



Transcript:

V-Hub by Vodafone Business - Getting creative with your mobile phone

Hello everyone, and welcome to 'Getting creative with your mobile phone'.

My name is Matt, and I'm a Community Trainer for Facebook's Small Business Team. And today in this video I'm going to show you how to plan and how to create content with your mobile phone with the aim to engage, to educate and to excite your customers.

Now, we'll also have a look at creative tips for photo and video posts, and we'll discover how free or inexpensive apps can be used to creatively represent your brand, and, most importantly, further engage your customers now.

I'd also like to quickly encourage you to visit www.facebook.com/business/boost/events, where you'll find more training and online resources for free to support your small business on our platform.

But to kick off, let me start with a short story, and it's the story of Bud and Lisa, who were the owners of Distinctive Garden, which is a small landscape company in Illinois in the US. Now, like most small businesses, they wanted to get more customers to actually visit their shops, and they wanted to increase their revenues as a consequence. Now, they were based in a remote location, two hours outside Chicago, and they were challenged with driving footfall to their physical store, so they had to think about what they could do. And what they did was they focused on attracting people to visit their location with the sale of their Christmas trees.

So using social media advertising, they were able to target people interested in gardening within a defined radius around where their business was located. Now, in this instance, they use two photos, as you can see, for visual engagement with a short amount of text to go with it, so not dissimilar to what lots of small businesses do. And after running it every once in a while, they get a message, they maybe get a call, and occasionally they get a visit into their store. But it started to become very clear this strategy was ineffective, and they were actually spending more money on advertising than they were making back in sales, and they realized something had to change.

So what they did was they created this ad advertising their Tilly Project Box, which is a kit for creating your own seasonal decorations. Now, here Bud and Lisa really differentiate themselves by telling a story visually with a number of images, bringing their product to life. Now, on top of this, they use text to keep the clear, simple message as the focal point, as well as their product. And by seeing different parts of the product going into the box, the viewer imagines the experience of opening this box themselves and actually bringing the decoration to life.

So this new format was far, far more effective, and they actually had to stop running this ad as the product sold out. So it really had the impact that they wanted, but how much money do you think Bud and Lisa actually spent on this ad? Do you think that they went to a marketing agency for support? Or to a professional studio? So in fact they only spent £1.99 to actually produce the ad itself.

And they were able to make a really effective engaging video all by themselves, so they didn't need any expensive equipment, they didn't need a studio to actually shoot this advert. Instead, what they did was they used Facebook's Mobile Studio, and this is one of the many resources for building great creatives simply by using your mobile phone and a few free or inexpensive apps.

Now, to go along with this, you could also purchase a tripod, and this is fantastic for creating different angles for some of the shots that you want to achieve. Now, as you can see on the screen, we have some amazing content made by small businesses just like yours, and all of this was created using a mobile phone and a creative app. Personally, the moving imagery of the ice lolly disappearing really grabs my attention. But I want you to think about which piece of content stood out for you, and reflect on what it is about that piece of content that grabbed your attention.

Now, let me share some context as to why it's so important to have great content on Facebook and great content on Instagram. So mobile technology has trained people to focus, to choose what's relevant, consume what matters to them, and then simply move on. So our attention therefore is a lot shorter, and that means that advertising needs to have that creative edge to grab the audience's attention. Again, think back to those examples we just saw from the small businesses.

And through research, we found that consumption in the mobile feed is three things. It's frequent, it's fast and it's often sound-free. And think about how you use your own mobile phone on a daily basis, because mobile phone usage really has become an integral part of our daily routine. And that goes from checking notifications first thing in the morning when you wake up, then maybe you read a news article over breakfast, you're still looking at it going to work, maybe over lunch, and on your way home. So mobile phones are ever-present, and again, just think about your own habits and the way that you interact with your mobile.

Now, the pace that we actually consume content is also accelerated, and we actually scroll through meters and meters and meters of content each and every day. And we spend a lot of time consuming without sound, so it's important that all this key information you're trying to get across is conveyed visually, and then once somebody's actually clicked on that content, they're more likely to turn that sound on.

And to grab your audience's attention, it's really important to create content that's relevant to that target audience that you're trying to reach. So make sure that you're getting that right message to the right people, but crucially at the right time in the customer journey.

And let's have a look at a few things that you can do to put this into practice. So content should be thumb-stopping, and that's to say it should be visually exciting, so consider that animated message to capture the attention and catch the eye, so adding movement is great for doing this. It almost acts like a magnet to attract that eye, also capture that attention early, so the first three seconds are really crucial to whether somebody actually engages with your content or just

keeps scrolling through their news feed. Along with this, make sure that you show the use of your product or service in a really interesting way. And on the screen, you can see vibrant patterns to capture attention whilst also keeping the product front and centre.

And as you can see with Mangata & Gallo, they also keep their product as the focal point, but they allow the viewer to choose and actually wear their dream ring in that advert. Now, along with this, make sure your content is built for mobile. So we challenge you to get a video for example into 15 seconds or less. Now, this isn't a hard and fast rule, but really try and keep that message as concise as possible. And along with this, remember to build your content as square or vertical in the framing to maximize the experience on mobile. So you can see the vertical frames lends itself to stories. That full-screen, immersive experience really makes the most of that imagery. To go along with that, inspire a strong call to action, so that when a person is actually hooked on an advert, they've got a clear next step to follow. And add some urgency around this. So for example, you can see a call to action button, so that shop now button on the screen, so people can quickly start shopping once they see a product that they like and land on that specific page they need to be on.

Now, you can also see from both these ads that the message is clear and engaging without the need for sound. And we mentioned that often content is viewed this way, so you need to be prepared for this. But remember, you want to wow when people actually turn on that sound, as well to add the experience of the content that you've created.

Now, also make sure that you're catering to your audience. As you can see on the screen, we've got the company Pretzel Prints, and they've created two different pieces of content for the same product. So they've thought about what's important to target different audiences. So you can see one is for parents, and this showcases why the product is suitable for their children and gets that message across. Whereas the other one's a bit more playful, and that pretzel disappearing is really to appeal to a millennial audience that they're aiming for.

And when you think about building content, it can be broken down into two stages. First of all, planning your content, and then creating your content. And let's start with planning. So to start, I'd like you to think about your business. So take a moment to write down everything your business is about stands for, is unique, and then create that brief. So just get all that down on a piece of paper, and we're going to think about how you can turn that into a brief now. And to illustrate, it we're going to have a look at Lucky Shrub, which is a local florist in New York.

And the first question you need to answer is how would you describe your business to a friend. Remember, when you're doing this, keep the language casual, keep the language nice and informal. So when describing Lucky Shrub to a friend, I'd say it's a local flower and plant shop based in New York, that it's a hip, fun, urban plant shop as well made for plant lovers. So that's your first question answered.

The second question is about what makes your business stand out. And for Lucky Shrub, what really differentiates their business all the handcrafted pot they offer, the special shrubs they sell, and their eco-friendly approach so they donate 50% of their proceeds to the preservation of rainforests worldwide. So that's key information to get across.

Next, think about who are your customers, so who purchases your products and services. And remember, you might have more than one customer profile that you're actually trying to reach out to. And Lucky Shrub for example target women who are aged between 20 and 65, based in New York, so they're passionate about interior design, plants, home decor, fashion and

brunches. And they also target men aged between 30 and 45, based in New York, and they're passionate about home décor and plants as well.

Once you've filled this in, think about what's the objective of your advertising. Is it to sell a particular product, or is it to drive brand awareness? For example, Lucky Shrubs' objective is to build brand awareness, and to actually encourage footfall into their new location.

So now you've seen an example of a brief. You can start to fill in yours, and you can really identify that target audience that you're trying to reach, and start planning your content for them.

And we've identified three themes to help you plan your content: engage, educate and excite. And let's start with engage. So to engage with your audience, consider sharing the story of how your business got started. It's a great way of really humanizing your business, and seeing where you've actually come from. Or maybe you want to give back to your community, and maybe you've taken a stand for a particular cause, and you can get that across. Along with this, consider showing off your store with a virtual tour. And here you can use photos and videos to bring to life what you've got going on. For example in this post, Lucky Shrub is sharing how its team actually engages with the local community.

Second point we're going to cover is educate. And here the whole aim is to educate your audience on what you do. So explain what makes your product or service different, and remember what you put in that question on the brief that you started to fill out. You can also show what happens behind the scenes at your business, so maybe, you know, new delivery coming in, or bringing and creating a product. Along with this, you can show how a product or service works, so maybe a tutorial of best practice on how to use a product.

The next thing we'll look at is exciting your audience. And you can do this maybe by the announcement of a new product or service. Or maybe you've got a promotion or sale running. Or possibly you've got an event that you're running - you want to get that across the audience and get them excited about that. And a great way to do this is by creating a virtual event on Facebook Live with your community. And you can really get everybody involved around maybe a sale that you're running, or maybe a tutorial that you're showing.

And you can see an example from Lucky Shrub using the excite theme to announce that they've opened a new location in Brooklyn. And as you can see, here they announce where their new location is, they've got a clear call to action, and this content's been designed clearly with the customer in mind.

So now we've planned our content. Here are some tips for creating engaging content. Now, just a quick note to remember, you can find more training specific to the different platforms on www.facebook.com/business/boost/events.

But now it's going to return to looking at those core basics that you can build on with your content. So first of all, showcase your brand. So make sure your logo and the name of your business is really prevalent, and make sure you've got a strong message that you're getting across. And you can inspire action with having that call to action button to direct people to something specific that you want them to do after seeing that content. Think about what's the most high-value action to you. It's also important your content is mobile-friendly, as your audience is going to be primarily consuming this content through their mobile device.

And the first thing we're going to think about is formats. And there's multiple ad formats available on Facebook and on Instagram for you to use. And to get started, I'd just like to focus on a few of the key ones. So first of all, we've got slideshow. So here you can swipe multiple product shots into a single post. So it's great if you haven't created a video, but you still want to tell that story visually. So you can show off numerous products, and, for example, on the screen you can see the different sock options from Stance Socks. And that means that when people actually land on your website from seeing that ad, they've already got an idea of some of the products that they're looking for and looking to buy.

Another format to choose from is video. And this is one of our most successful formats and tends to get the most engagement due to its ability to tell a compelling story about your brand and get that engagement. And you can see the ad by Sonic really brings to life their shakes and combines text and vibrant colours with a video to showcase their products.

Now, we've also got carousel ad formats. So these are available for Facebook, Instagram, Messenger and audience networks, which is a collection of third-party apps and services your content can be pushed for. And on a carousel, you can showcase up to 10 images or videos within a single ad, each with their own link. And with more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion. Or you can tell a story about your brand that really develops across each of the carousel cards, so as people swipe across, they're taking the next step on that journey.

Another great content type to use is Instagram Stories if you've got that Instagram business profile set up. So you can use Stories to take your followers behind the scene to present a side of your business that maybe they may not have seen. Now, what is more is the Stories actually disappear after 24 hours, so that makes the content really valuable for people to consume before it's gone. It adds a little bit of sense of urgency, and you don't have to be as high-res with some of the content you're producing, because it's going to disappear.

Now we're going to move on to a few tips for actually creating engaging photo posts. So first of all, have a single focal point to drive the attention on that product. So in this example, you can see the focus is nail polish. And you can see both what the product looks like when it's put on, and you know what it looks like in the packaging as well, and that really makes it easier for people to understand exactly what you're advertising.

Secondly, create contrast with colours to really capture attention. So the bold background is really eye-catching, and that's going to allow the product to stand out and really stick in people's minds. So Hansen do a great job of this for their sports watch, and it really pops off the screen.

So thirdly, experiment with how you actually present your product. So do you choose a simple product shot like the suitcase? Or do you actually introduce that product in context and really get people excited so people can start imagining where they can actually travel to with their suitcase and think about the purpose of that product?

Now remember, you can show off your product in a number of different environments to appeal to different audiences. For example if you've got a soft drink that you're advertising, you can show that can be enjoyed in your garden to relax on the weekend, it could be enjoyed out in town socializing with friends, or it could be a refreshing reward after a hard workout and some exercise.

Now quickly on to motion content. So video content has been proven to be more engaging. And that's whether it's shot as a video, or just simply adding motion, some simple animation or some animated text to some existing photo content that you may have. And there are many great resources available to create engaging content that are available on the Facebook Mobile Studio.

Now, here are a few additional tools that can really help your content stand out and engage with your customers. And let's start with the first example, which is Bombshell Fitness. And that's a small company selling fitness courses and promoting a number of different fitness challenges. So what they did was they used an app called Ripl. And what they did was they used this for their Fit 30 Challenge, and this was to exercise for 30 minutes a day for 30 days. And with the app, they're actually able to transform their existing photos into a video with a clear message.

And here's how they actually did it. So first of all, they downloaded the app from the mobile App Store. Then they open the app, then go into your photos and select those photos off your phone - in this case, there were four -, and then you can add in your message that you're going to get across. Then you can choose your template among the different templates that are available on the app, and then you can adjust the template copy by adding text to it. Once you've done that, select the font. You can add your logo, and select what you want to animate on that video. Now, once you've done that, save it to your phone, and post it.

So next, we're going to look at reusing current content that you have actually already got, and actually maybe livening up by changing the background for example. So a lot of e-commerce companies or product-focused businesses already have a shop of all their products ready for their catalogues, and maybe it's a stock image with a white background. And you could then actually transform this background into something else that's going to suit your content and the purpose of that content a little bit better. So all you need is the Photoshop Mix and the Facebook Slideshow app to create this.

And for example Pop Up Plus wanted to showcase their spring collection in a different way and in a more dynamic way. And we're going to take a look at how they actually did this, and how they achieved this.

So first of all, you select your image. So then you create a photo like this. And if you upload a few photos onto Facebook as a slideshow, you can actually create a little fun video as well. Now, you can refresh all content for potentially different times of year, so different seasons, by simply swapping the background that you've got.

Let's have a look at another example of how you can take static images and actually make them more dynamic as you can see from this autumn clothing collection that's really brought to life. So for this, we're going to use an app called Mojo. And again, it's free to download. And let's take a look at how this content was actually created.

So first of all, simply download the app from the App Store. Then what you're going to do is you're going to choose a vertical template. Once you've chosen that vertical template, you're going to add any photo that you have saved on your phone already. Then what you can do is you can add a simple message, and once you've added that simple message, save this content to your camera roll and then when you feel like it, you can upload it to your Stories on Instagram or on Facebook.

So this app automatically creates Stories that are ready to go in that vertical content frame. And as we've discussed already, Stories are a proven tool to engage your customers in a really urgent and fantastic way.

And one thing that you've got to remember about Stories is they're crafted to be casual. And what that's going to do is really optimize people engaging with them. And remember, they're in that vertical format.

But maybe you've only got a number of square photos, and you can't get them to fit into that vertical format, then use the Unfold app. And you can see on the screen with Little Lemon, which is a little bistro in Chelsea, that they layered these horizontal photos to make them into this vertical Story format. And how do they do this? Again, they downloaded the app from the App Store, they chose that vertical template, then they added that photo that was saved in their phone, all the photos that they chose, then they added a simple message. And after that, they saved it onto their camera roll again, ready to be uploaded as a Story onto Instagram or Facebook.

Again, this app automatically creates Story-ready vertical content. And you can see here on the screen, there's a postcard with a list of all of our favourite apps. So I really encourage you to download these, play around with them, and see which one is going to be best for your business.

And we've selected our favourite ones - they're all free or pretty inexpensive. And as I said, play around with them, have fun with them, test them out, and see which ones suit you best, but also which ones are going to suit your audience best and grab their attention.

So thank you so much for joining me. I hope you're walking away with some new creative ideas on how to bring that content to life on mobile and engage your audience.

Please visit www.facebook.com/business/boost/events to explore the rest of this series, and also look for any free additional training resources that we have. Also, please join our UK Boost With Facebook group where you can ask questions, interact with other business owners, and see the latest content that we are offering.

Thank you again, and please take care.