

Best Practices for Video on Facebook

LEMONLIGHT



Content

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CHAPTER 1

Introduction



The best reasons to start using Facebook

While there are many websites that have gained temporary popularity in specific categories, there are few that obtain major, consistent global web traffic. However, there are a few exceptions, including Facebook. Facebook drives one fourth of all global web traffic, and receives over 4 billion video views per day!

In fact, more than 1.59 billion people use Facebook, and 64% of them visit Facebook every day. Consequently, you can almost guarantee that no matter what business you run, in any industry or niche, a good percentage of your target audience will be on Facebook.

Engaging videos and photos make Facebook ads the most powerful way to find new customers and build brand loyalty. Marketing on Facebook helps your business build lasting relationships with people and acquire new customers. However, your Facebook advertising efforts will not be

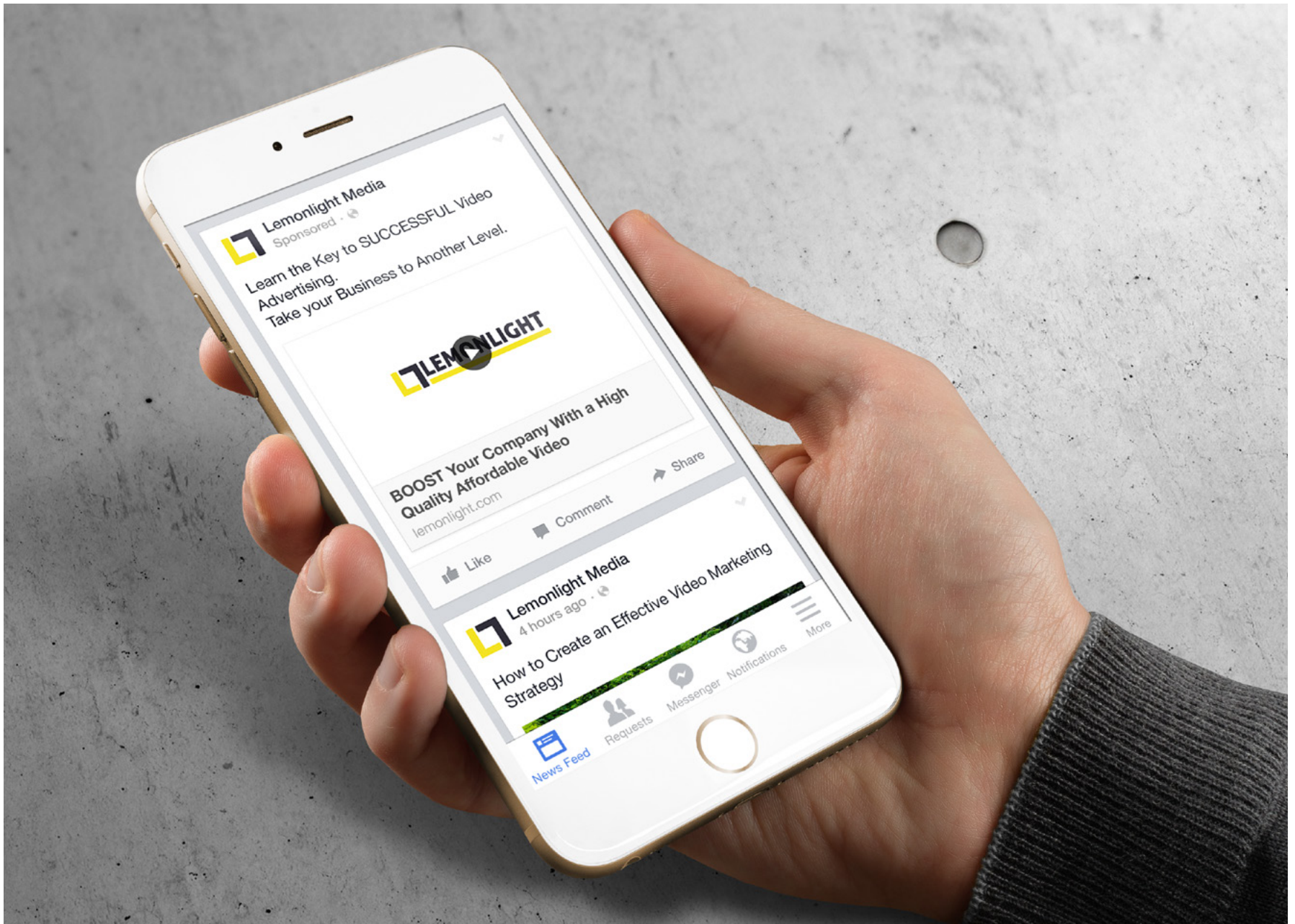
successful if you do not understand how to use the platform effectively.

Facebook's new video advertising platform automatically plays videos in a user's news feed without sound, rather than having a user click or tap to play a video. If a user does click or tap the video, Facebook plays the video in fullscreen with sound. To take full advantage of this new advertising tactic, advertisers must make sure their videos effectively achieve their advertising objectives without sound.

Building an effective video ad campaign requires both art and science. Based on Facebook's new advertising recommendations, we've compiled a list of best practices for creating video ads on Facebook that will grab your audience's attention and drive business sales.

CHAPTER 2

Tips and Tricks



How to optimize your video for Facebook

INVEST IN QUALITY PRODUCTION

People are more likely to watch and remember videos that are well-crafted and designed to play on every device. From filters that control ambient lighting, to professional audio equipment and methods to keep the shot steady throughout, professional video companies have the equipment and the knowhow to breathe life into your story.

TAILOR YOUR STORY TO YOUR IDEAL AUDIENCE

People are more likely to pay attention to content that's relevant to their interests, which means you will get better results and conversion rates if you customize your ad's message for the people you want to see it. Consider creating unique videos (or different versions of the same video) for different audience demographics.



USE YOUR FIRST FEW SECONDS WISELY

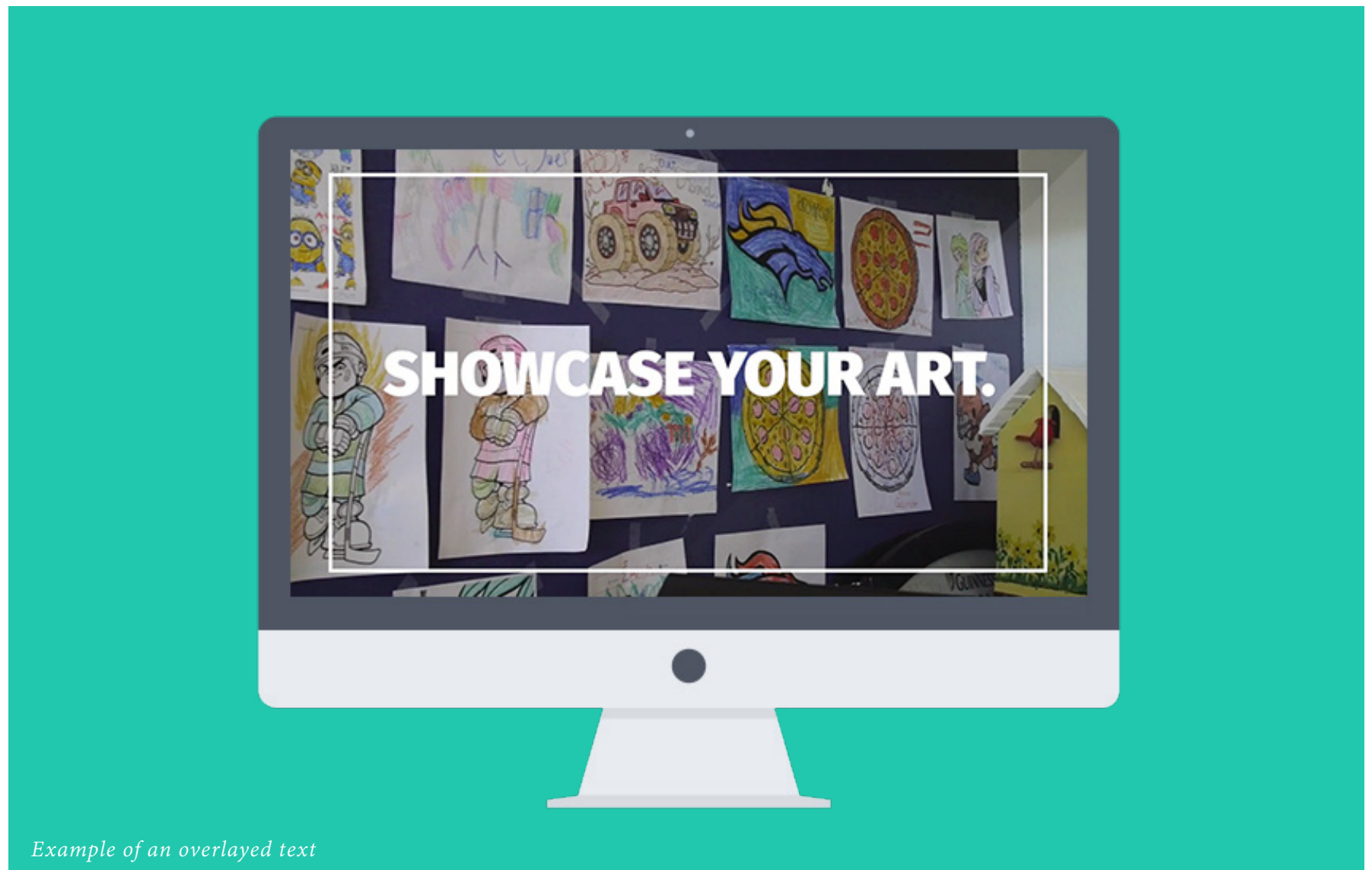
It's important to bring your story to life quickly, so as people scroll through their news feeds looking for content, your video ad quickly catches people's interest. Consider showing your brand or product imagery within the first few seconds of the video. People are 3x more likely to engage with your video your when brand and message are presented in the first 10 seconds of our video.



MASTER THE ART OF STORYTELLING

A wise man once said, "I did not have the time to write a good story, so I wrote a long one instead." Video length and quality won't mean anything if you are not telling a cohesive and concise story. Your video ad shouldn't be any longer than the time it takes to tell your story well, so create a compelling story from the first frame to the last if you want to keep your audience audience interested along the way!

Video posts on Facebook have 135% greater organic reach than posts.



Example of an overlaid text

UTILIZE THE NEW AUTOMATED CAPTIONS TOOL

Many times when we're using our phones in public (for example, at work, at school, or on public transportation), we're in environments where sound from our mobile devices is not appropriate. According to Facebook, "research has shown that when mobile video ads play loudly when people aren't expecting it, 80% react negatively, both toward the platform and the advertiser." As a result, it's important for advertisers to create mobile video ads that are just as effective with no sound. Captioned video ads increase video view time by an average of 12%, so Facebook is releasing a new tool that makes

adding captions to video ads easier than ever. Soon, advertisers will have the option of having captions automatically added to their videos.

UTILIZE TEXT OVERLAYS

Since many people scroll past videos without clicking for sound, and most video ads in mobile feeds are viewed without sound, your message should be expressed visually! In one study of Facebook video ads, 41% of videos were almost meaningless without sound. Using text overlays, captions, logos and products can help convey your message, even in silence.



To consider...

In addition to altering your Facebook content strategy, the best way to reach your target Facebook audience is to tap into the power of paid Facebook advertising. Advertisers are able to see the percentage of people who have viewed their videos with sound in Page Insights, and will soon be able to see this metric in Ads Insights too. We recognize that setting up and maintaining Facebook ads takes time, and requires an experienced ad manager to get the best results. At Lemonlight Media, we utilize a team

of experts to provide Facebook advertising and video distribution services to help you reach your target audience!

Let's Talk

Call us to explore video marketing options for your brand

[Schedule a Call](#)