

8 BEST PRACTICES FOR TWITTER VIDEO ADVERTISING

If you think video advertising on Twitter is right for you, we've got some best practices you'll want to keep in mind before your shoot your video ad.

■ KEEP IT VISUAL.

Don't rely on viewers unmuted your ad. Make sure your message is clear without audio by using big, bright visuals, relatable characters, and clear branding.

■ KEEP IT SHORT.

If you can't make your message clear in a minute or less, rethink your messaging. Try to captivate your audience within the first eight seconds and keep your social video ads to 15-30 seconds long.

■ USE PEOPLE YOUR AUDIENCE CAN RELATE TO.

Seeing another person's face in your ad makes it more relatable. And the more similar the characters in your ad are to the person watching it, the higher the impact it will have.

■ BE SOCIAL!

You're advertising on a social network, so be social! Add social proof in your video that shows just how many people love your product, how highly-recommended it is, or the positive reviews you've gotten.

■ CLOSE-UPS ARE YOUR FRIEND.

Most people browse the internet on their phones - don't make them squint! Highlight details with beautiful and attention-grabbing close-ups.

■ REPURPOSE VIDEO FOR MAXIMUM EFFECT.

Have a video you've used in Facebook or YouTube ads? Repurpose it for Twitter by editing the length, adding captions, and optimizing for mobile.

■ DON'T FORGET THE HASHTAGS.

This is Twitter after all! Include hashtags in your caption and, if you're launching something like a new product or major campaign, include hashtags in your video, too, and start a conversation.

■ GET CREATIVE!

Don't feel like you have to use a boring product video to advertise on Twitter. Use humorous gifs, how-to tutorials, demonstrations and more. Test different strategies and videos and see what works!