



SAF

Orlando 2021

September 21-23 | Loews Royal Pacific Resort

Reconnect. Recharge. Get Inspired.



Reels Means Deals! The Power of Short Form Content

With CRYSTAL VILKAITIS



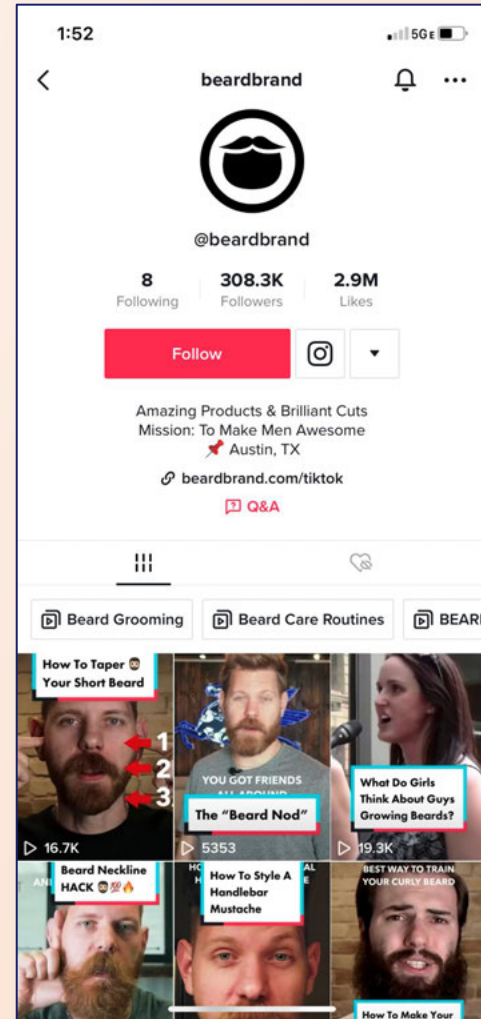
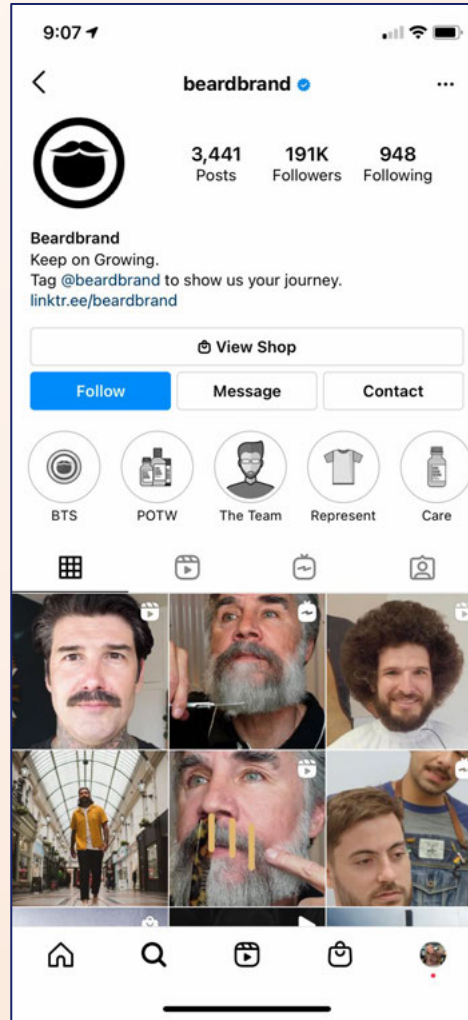
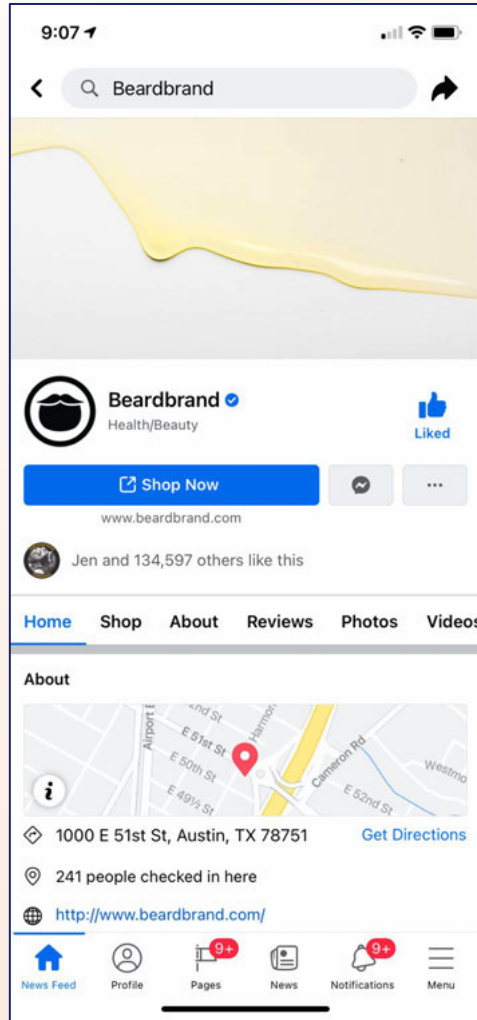
Chance to Win!



Why TikTok/Reels is Important

- ⚙️ TikTok predicted to have 1 Billion users by end of 2021
- ⚙️ Over 1 Billion active users on IG
- ⚙️ Your customers are here multiple times a day
- ⚙️ Your competitors are capturing their attention
- ⚙️ Short form video is attention grabbing
- ⚙️ Video builds trust and relationships

Feb,
2012



April,
2020

What's Working: Short Form Content

The screenshot shows a web page from SocialMediaToday. The header includes the site name and navigation links for Community, Library, and Events. A secondary navigation bar lists categories like Social Media Updates, Trending, Social Marketing, Digital Strategy, and Content. The main article title is 'Google Adds Short-Form Video Carousel in Selected Search Results'. The author is Andrew Hutchinson (@adhutchinson), published on Dec 30, 2020. The article text discusses Google testing a carousel of short-form video results for selected queries, linking to TikTok and Instagram Reels. A mobile interface preview shows a 'Short videos' carousel with four video thumbnails: a TikTok post about 'Fin...', a TikTok post with '#packers #gopackgo...', an Instagram post 'Celebrating the best route...', and a TikTok post '400 ca passes'. Below the article are social sharing buttons for LinkedIn, Facebook, and Twitter.

SocialMediaToday Community Library Events

Social Media Updates Trending Social Marketing Digital Strategy Content

Google Adds Short-Form Video Carousel in Selected Search Results

AUTHOR
Andrew Hutchinson
@adhutchinson

PUBLISHED
Dec. 30, 2020

SHARE IT
in POST
f SHARE
TWEET

This is interesting, and could, potentially, have implications for your 2021 content approach.

This week, Google has begun testing a new [carousel of short-form video results](#) for selected queries, providing direct links to relevant TikTok and Instagram Reels video clips.

3:46

OVERVIEW GAMES STANDINGS NEWS PLAYERS

Short videos

ar's ion: Fin...
ok

#packers #gopackgo...
TikTok packers

Celebrating the best route...
Instagram Green Bay...

400 ca passes
TikT packer

Types:



TikTok



Instagram Reels



YouTube Shorts



Stories



Idea Pins



Common Misunderstandings: Reels &

TikTok

False: It's hard to create short form video

True: You can film, edit, and post videos right through the apps

False: People aren't using these apps to shop

True: People ARE using social to discover brands and to shop

False: Coming up with content ideas for video is too hard

True: There are an abundance of ideas. Keep on watching!

False: TikTok is just for kids!

True: The largest age group is 10-19, but almost 70% of users are over the age of 20

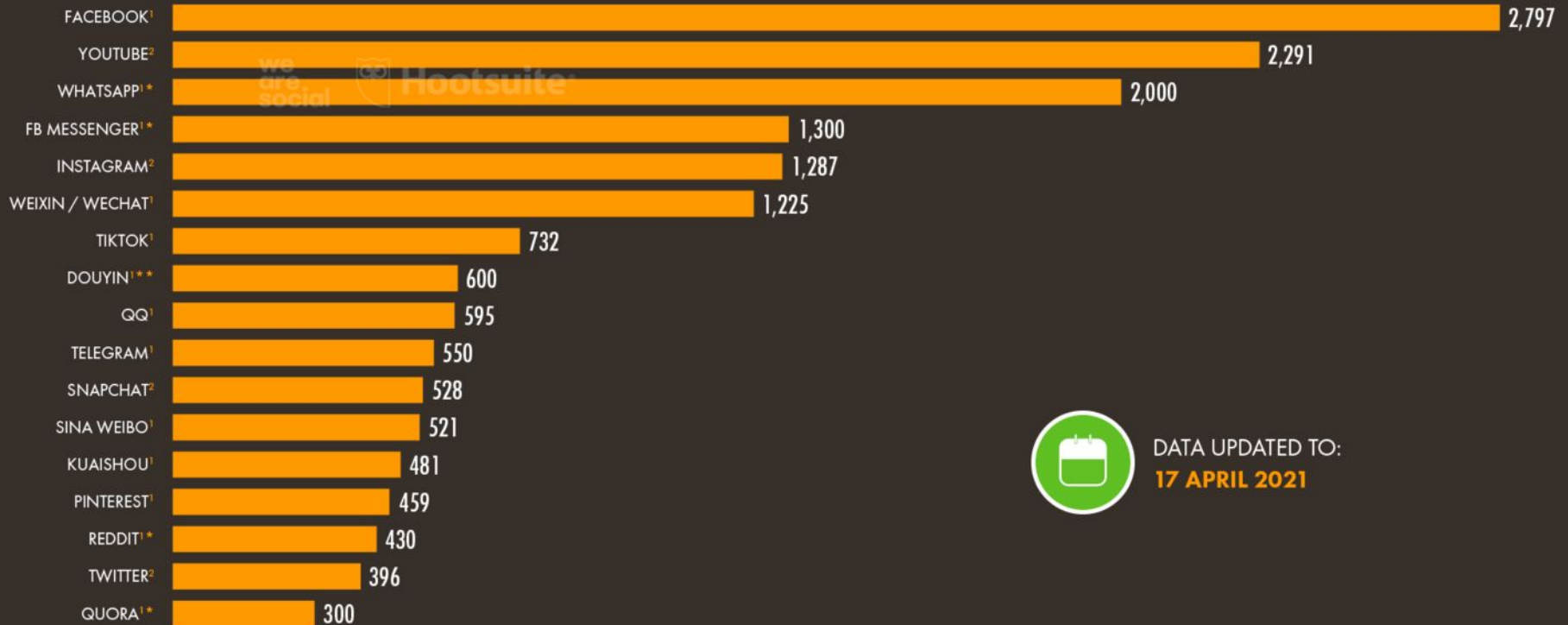
False: TikTok is just dancing videos

True: Tiktok has all sorts of videos including educational, comedic, storytelling, and yes, dancing!

APR
2021

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



DATA UPDATED TO:
17 APRIL 2021

59

SOURCES: KEPIOS ANALYSIS (APR 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS.
***NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE FOR DOUYIN USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.

we
are
social

Hootsuite®

Instagram influences the most shopping, however leverage both. Get visibility on TikTok, build the relationship, sell to them on Instagram.

How often should you post?

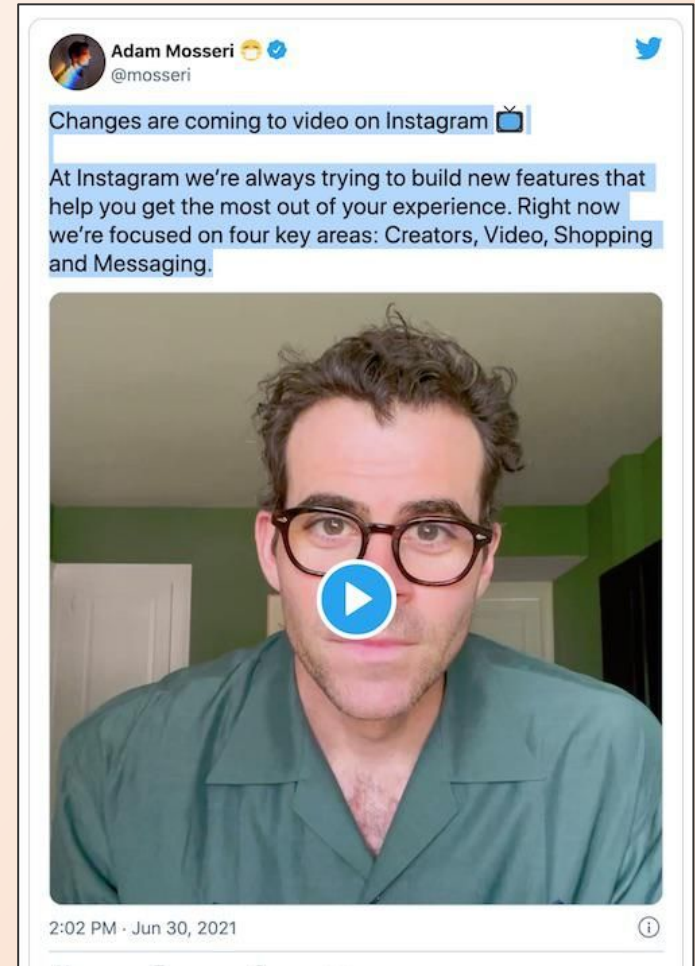


Instagram

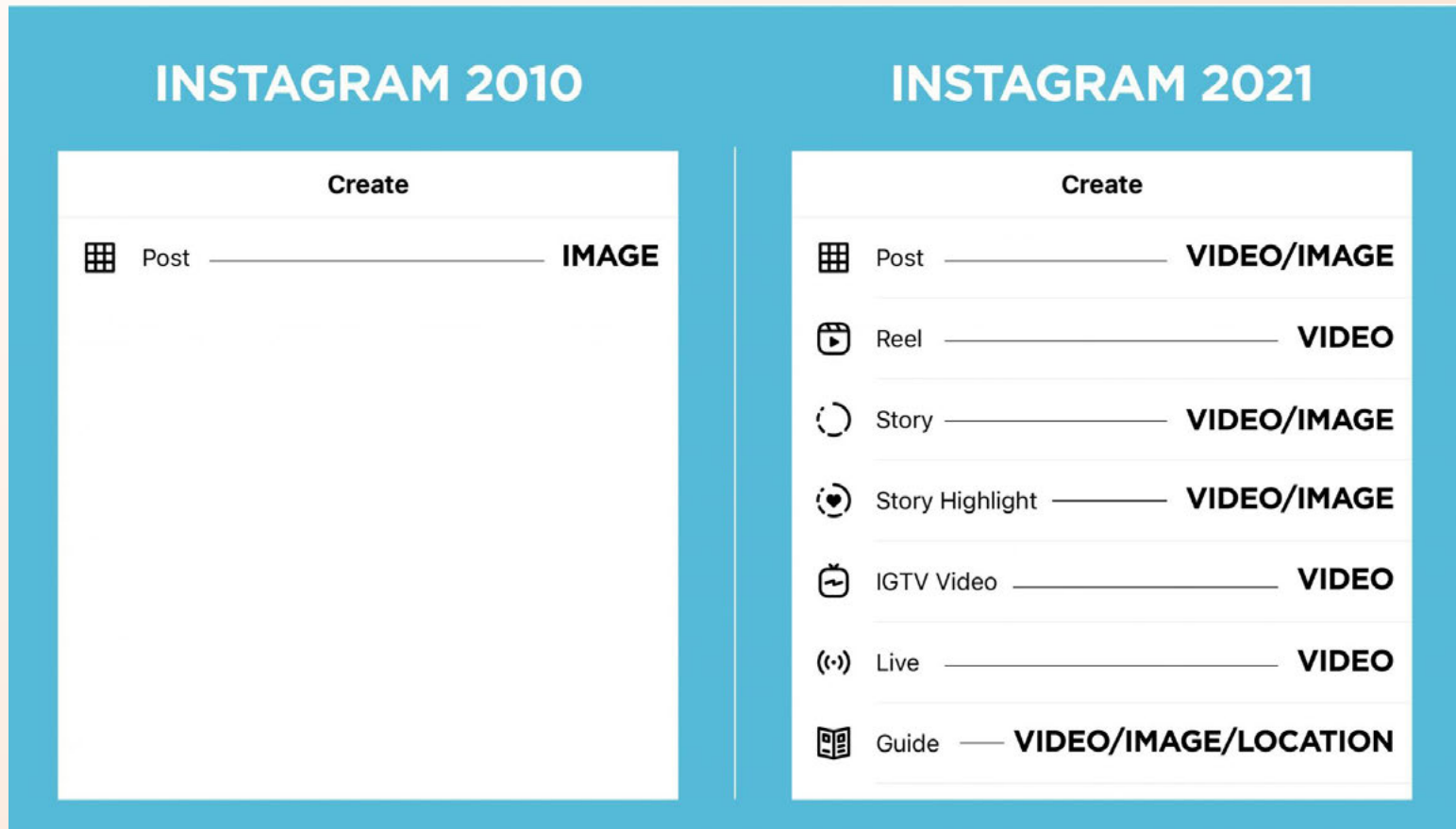
Instagram Announces They Are No Longer A Photo Sharing App

Focusing on 4 key areas:

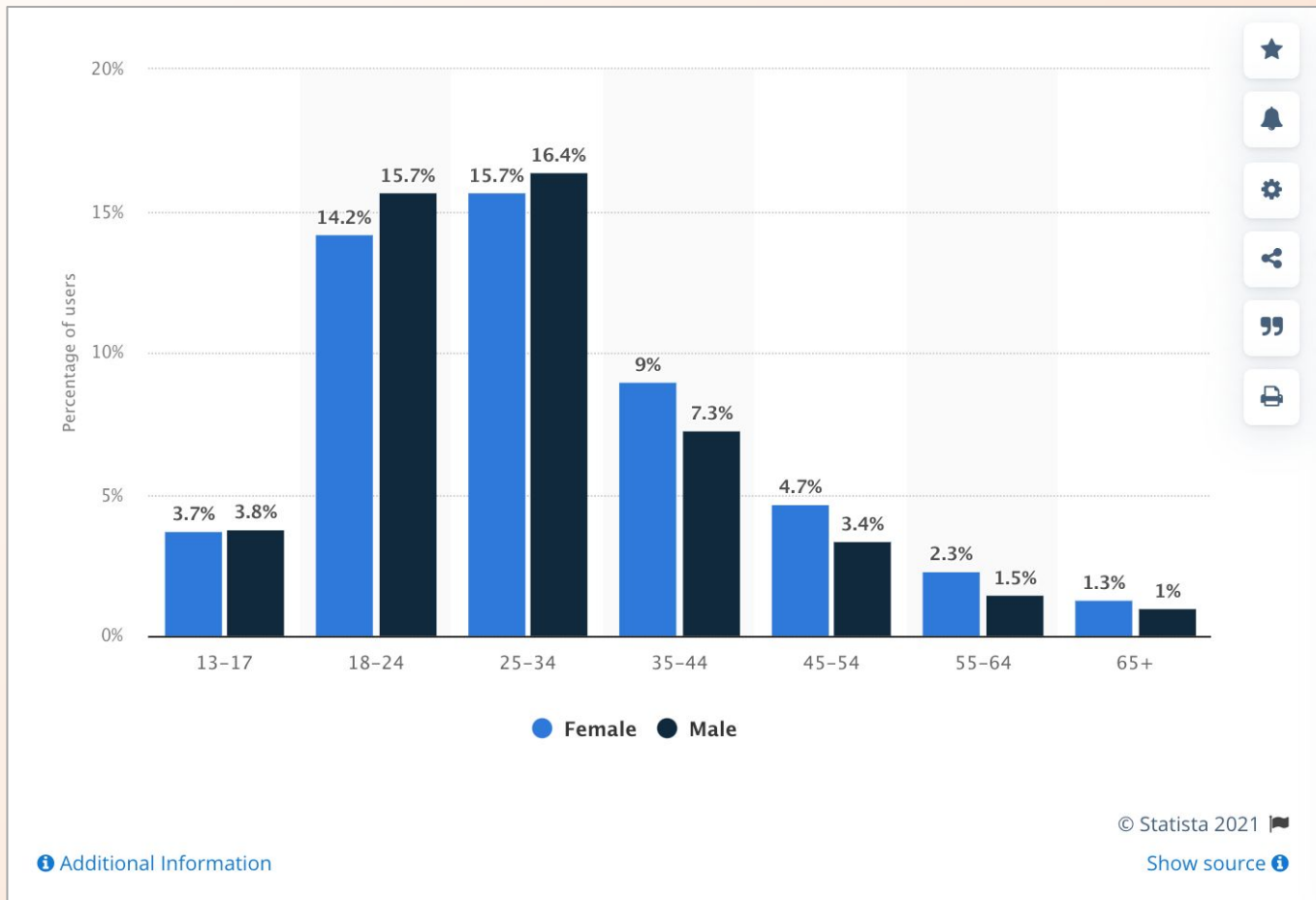
- ⚙️ Video
- ⚙️ Messaging
- ⚙️ Shopping
- ⚙️ Creators



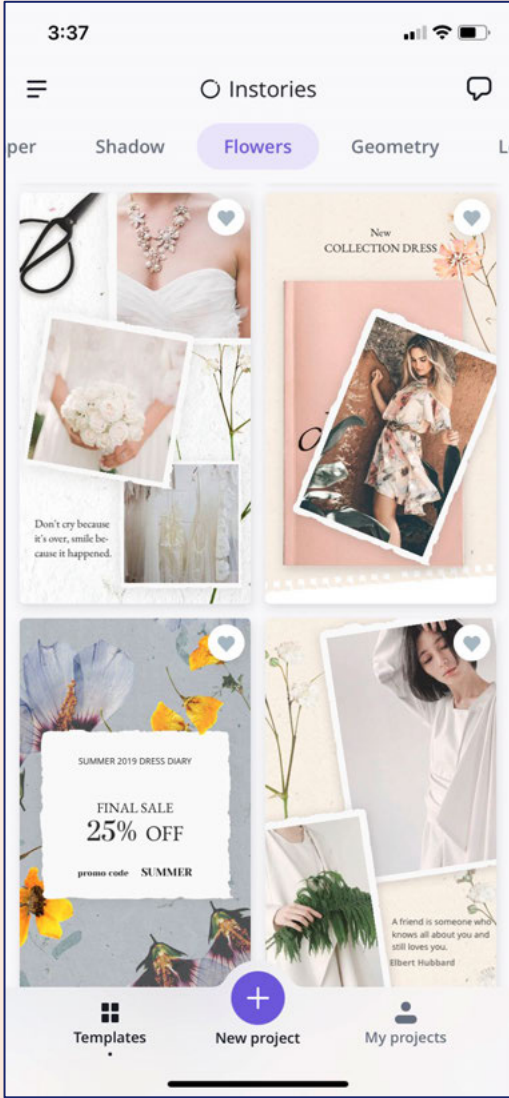
Instagram Announces They Are No Longer A Photo Sharing App

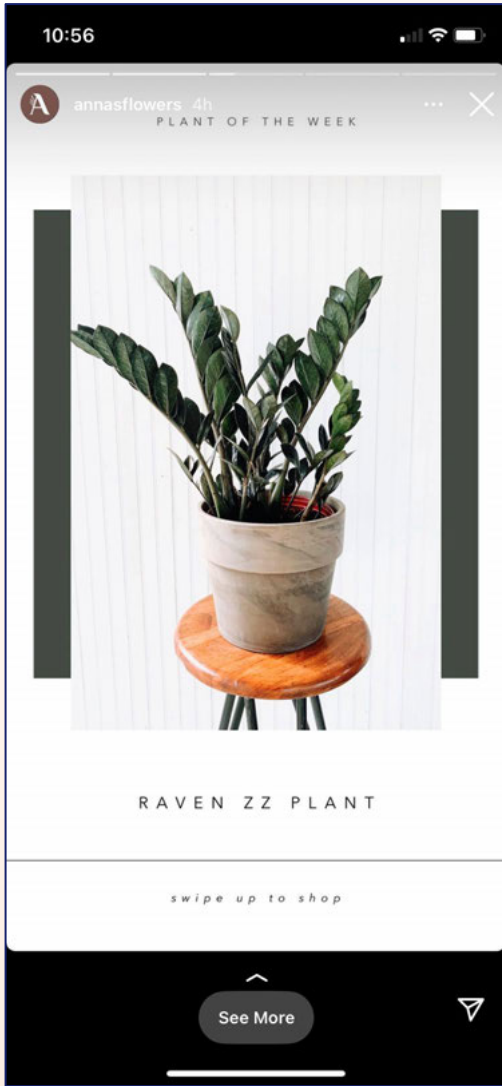


Are your PCGs (Perfect Customer Groups) on Instagram?

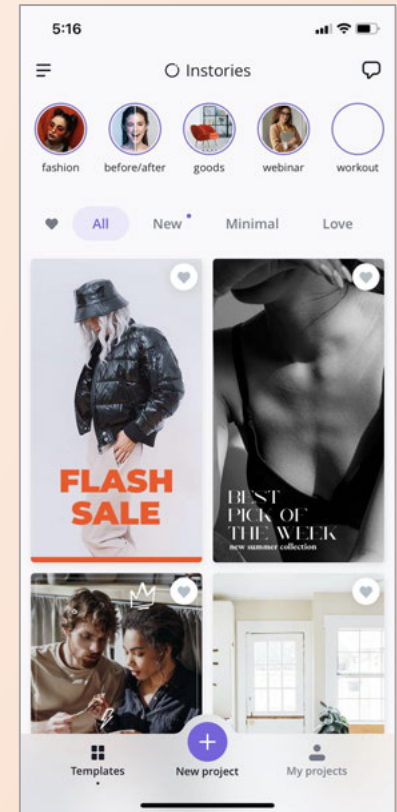
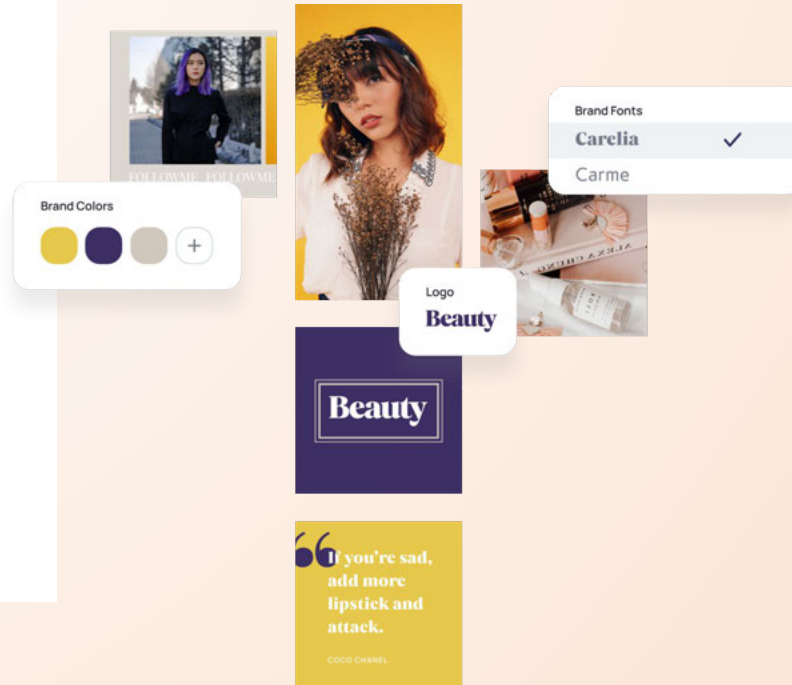
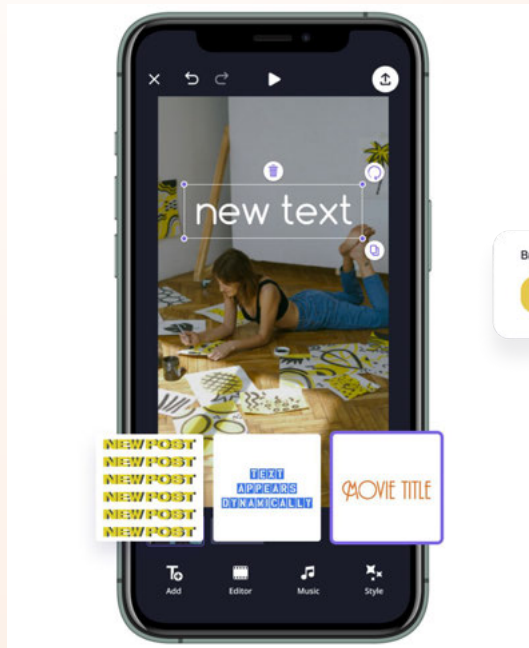


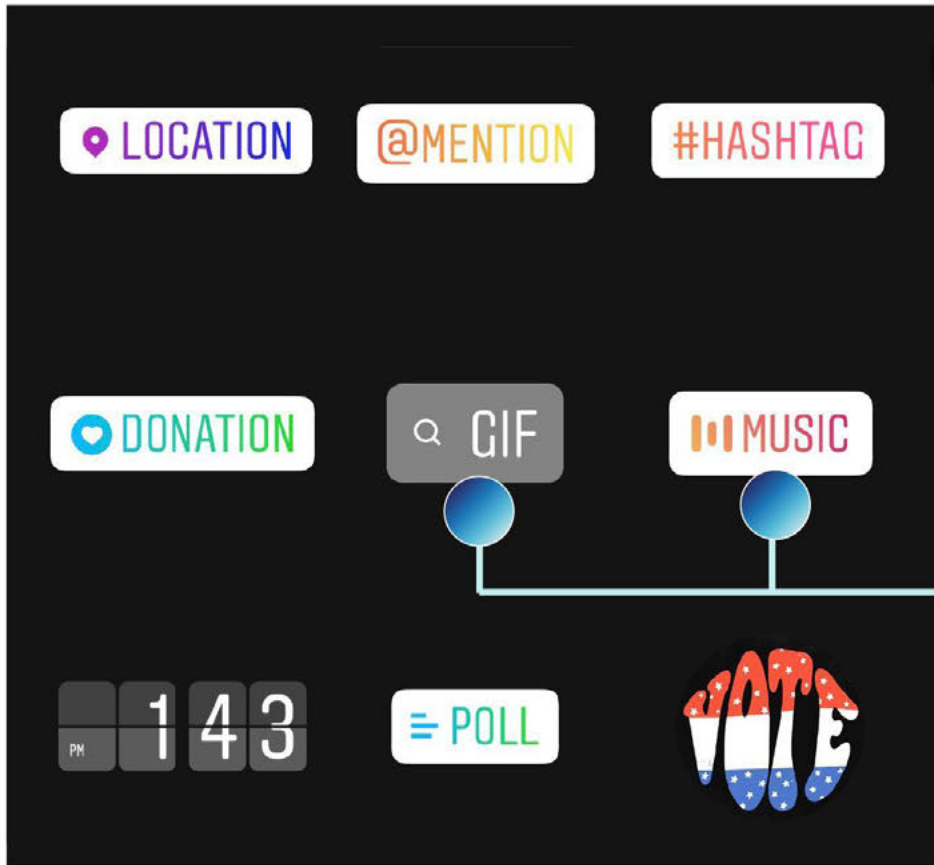
Post to Stories Daily





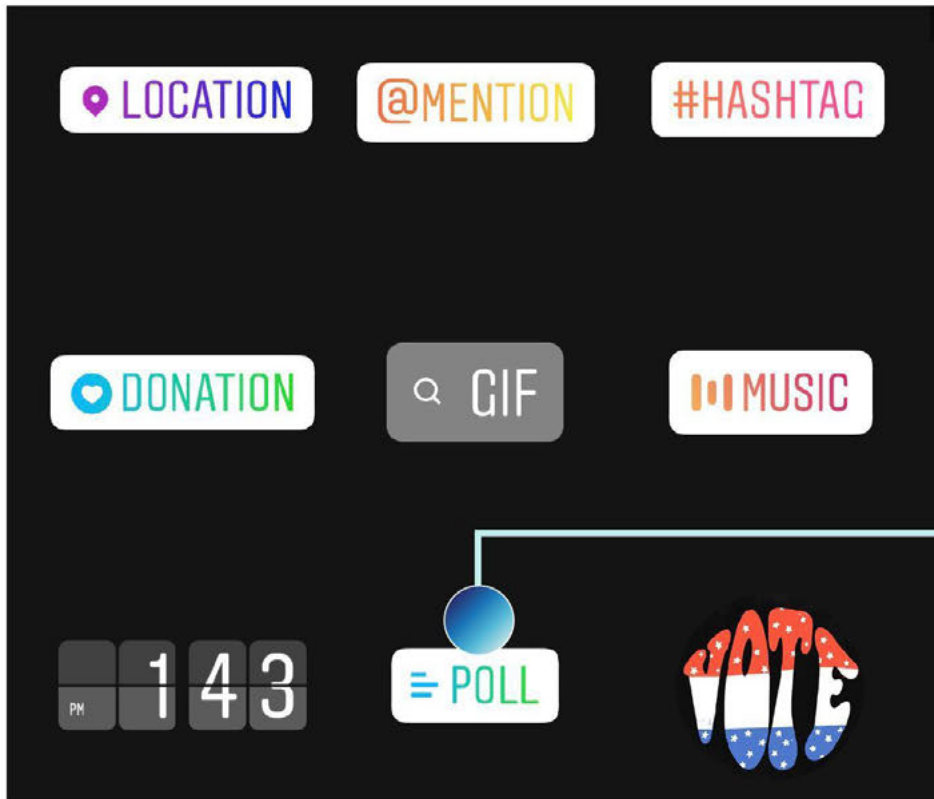
Up Level Stories with InStories App: \$11.99/month





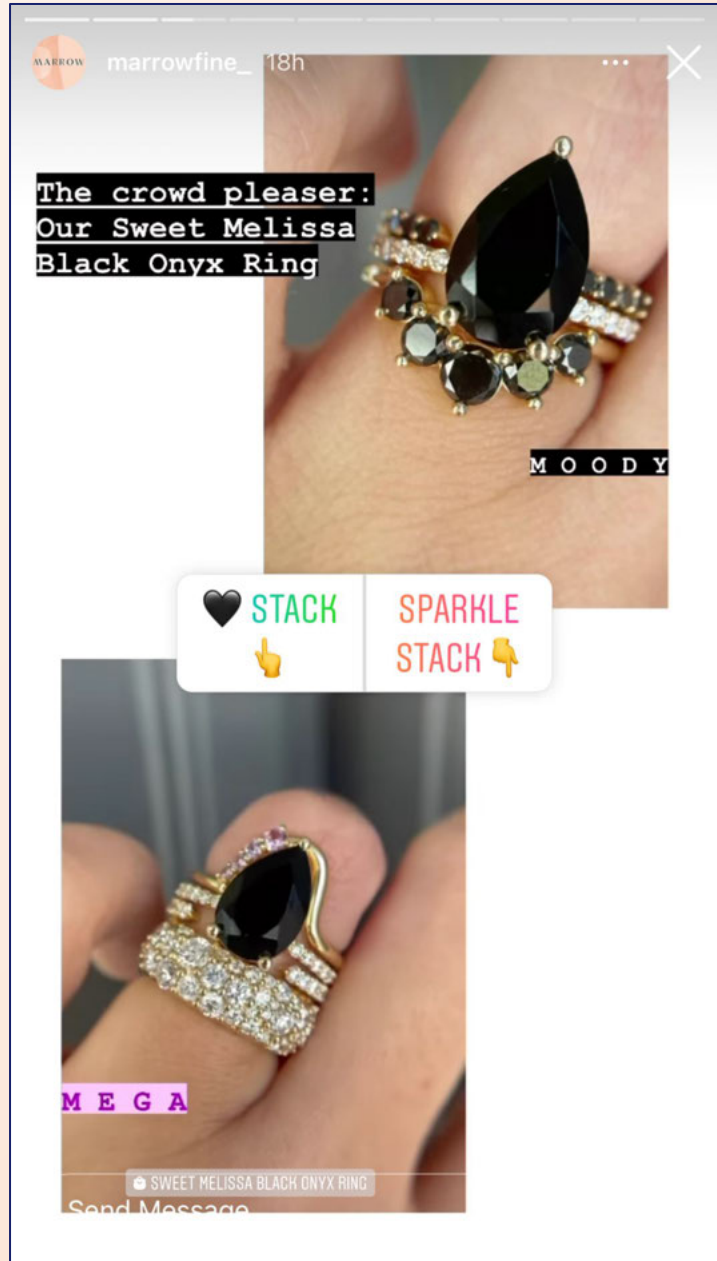
GIFS: Icons and graphics that add movement and accents to your post.

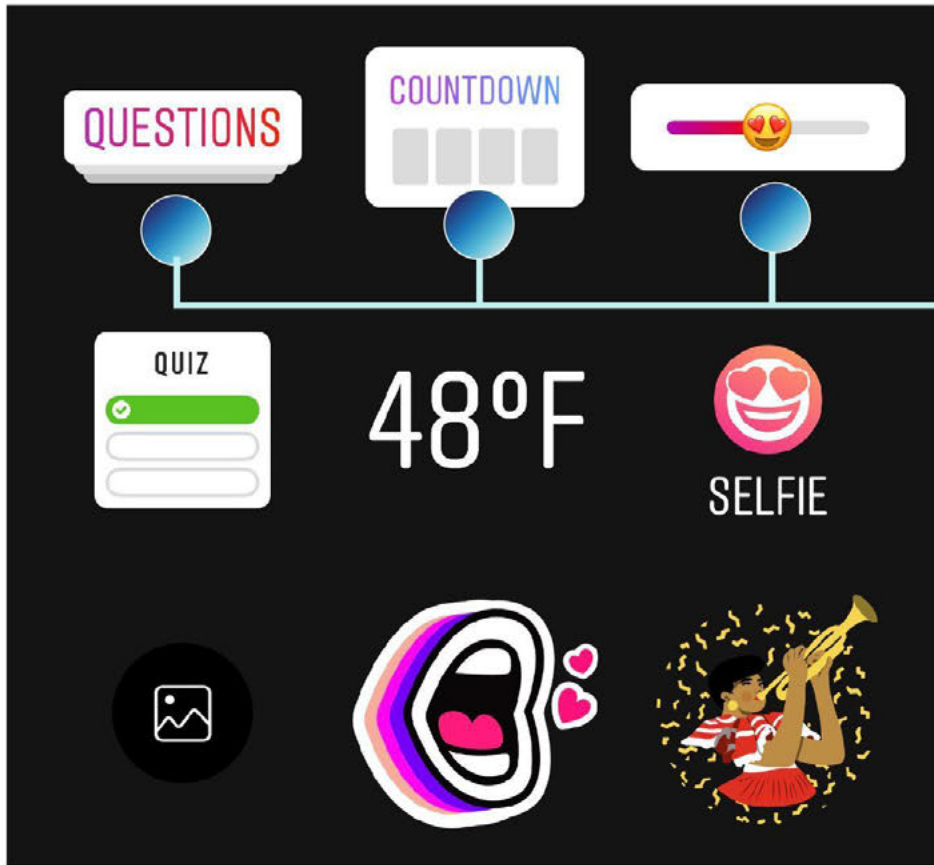
Music: Adding music to a story can make it more exciting. Relate the music to the content.



Poll: Yes or No questions. Popular Polls for retailers include:

- This or That
- Love it or Leave it
- Buy or Pass
- Would Wear or Not My Style



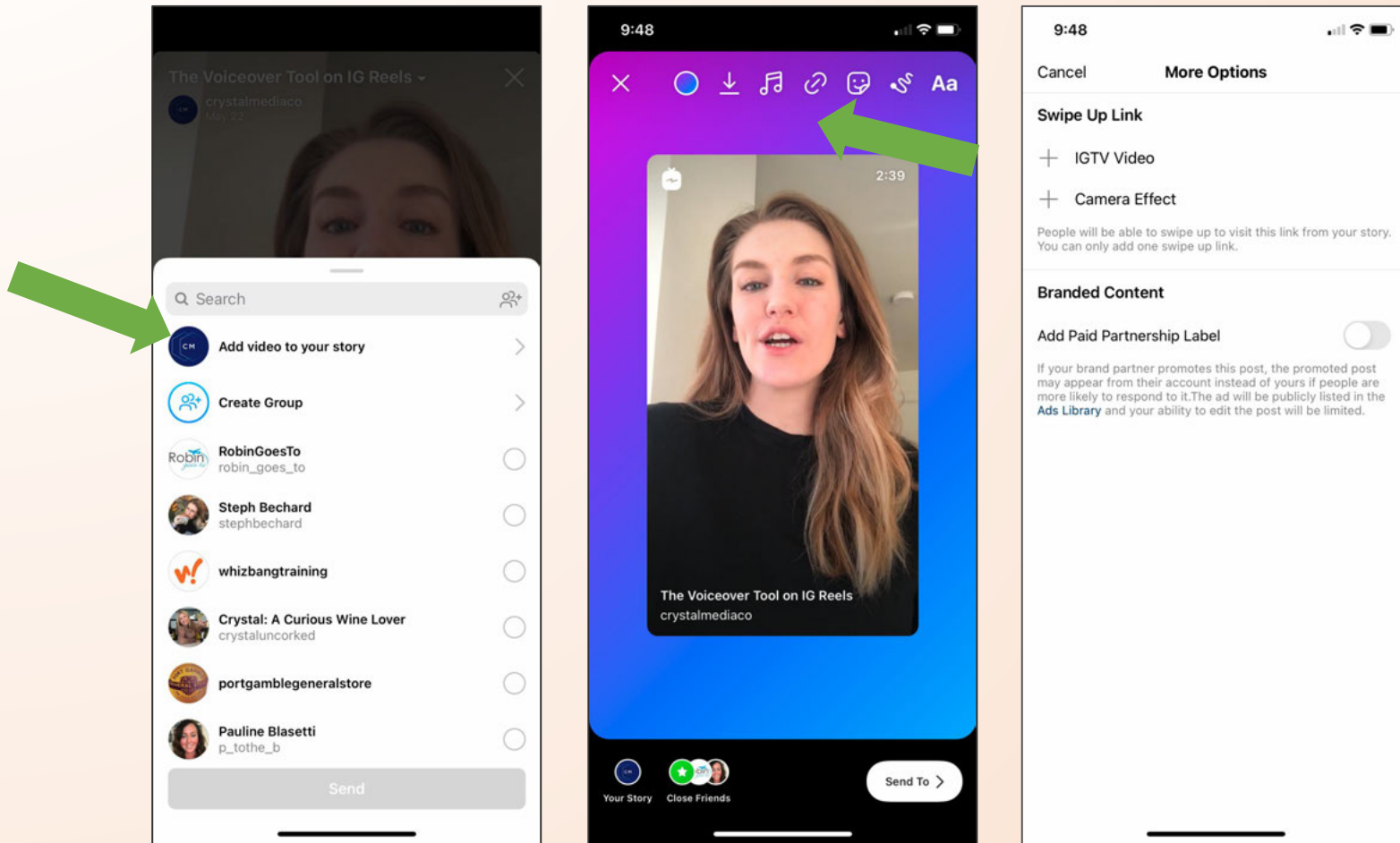


Question Box: Ask your viewer for their opinion/to answer a question.

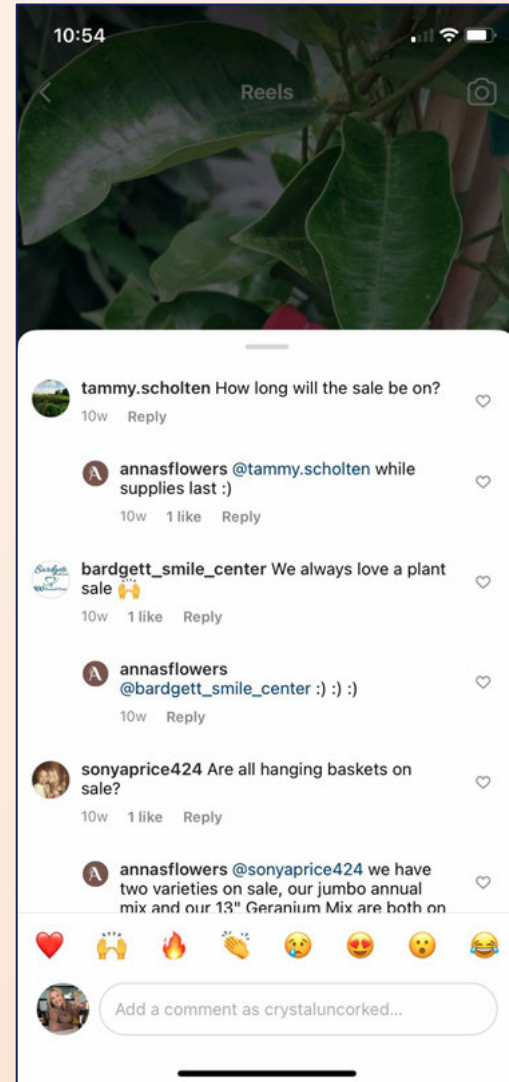
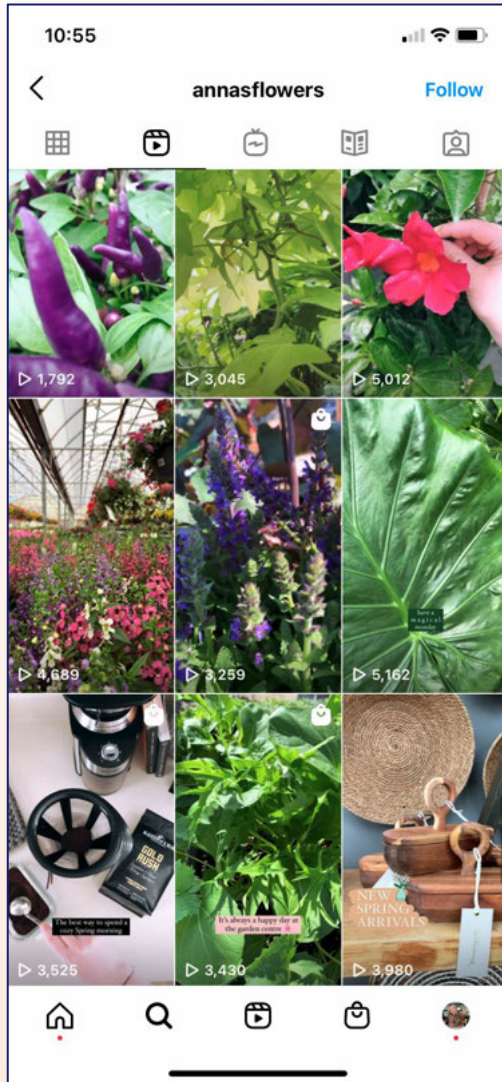
Countdown: Can get a reminder for event/product drop.

Scale: How much do they love an item.

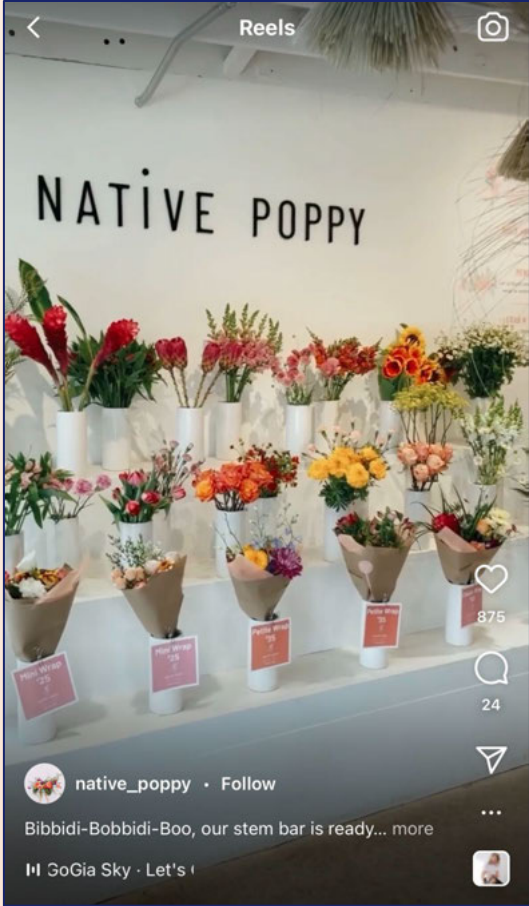
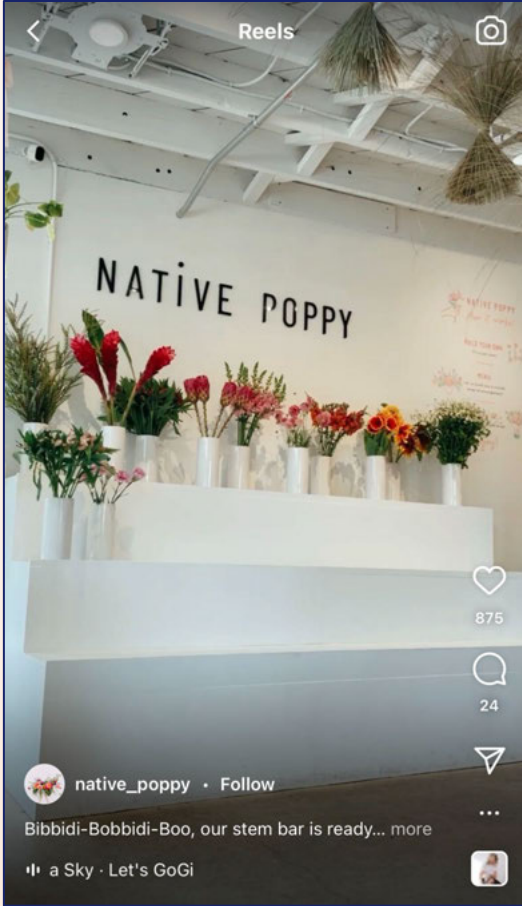
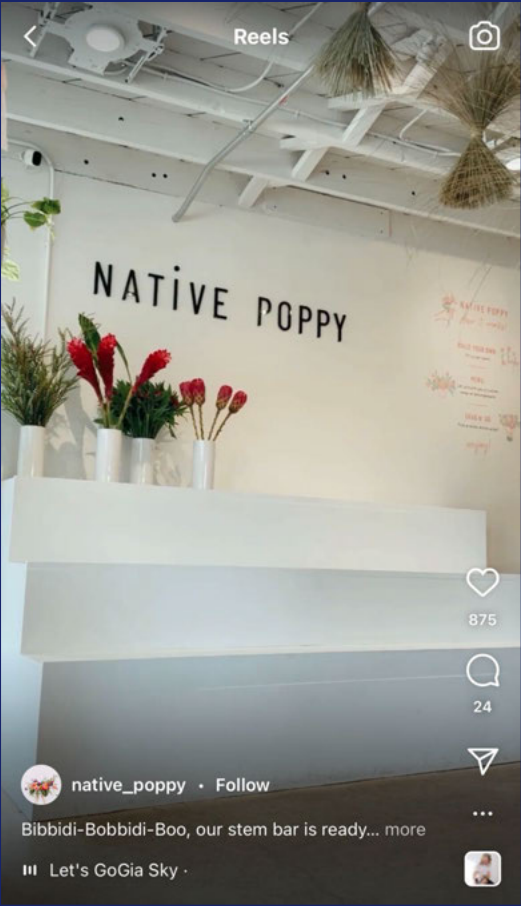
Swipe Up Hack If You Don't Have 10k Followers



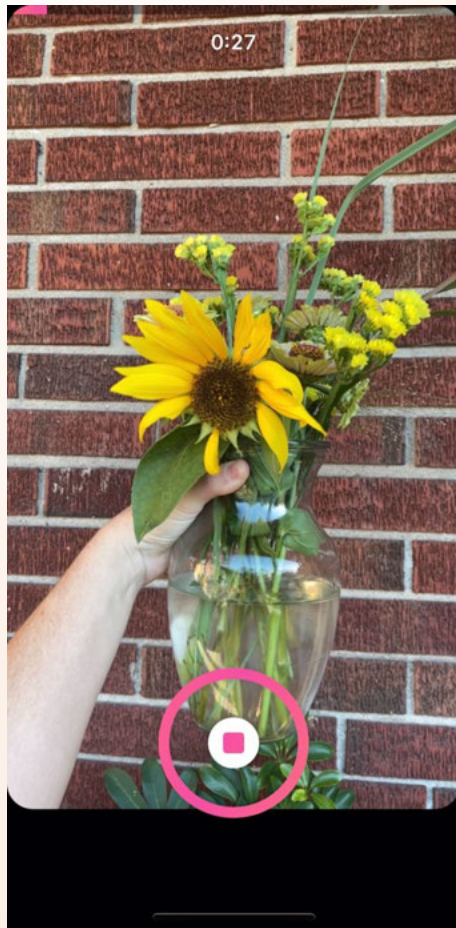
Organic Reach = Reels



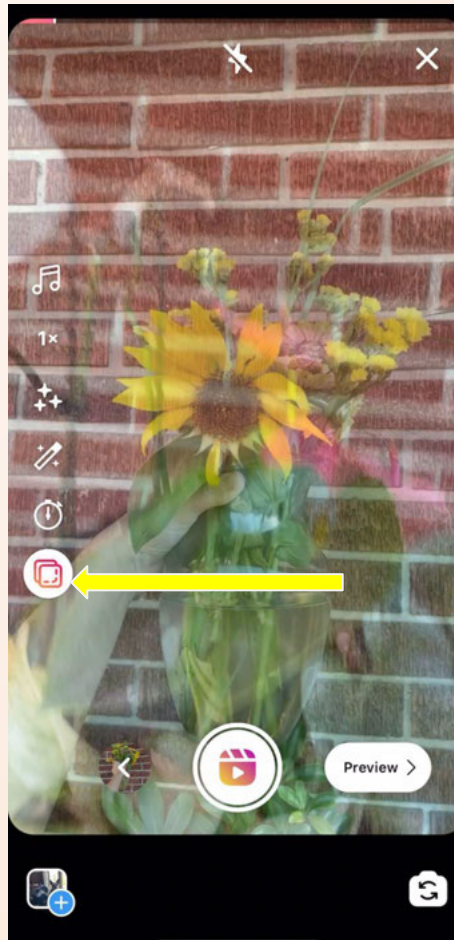
Reels Trend: What's Stocked



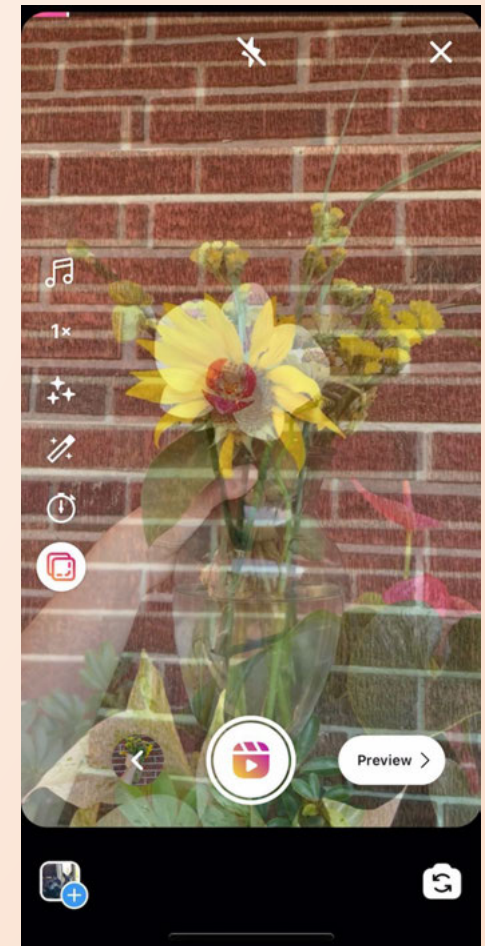
Reels Trend: Transitions



Film first video



Select Align tool



Line up second object and film

Reels Trend: IG Effects



Flower Crown by itsjasminkiefer

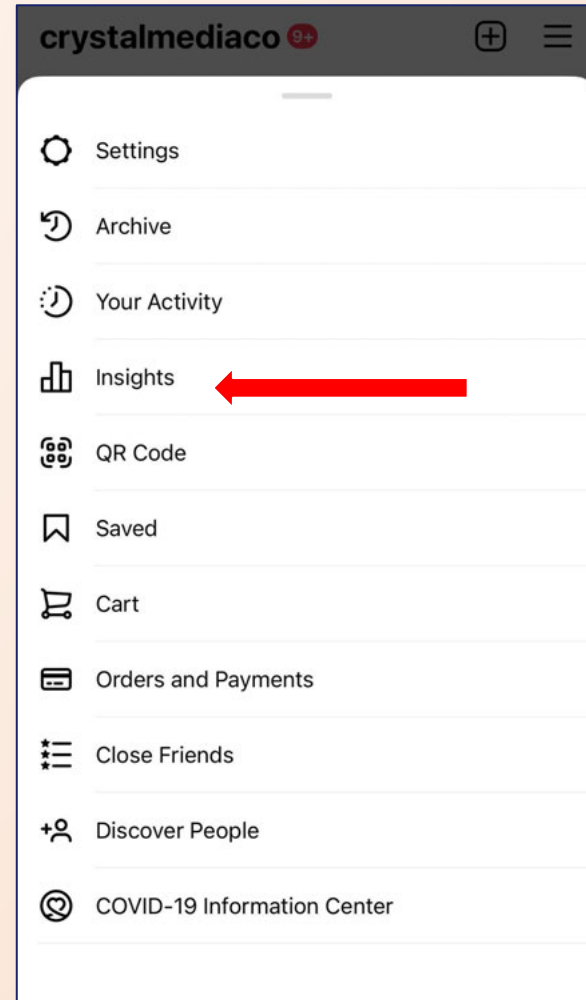
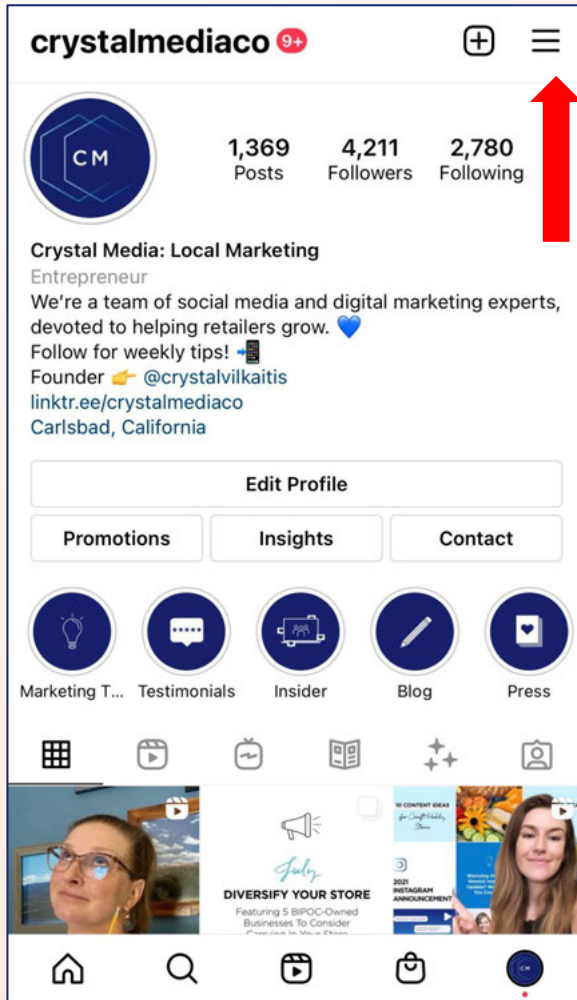


Plants🌱 by huishan_a

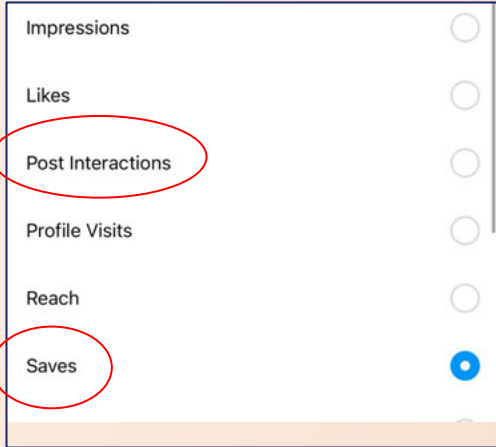
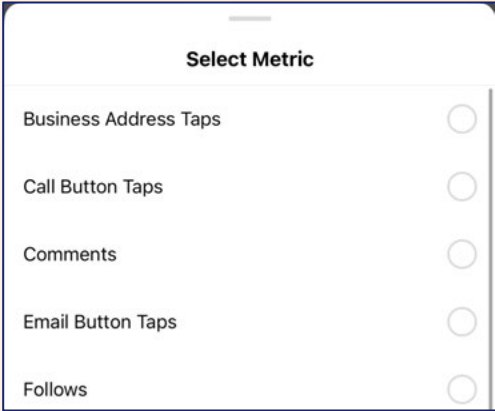
Reels Trend: Greenscreen

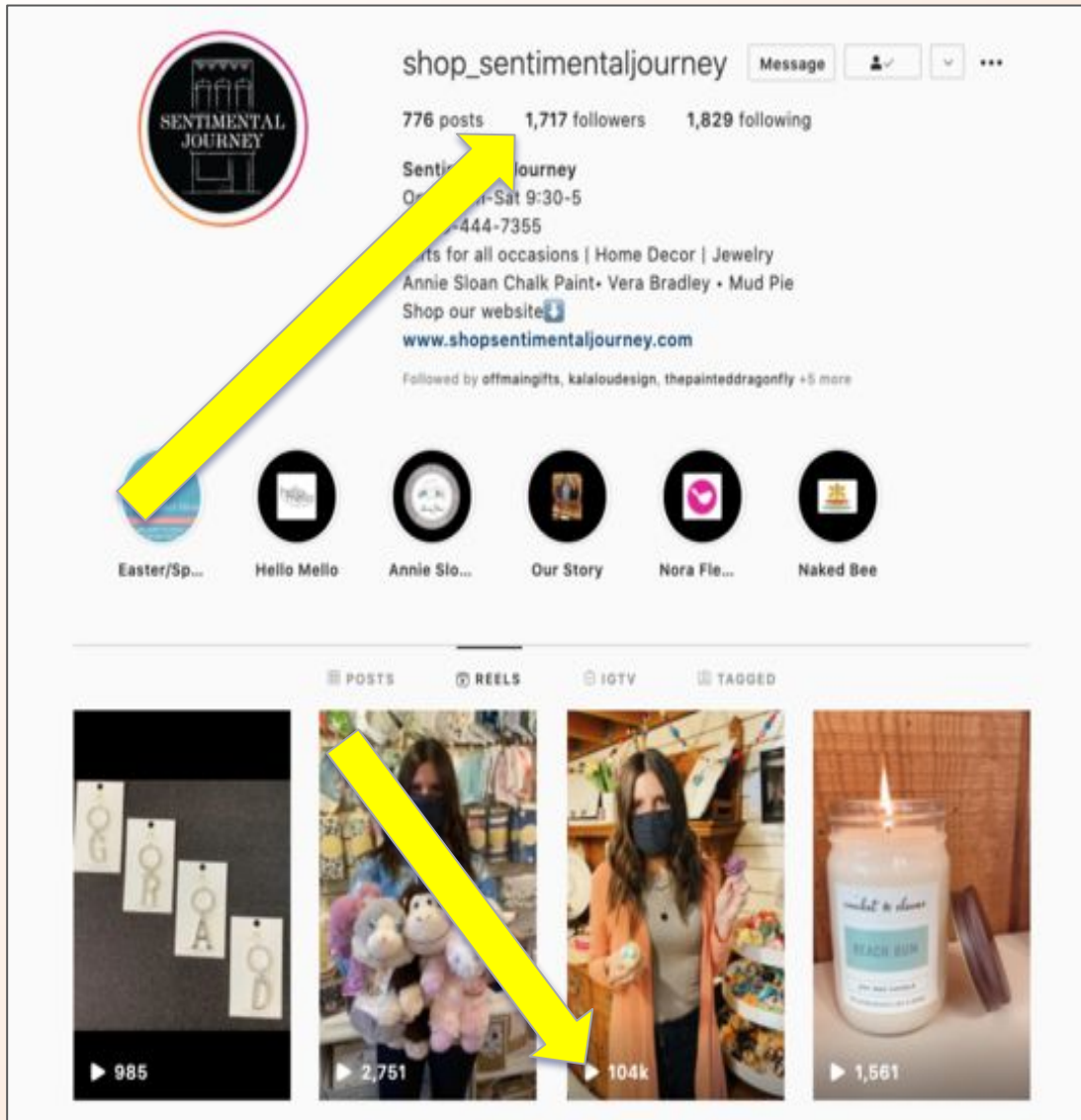


Where to Find Instagram Metrics



Instagram Metrics





Short Form Content:

All Organic Reach!!

dollareighty.com

DOLLAR.EIGHTY 

PRODUCT

PURPOSE

PRICE

BLOG

AFFILIATES

SUPPORT

WHY DOLLAR EIGHTY?

Trying to engage with a multitude of people across 90 posts every day can be a real grind... so we made a platform that makes it much more efficient and fun!

2 × **9** × **10**
Cents Posts Hashtags

THE STRATEGY

What is it?

The strategy is simple. Leave your **2 cents** (or opinion) on **9 posts** for **10 hashtags** every day.

And have more to say than a heart emoji or "great pic!". The key to growing is being authentic, not being a bot.



TikTok

Are your PCGs (Perfect Customer Groups) on TikTok?

US TikTok users by age and gender

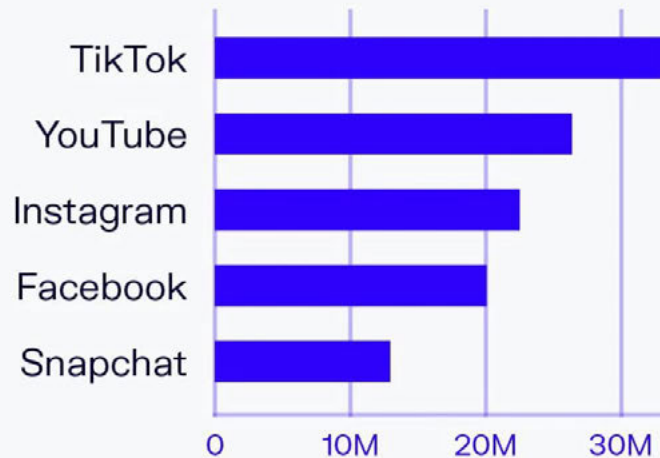
Age	Male	Female	All genders
10-19	14.3%	18.2%	32.5%
20-29	11.2%	18.3%	29.5%
30-39	6.5%	9.9%	16.4%
40-49	6.7%	7.2%	13.9%
50+	2.3%	4.8%	7.1%
All ages	41%	58.4%	

Source: App Ape via [Statista](#)

TikTok Popularity

OBERLO

TikTok is the Most Downloaded App on the Apple App Store



It ranked as the **top most downloaded app** in Apple's iOS App Store for Q1 2019, with more than

33 MILLION

downloads.

(SensorTower, 2019)

TikTok Usage

OBERLO

Average Time Spent on TikTok Daily

TikTok users spend
an average

52 MINUTES

per day on the app.

(BusinessofApps, 2019)



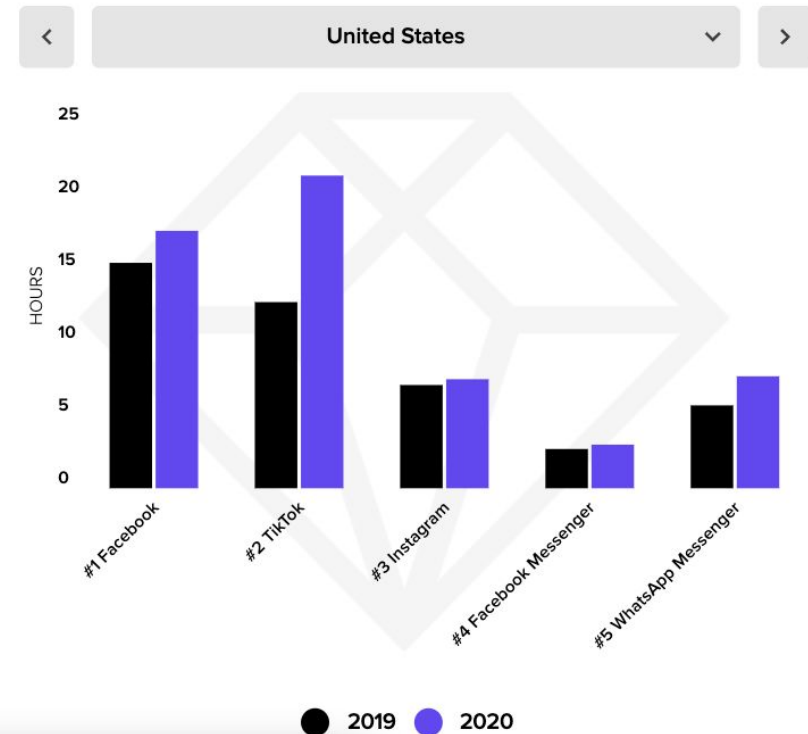
TikTok Outpaces Top Social Apps in Hours Per User

Up to 325% Year-Over-Year Growth

- Time spent indicates the reach and depth of engagement – among top social apps by time spent, the average time spent per user increased for nearly every app in every market.
- TikTok ranked in the top 5 by time spent and its average monthly time spent per user grew faster than nearly every other app analyzed, including 70% in the US and 80% in the UK – surpassing Facebook. TikTok is on track to hit 1.2 billion active users in 2021.

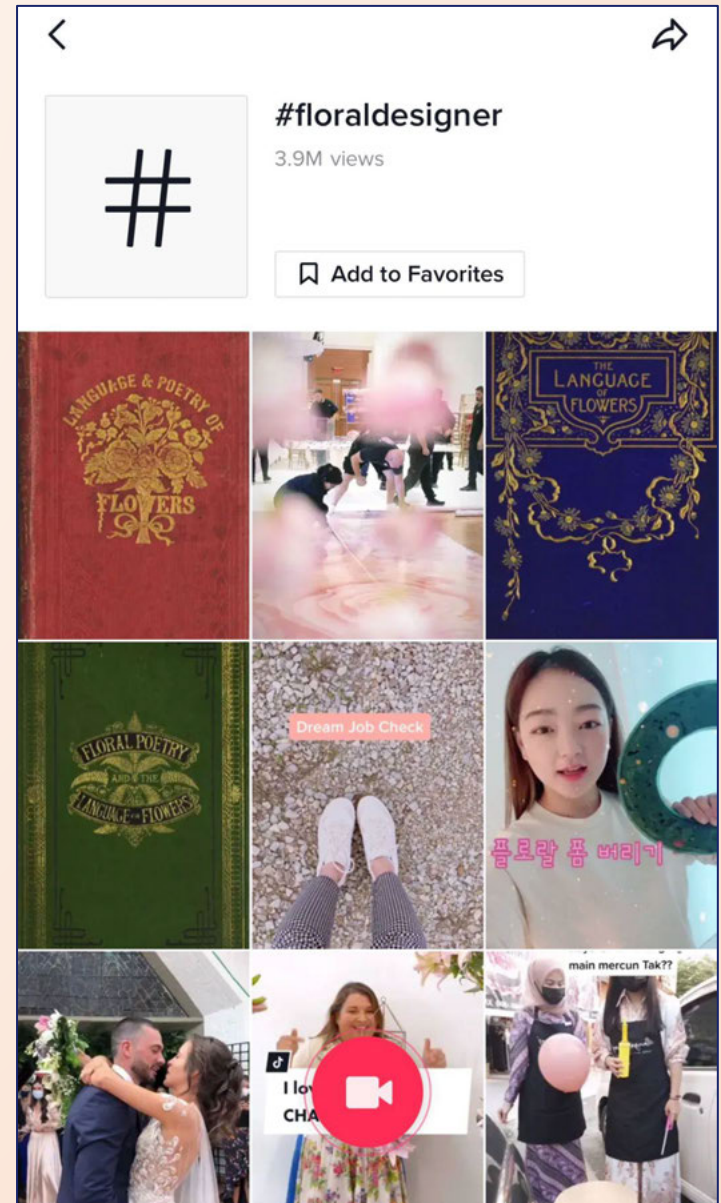
Source: App Annie

Average Monthly Time Spent Per User Among Top Social Networking Apps by Hours Spent in 2020



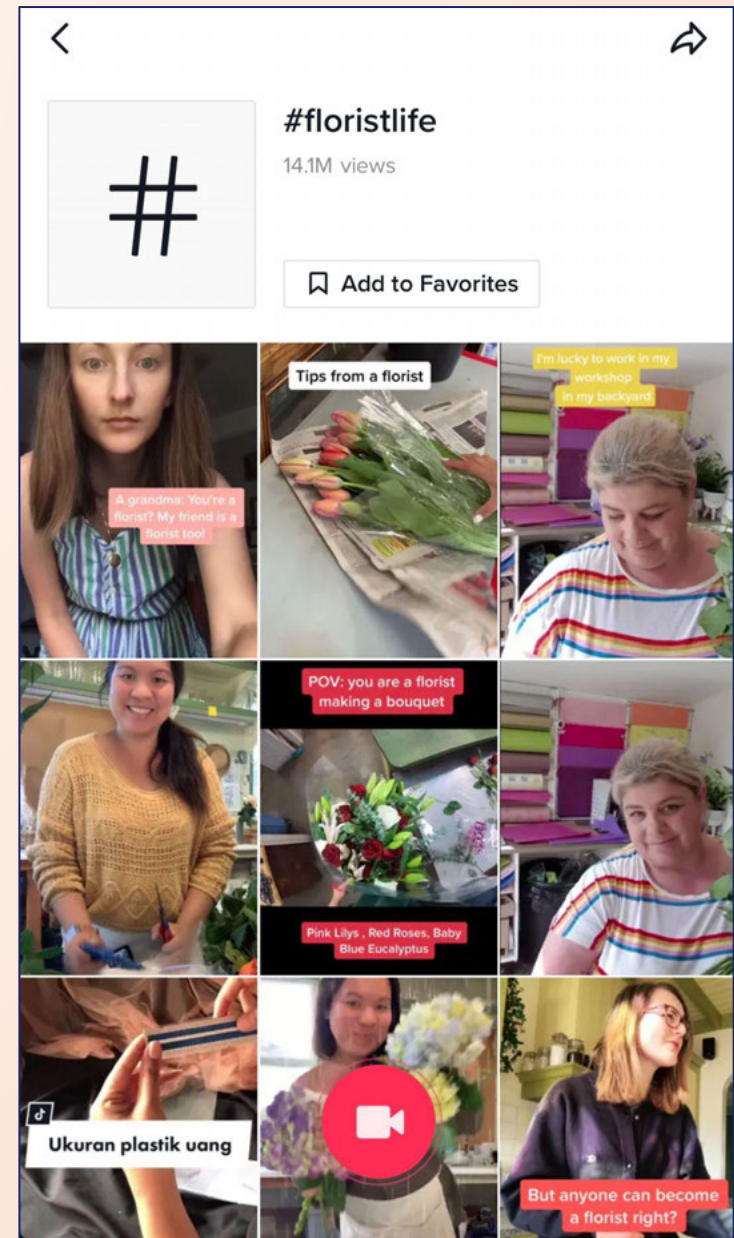
TikTok Hashtags

- ⚙️ #FloralDesigner
- ⚙️ 3.9 Million Views



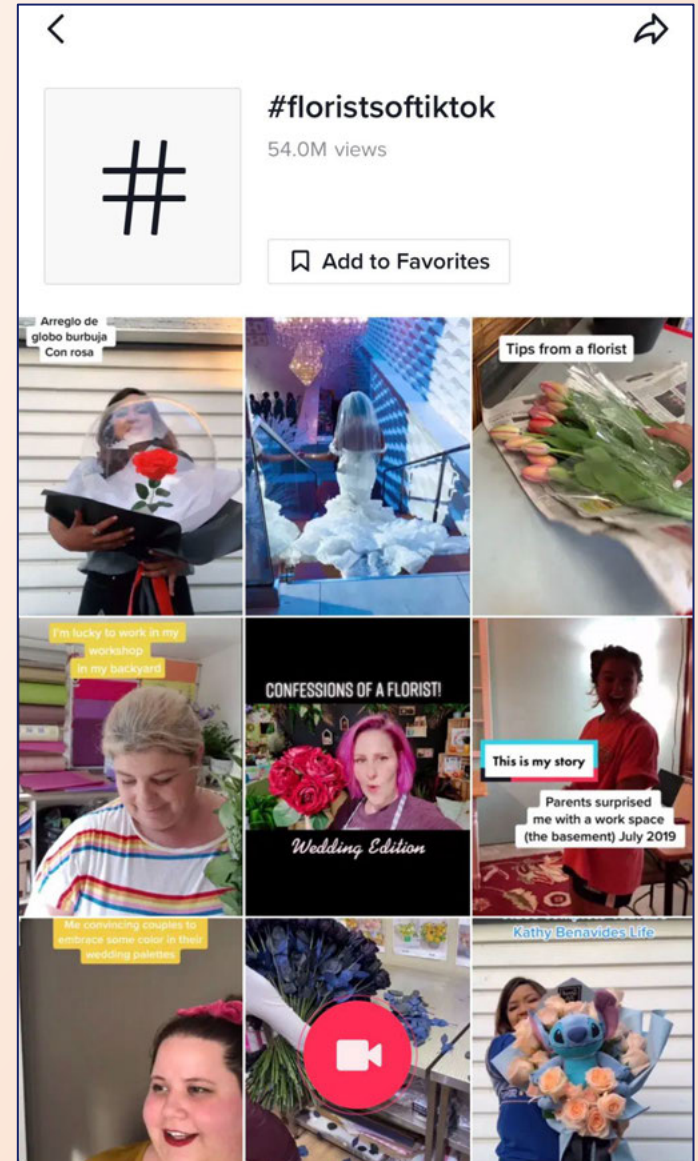
TikTok Hashtags

- ⚙️ #FloristLife
- ⚙️ 14.1 Million Views

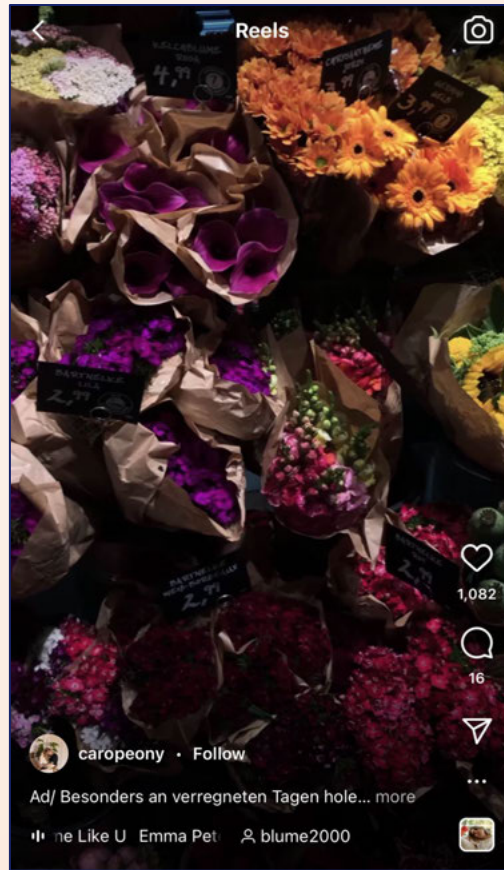
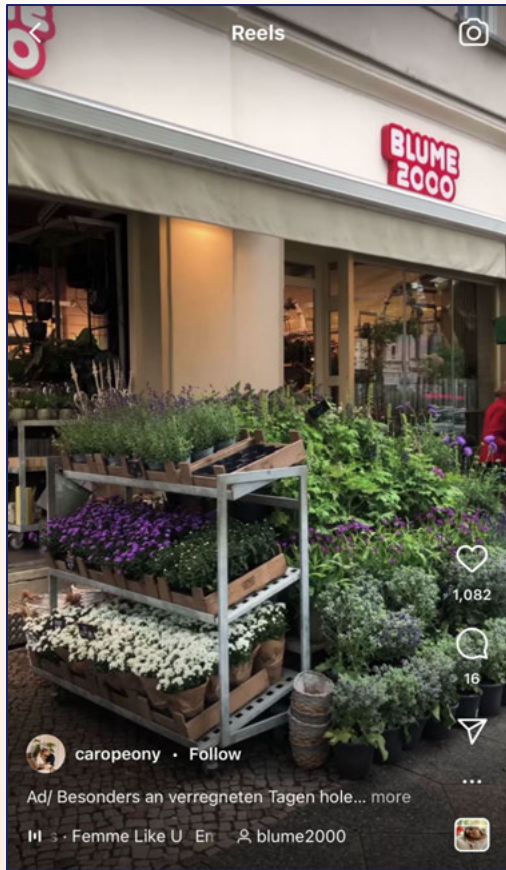


TikTok Hashtags

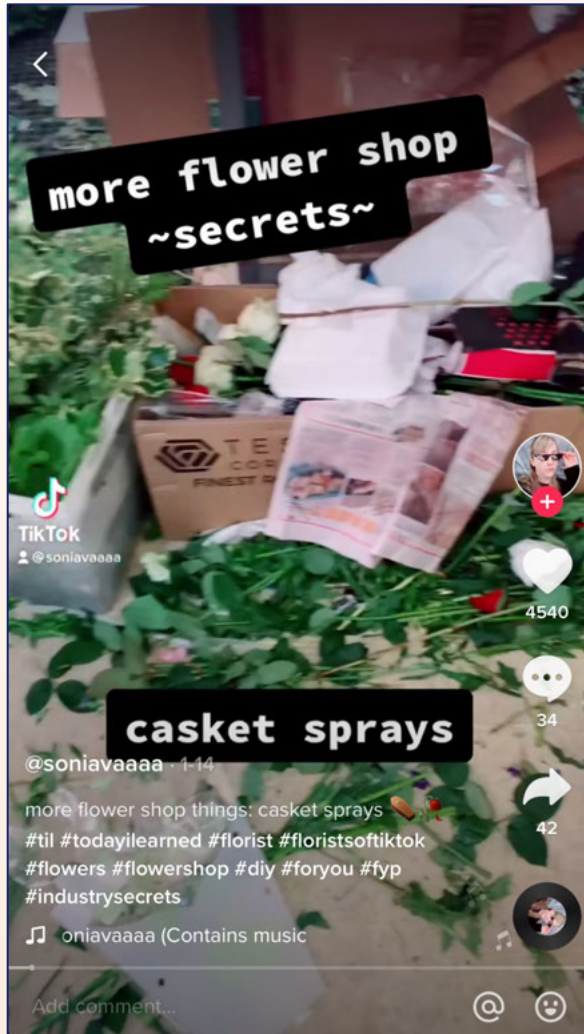
- ⚙️ #FloristsOfTikTok
- ⚙️ 54 Million Views



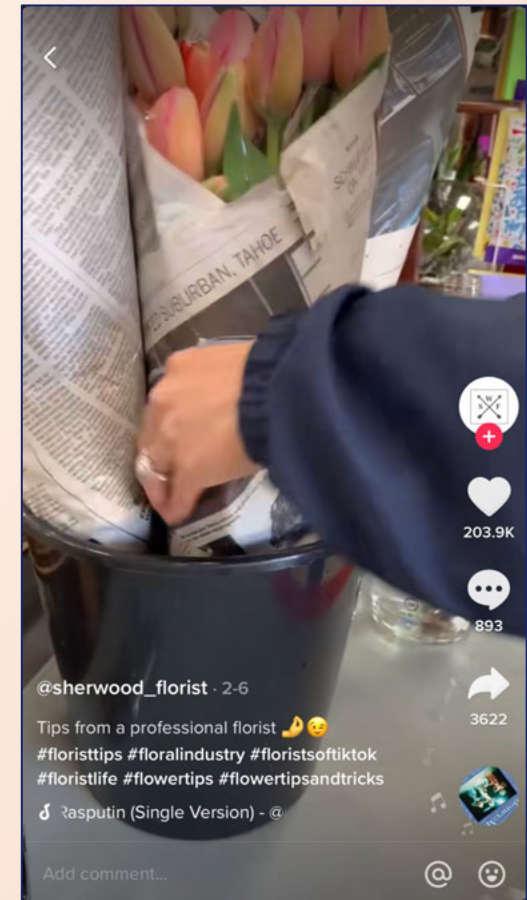
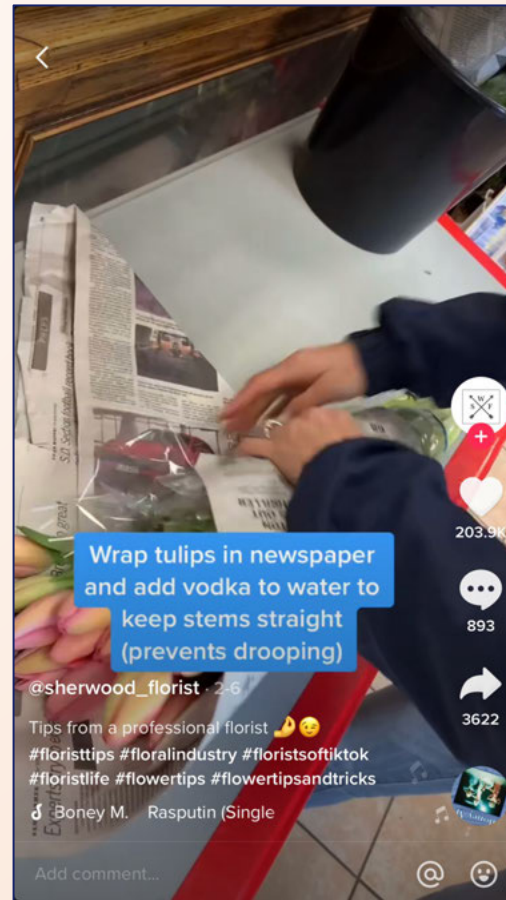
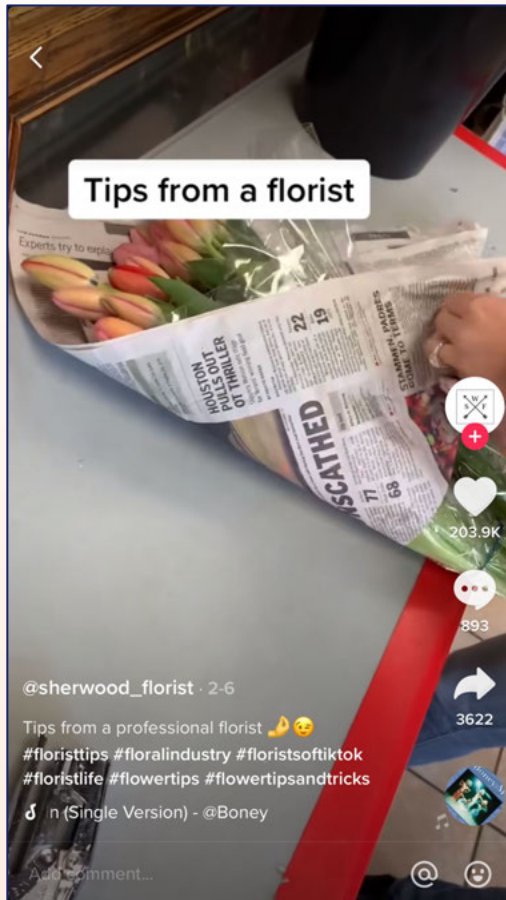
TikTok Trend: BTS



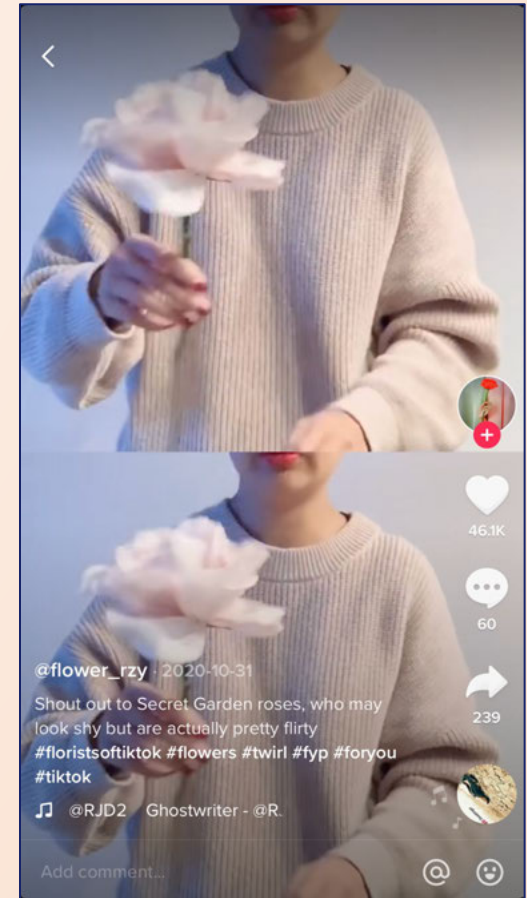
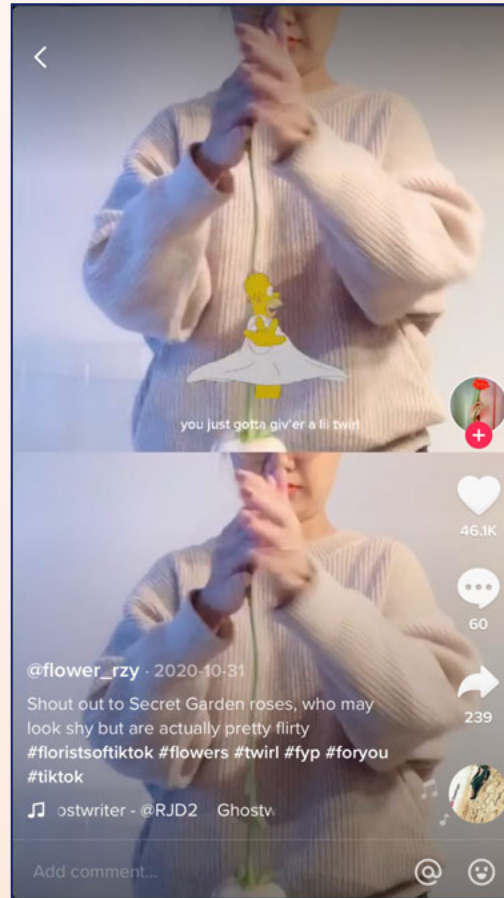
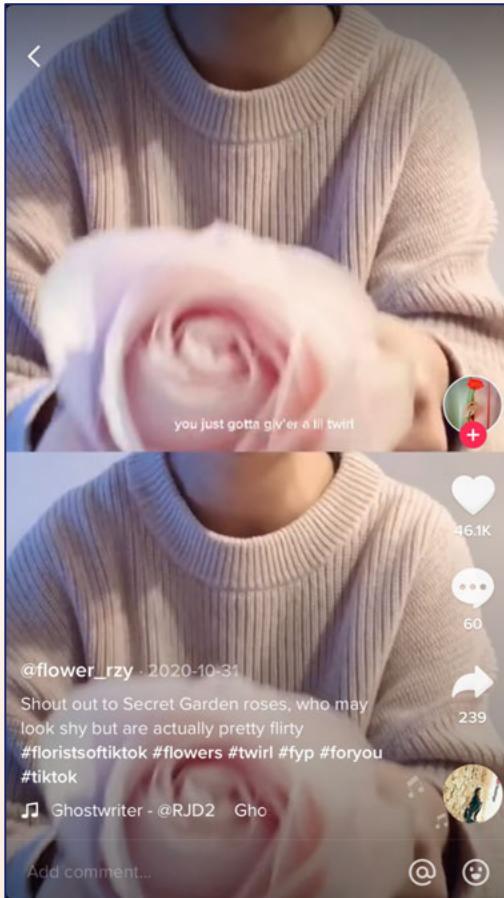
TikTok Trend: BTS



TikTok Trend: Expert Tips

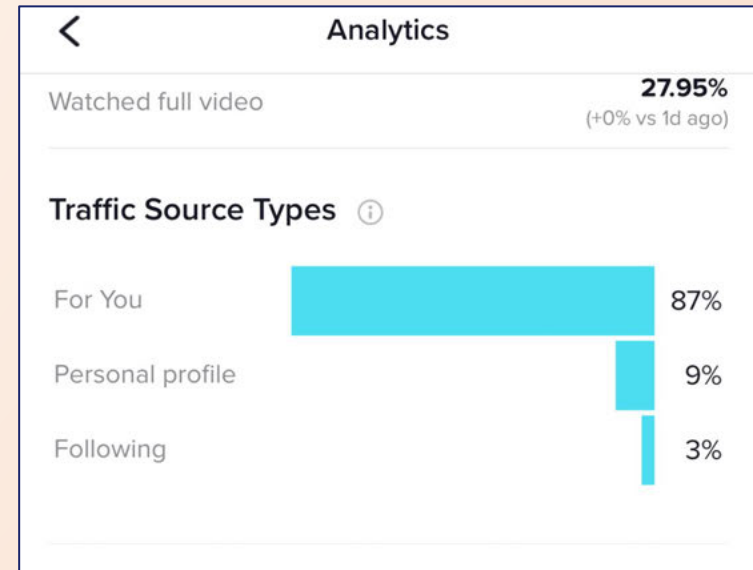


TikTok Trend: Expert Tips

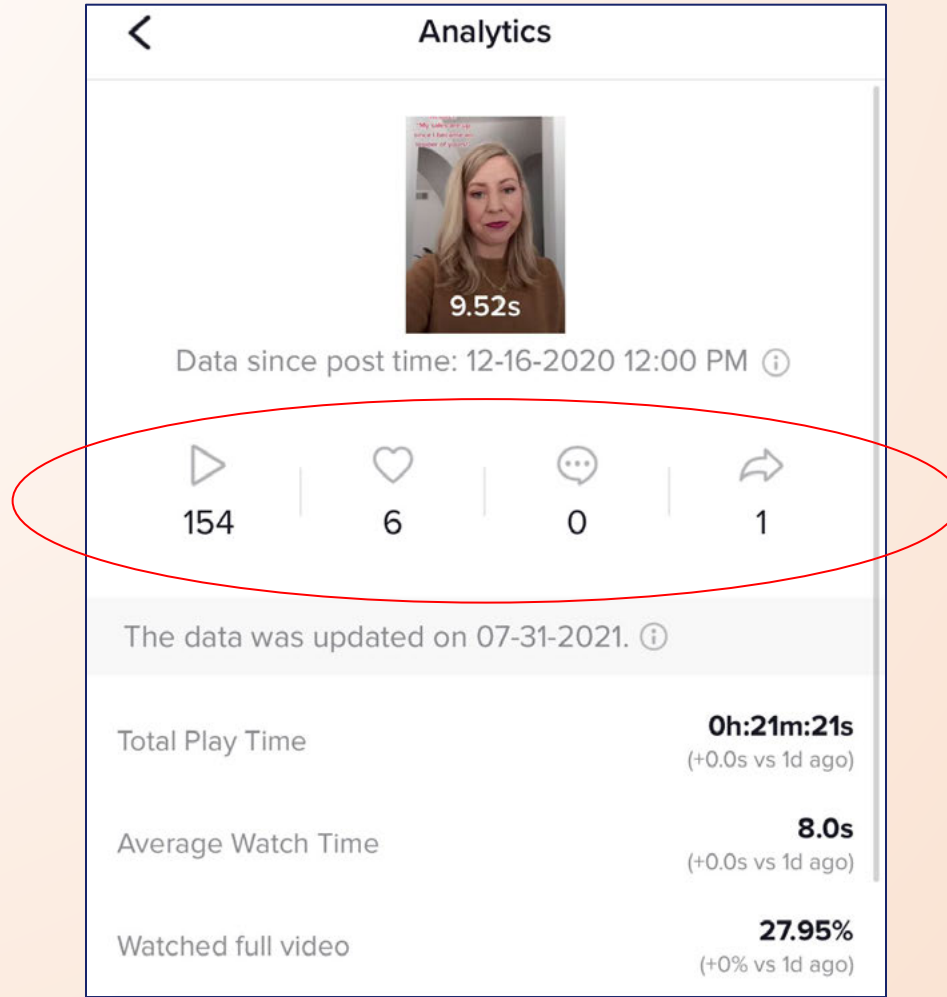


TikTok Metrics

- ⚙ For You = For You Page (TikTok's algorithm has picked these videos for you to watch like the explore page on IG)
- ⚙ Personal Profile = Someone landing on your profile and viewing the video
- ⚙ Following = Your followers seeing your video in their feed



TikTok Metrics





Content Ideas For Florists

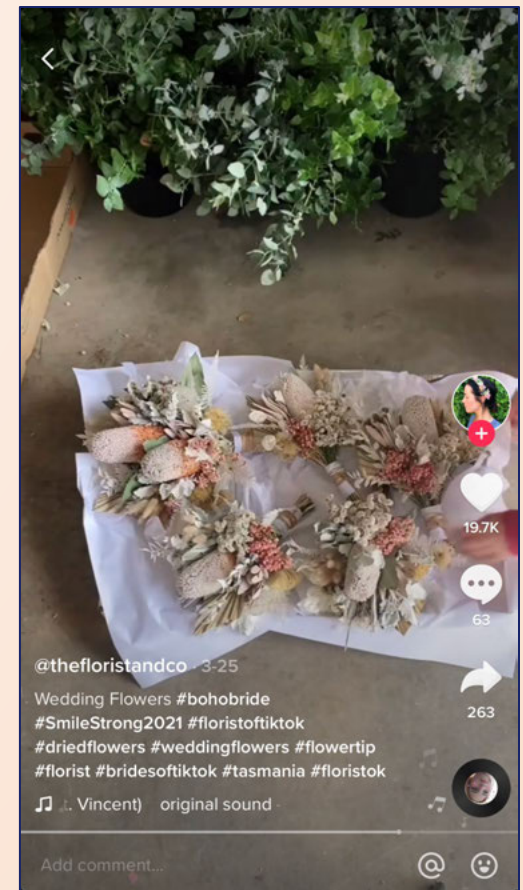
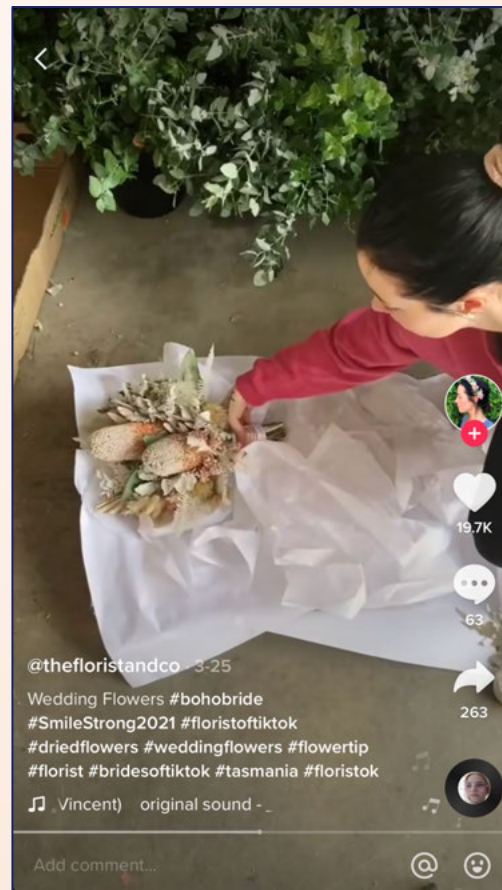
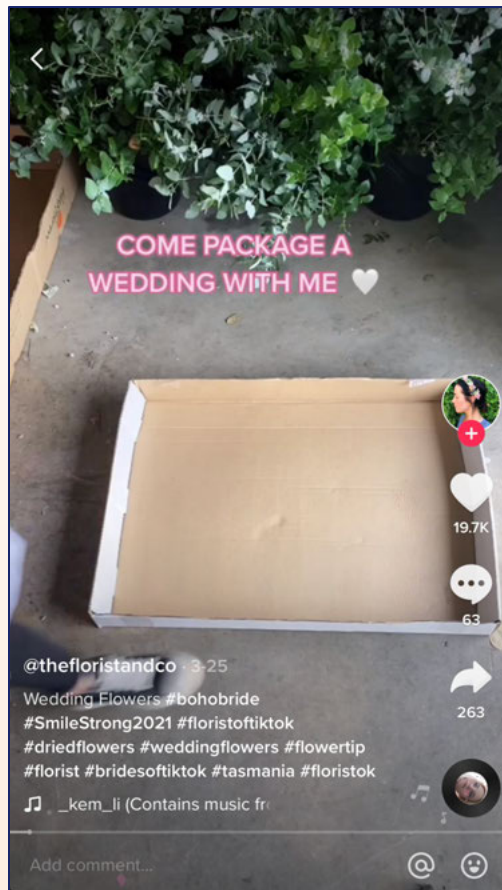
Reels/TikTok Content Ideas

- ⚙️ Tips on how to extend the life of your bouquet
- ⚙️ How to create a dried bouquet
- ⚙️ Showcase most fragrant flowers and which time of year they are in season
- ⚙️ How to identify your flower style (ie Minimal, Tropical, Modern, Traditional)
- ⚙️ Collections (colors, products, customer photos)
- ⚙️ Bust Myths, the difference between X and Y
- ⚙️ A day in the life/Intro to you and your biz
- ⚙️ Share your favorite flower bouquets from celebrity weddings (BONUS: Recreate bouquets from celeb weddings)
- ⚙️ Time-lapse videos



Time-lapse Video

- ⚙ Merchandising a new display
- ⚙ Showcasing new stems
- ⚙ Building a Bouquet
- ⚙ Filling the Stem Bar
- ⚙ Loading up the delivery vehicle
- ⚙ Opening the store in the morning
- ⚙ Putting a bouquet in water and seeing how it perks up
- ⚙ Packing up an order

Time-lapse Video



Time-lapse Video Replies

 **_mollymark**  6
Prices for a package like this? 🥰
3-27 Reply

 **annas.mom**  149
girl i was about 2 seconds from ordering until
i realized you were in australia
3-26 Reply
Liked by creator

 **thefloristandco · Creator**  6
🤔 Wish I could ship overseas!
3-26 Reply

 **@emma694202** i want these  1
3-29 Reply
Liked by creator

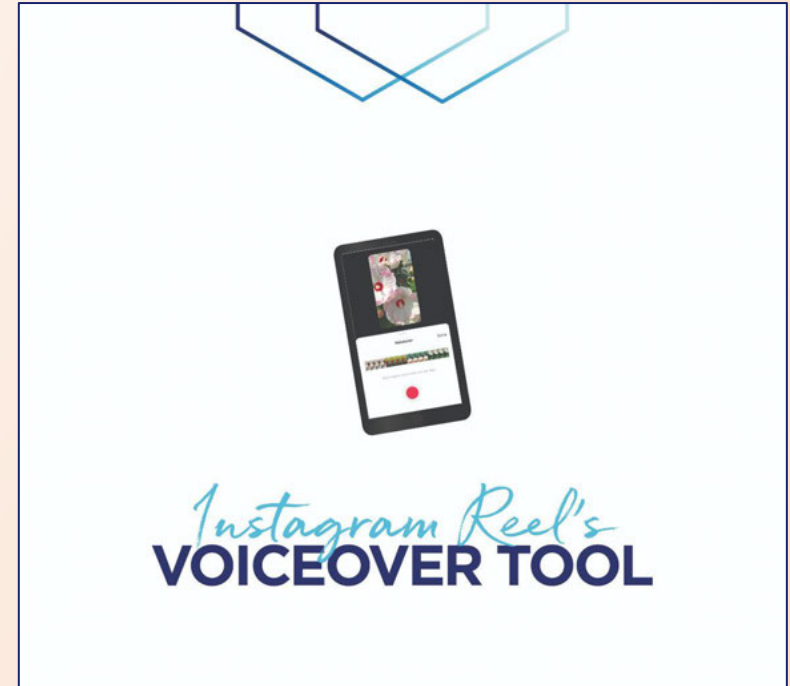
 **voltagebeth**  4
How does it get delivered? 😞
3-26 Reply
Liked by creator

 **thefloristandco · Creator**  2
The bridesmaids actually collected this
one 😊 usually I will deliver to the
wedding location.
3-26 Reply

 **maddikenny98**  2
I got way too excited finding out your in
Australia for someone whose not engaged
yet

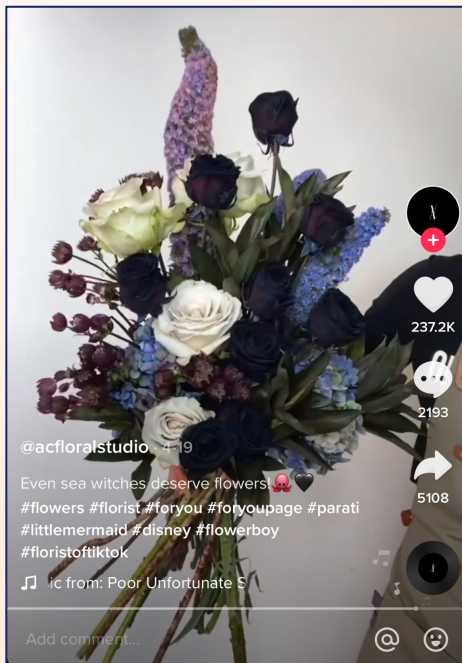
Voiceover Tool

- ⚙️ Allows you record your voice over top of a video
- ⚙️ Available in both TikTok & IG Reels

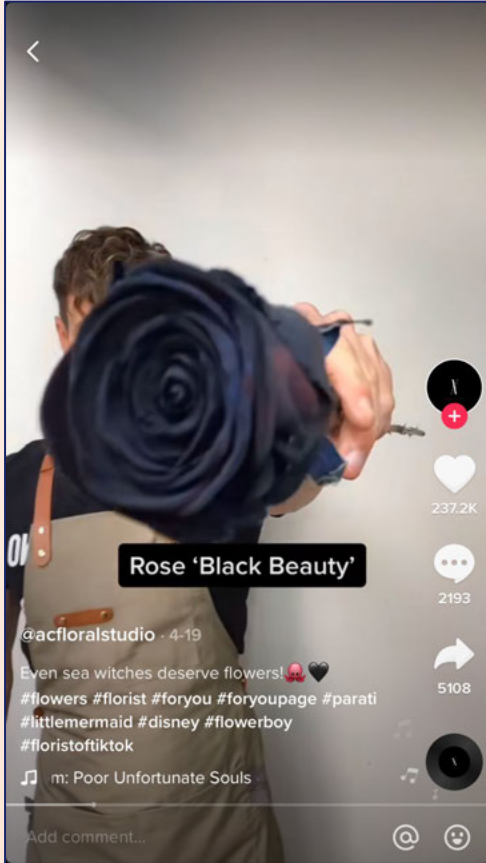
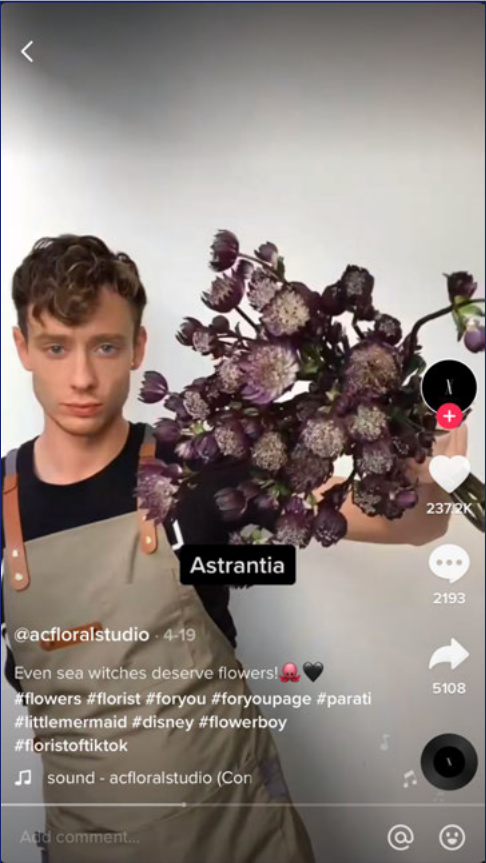


Favorite Content Idea:

- ⚙️ Bouquets inspired by T.V./movie characters
 - Ursula inspired bouquet*

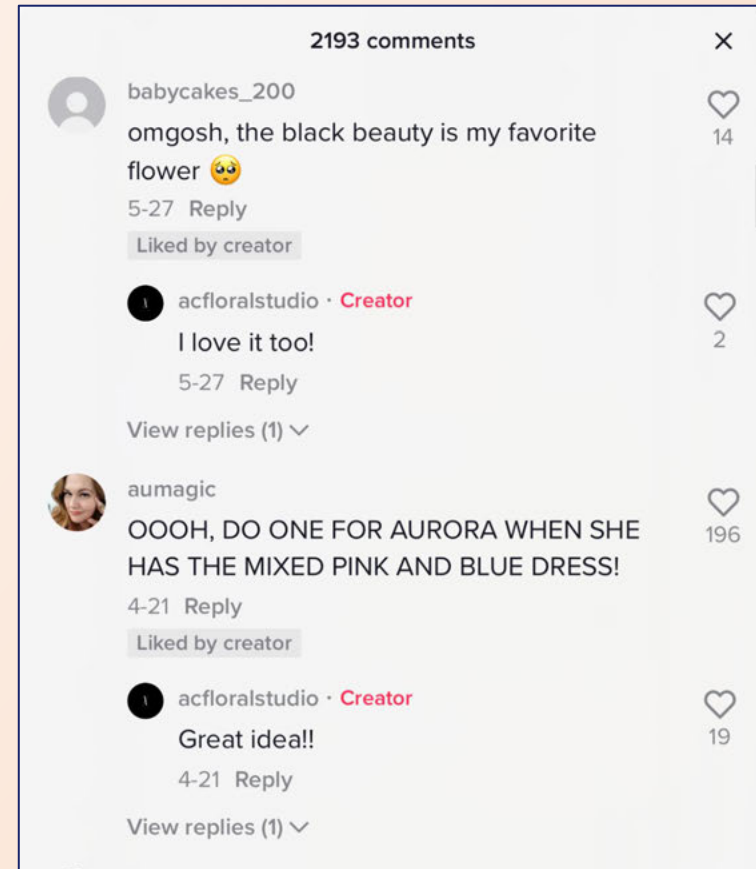
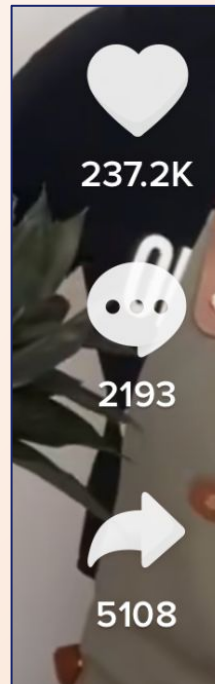


Favorite Content Idea:








Favorite Content Idea:

- 237.2 K Likes
- 2193 Comments
- 5108 Shares
- Requests for more videos



Save time by...

-  Creating a “shot list” and “caption bank”
-  Batch create content (copy and videos/graphics)
-  Schedule posts so you don't miss a day, or upload and save as Draft and post in real time daily
-  Get User Generated Content
-  Delegate! Someone on your team and/or hire someone to create for you ([upwork.com](https://www.upwork.com), tribegroup.co)

Tribe



[Brands & Agencies](#) [Creators](#) [Case Studies](#) [Pricing](#) [Request a Demo](#)

[LOGIN](#)

[REQUEST DEMO](#)

Connecting Brands with Creators

To generate mobile-first branded content at
greater speed and lower cost.

[I'M A BRAND](#)

[I'M A CREATOR](#)

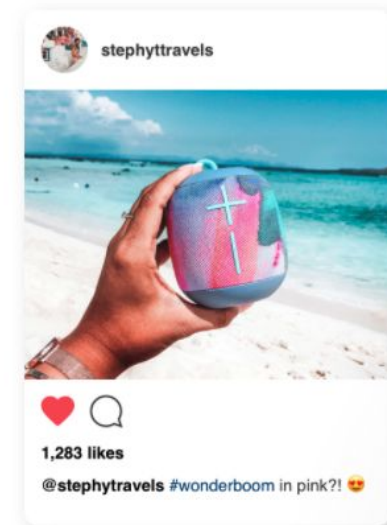


Tribe

Two types of campaigns



CONTENT CAMPAIGN



INFLUENCER CAMPAIGN

Tribe

What are your posts worth?

Number of followers

Per account









Ballpark rate

Per post in USD

Video & motion: 25% - 50% higher

3k - 25k	\$100 - \$250
25k - 50k	\$250 - \$400
50k - 100k	\$400 - \$600
100k - 500k	\$600 - \$1,200
500k - 1m	\$1,200 - \$2,500
1m - 5m	\$2,500 - \$5,000
5m +	\$5,000 +

Grow Your Audience By:

-  Advertising (fastest way)
-  Trends/Music
-  Cross promote (other social, in-store, email, print)
-  Hashtags
-  Record/edit in the app
-  Don't post a TikTok to IG/upload videos separately

Get the *Crystal Media 5-Step Posting Process, Free Training*



💡 *Tired of spending hours trying to come up with topics to post on your business page?*

🕒 *Feeling frustrated because you don't have enough time to devote to social media marketing?*

🌙 *Throwing together your social media posts at the end of the day when you are exhausted?*

Then this video is for you! Click on the "Access Now" button to access the "7 Social Media Content Themes Every Retailer Should Use for Painless Posting"!

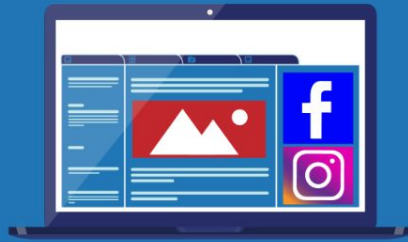
✉ hello@crystalmediaco.com

👉 www.crystalmediaco.com

📷 [@crystalmediaco](https://www.instagram.com/crystalmediaco)

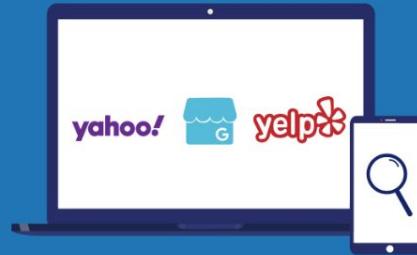


3 WAYS WE HELP RETAILERS GROW



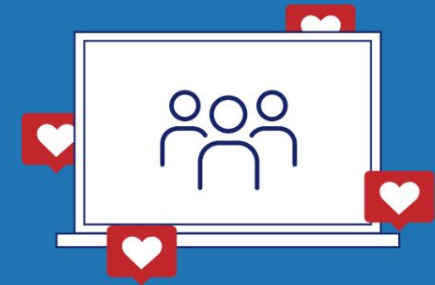
Facebook and Instagram Ads Management

Done for you, making it so easy. We use proven strategies to drive traffic and sales.



Get Listed

We optimize and manage your digital listings to help you rank higher in local search results.



Insider Membership

Ongoing and up-to-date social media training that arms you and your team with the latest tools and best practices.

Chance to Win!





Thank You
hello@crystalmediaco.com

