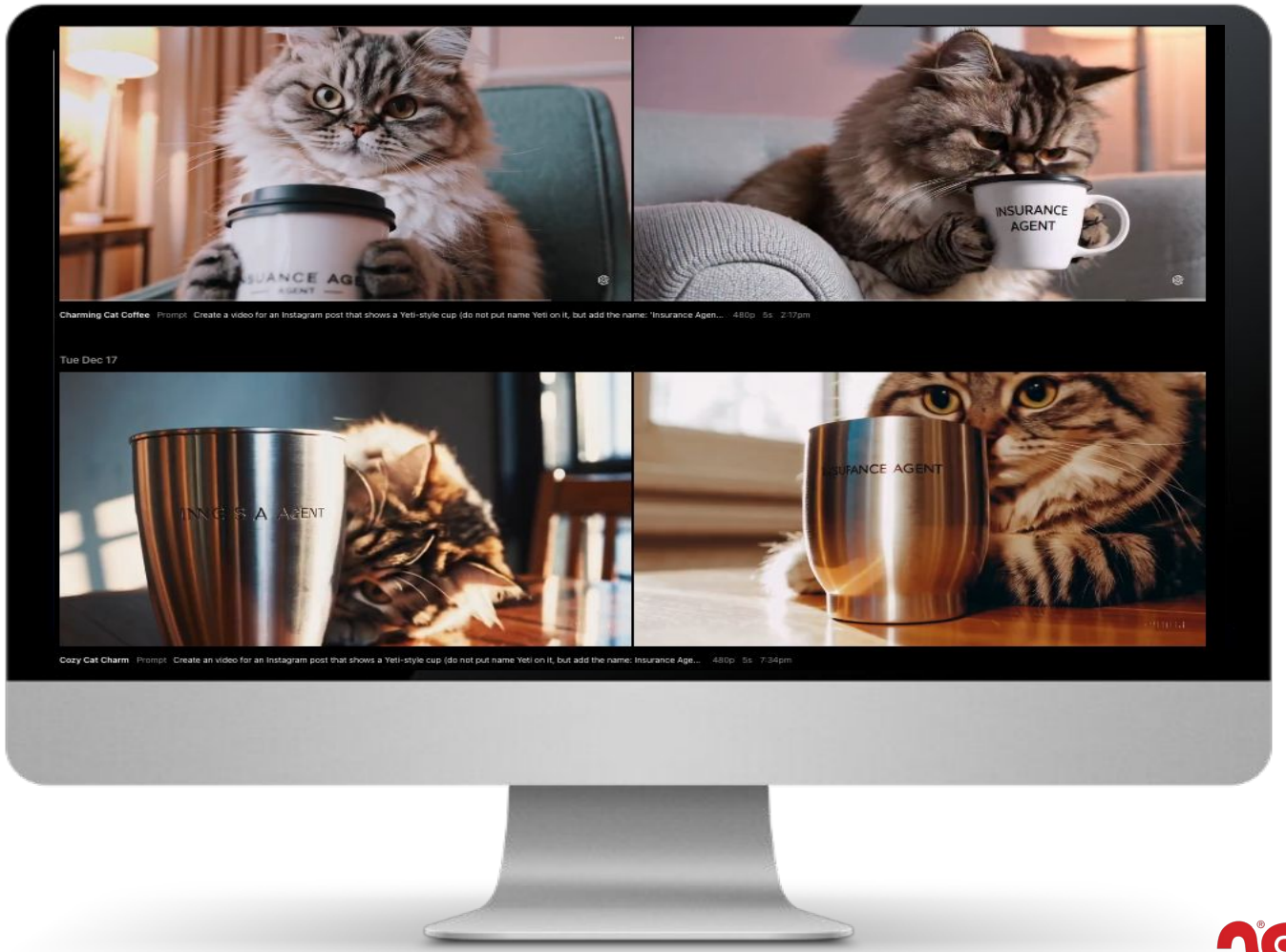
Sora

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.



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Sora

Best output

Mistake:
Cup has AGENT on it twice

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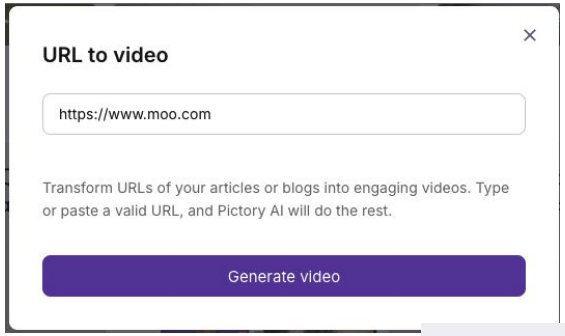
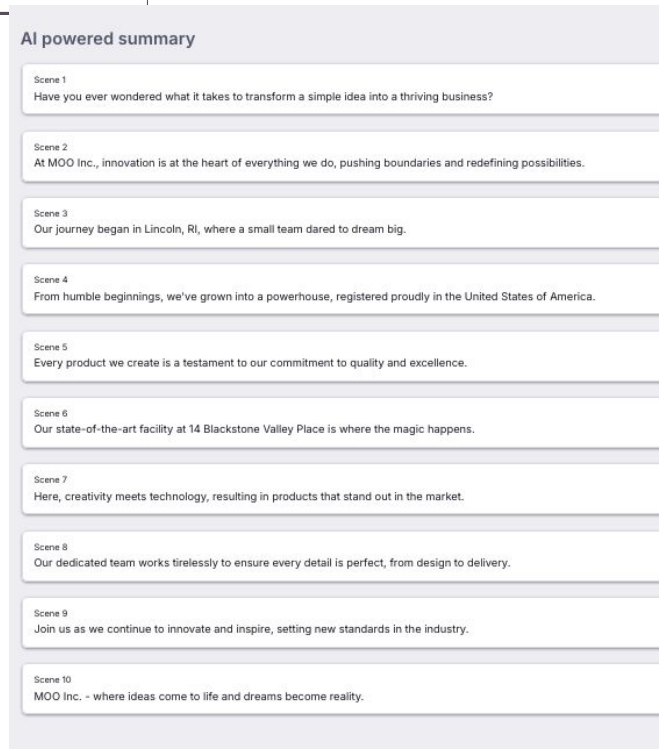
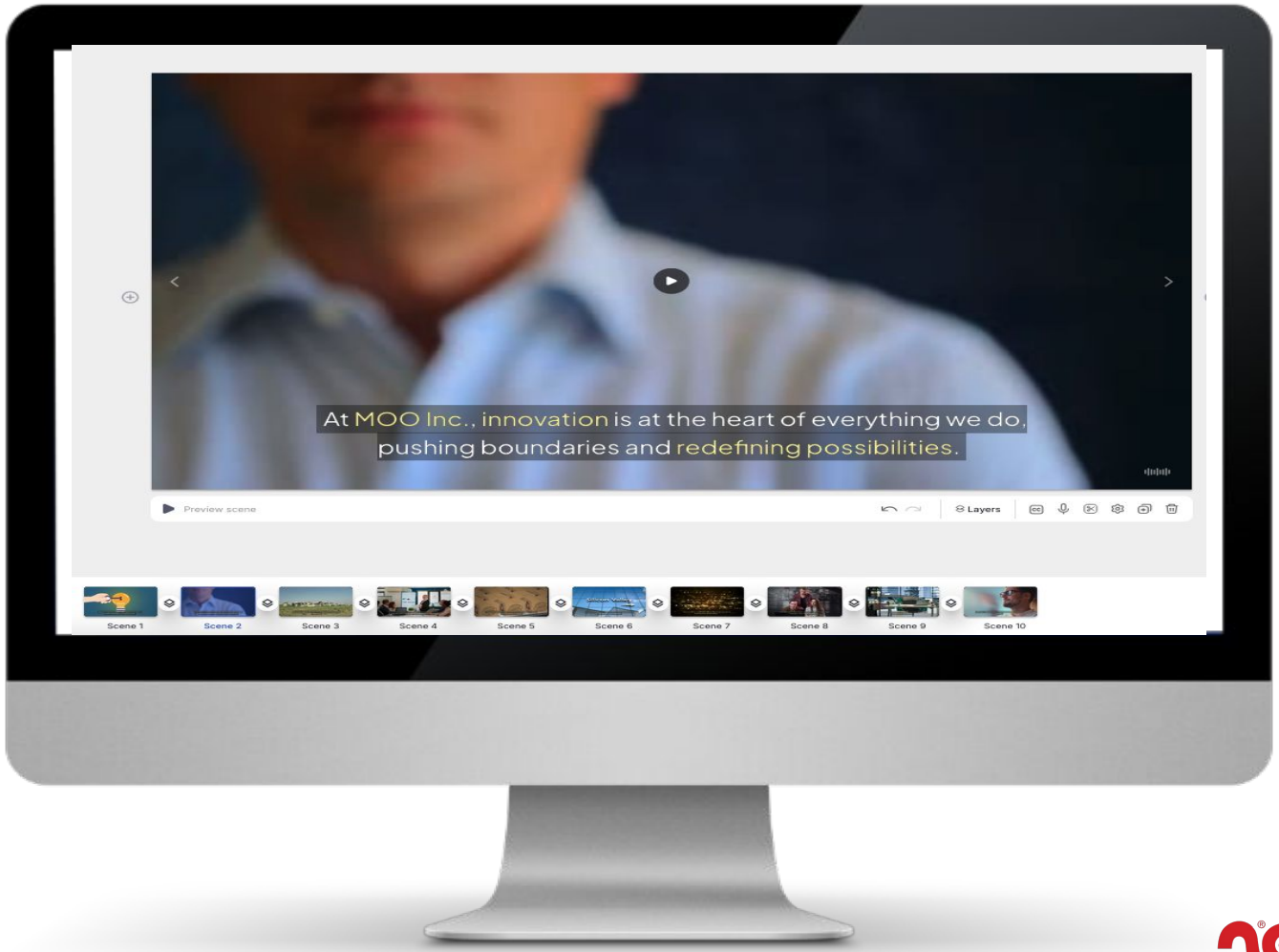
Pictory

Demo: Link to video







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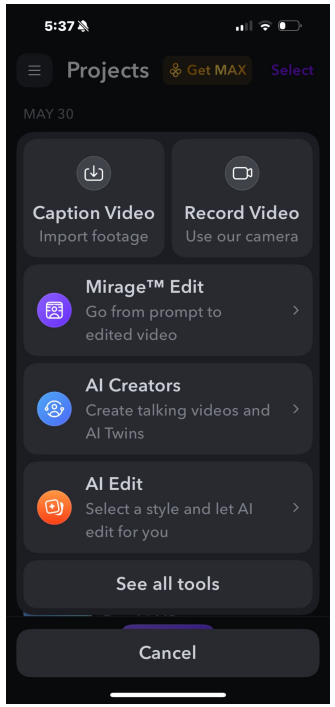
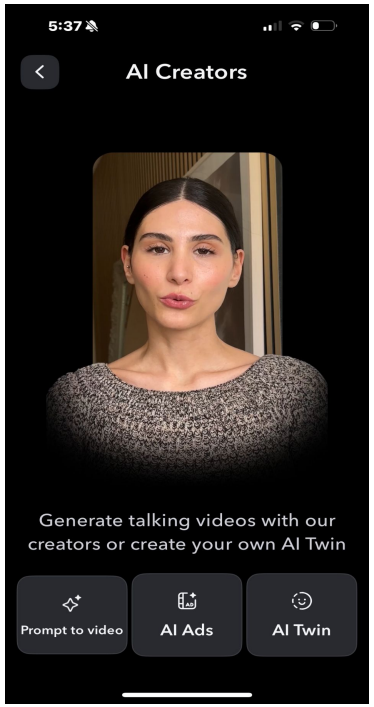
Captions

Demo: AI Creators or Twins

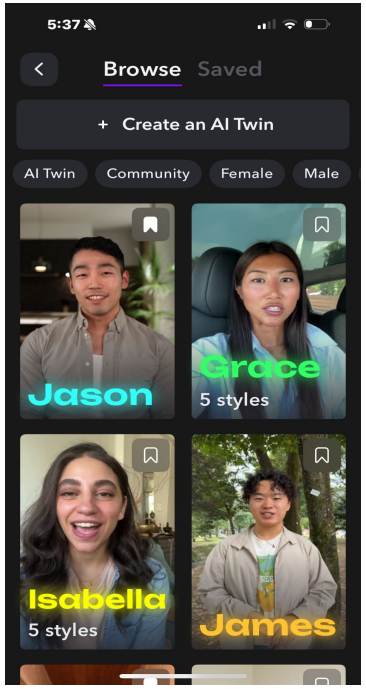
Step 1



Step 2



Step 3



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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.

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Best Types of Videos for Organic Reach

High-performing video formats

- **Short-Form:** Reels, Stories, TikTok’s 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

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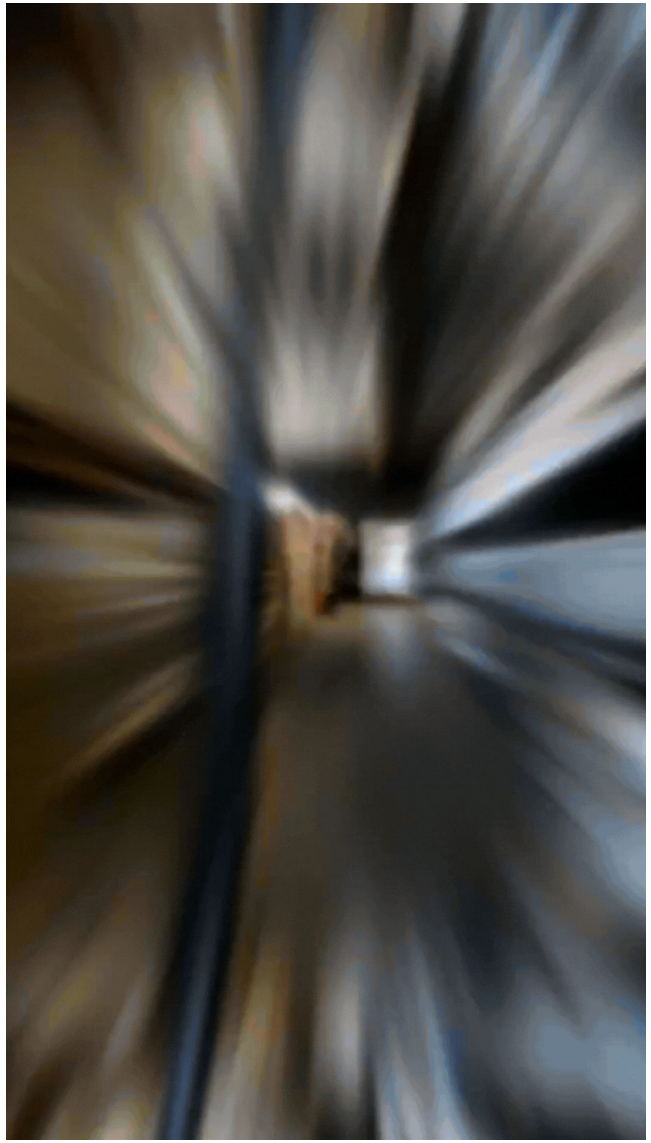
How To Use Videos in Meta & TikTok Ads



- 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

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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.

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A Video-Repurposing Method That Saves Time

- **Step-by-step method:**
  - **Plan once:** Create a long-form video (e.g., webinar, tutorial).
  - **Break it down:** Extract clips for Reels, Stories and TikToks.
  - **Adapt:** Turn the content into blog posts, infographics and quotes then send to your email list.
  - **Distribute:** Post across multiple platforms with tailored captions.

- **Tools to streamline repurposing: Descript**, **Repurpose.io**.
  - **Example:** A single video turned into 10+ pieces of content

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FREE TikTok Ads + Video-Creation Guide

https://bit.ly/3BFAY5n

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ASI SHOW CHICAGO

Share your feedback on the session with us!

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Hands-On Activity (Optional)

Create a video at a booth and launch it today!

- **Hook:** “Wait until you see what I found for YOU at the ASI Show Chicago.” (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!”

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