

## MAKE VIDEO CENTRAL TO SOCIAL STRATEGY

> Social media, a key tool in any successful advertising and promotional campaign, is all about video. But becoming a videographer in addition to running a floral shop — all while staying up to date on the latest floral trends — can be overwhelming.

“Your social media — and video especially — is truly an extension of you in terms of personality and business,” says Renato Cruz Sogueco, AAF, PFCI, vice president of digital strategy and education at BloomNet. “You have an electronic means to make a personal connection. This is a huge potential.”

### Planning the Video

A good video starts with a plan, says Melanie Spilbeler, a managing partner with FreshPath Marketing. A content calendar is a valuable planning tool to pace the development and publishing of social media posts. Spilbeler recommends using a free service such as Hootsuite, Hubspot or Contentcal to get started. Content planning should be done at least three months in advance and include the major events, leaving room for the unexpected, fun things that can be filled in last minute, she says. Saving those calendars and returning to them will make planning year after year easier.

Before diving into making a video, Spilbeler says content producers should answer these three questions to establish who they are speaking to and the purpose of the video: Who is your target audience? What makes you uniquely different from your competition? What are your goals for social media?

Most importantly, be authentic. Both Spilbeler and Sogueco say featuring the personalities that are the fabric of your brand will draw an audience. Authentic content could be giving shop tours, telling your story, or showing your product, Sogueco says.

The basics of crafting an authentic, personable script follow the overall principles of clear, concise writing. Start with an opening to introduce yourself, your business, and where to find your store, he says. Then have three or four points to discuss. Finally, have a closing,



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including how to get more information, Sogueco says.

Videos should also include a call to action, Spilbeler says. This is what you want the viewer to do. Possible actions include sharing your content, visiting the business website, or providing feedback.

### Ready, Set, Action

Before shooting a video, familiarize yourself with the camera and/or editing and video features of your smartphone, Sogueco says. Enhance the capabilities by investing in other tools including those to stabilize the camera, such as a selfie stick and a tripod. Improving lighting will also improve the quality of the picture, making a mobile light a must have. And an external microphone will produce high sound quality, he says.

Learning the art of the selfie is a must, but it requires practice. Sogueco suggests framing yourself in the image. Don't cut off half your face, or your chin. Also, practice the pace of your speaking so you don't talk too fast or too slow.

### The Finishing Touches

When it comes to editing, both recommend being intentional about the length

depending on content and how and where the video will be used. Not only is a promotional video much shorter than a step-by-step educational video, but they should also likely be posted in different social media accounts. For instance, a 15-second Instagram Reel is different from an hourlong Facebook livestream event.

Finally, Spilbeler recommends relying on free graphic design resources to add a professional quality to any video. Her recommendations include: Canva, Animoto, Adobe Spark, Pixlr X and Desygner.

By establishing some clear processes, Sogueco says making videos a part of your business should be clean, simple and repeatable.

“You don't have to be Steven Spielberg,” Sogueco says. “But you do have to be using video on social media. This is advertising.... It should be you talking about your business, your history, how you do business, what makes you great or different from other competitors.” 🌿

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