



Videos

**How to create amazing videos
for your ads**

How to create the perfect video for your ads

Images for your ads are nice - but videos are even nicer ;)

I recommend always split-testing with a video and never work with images only. Especially if you're selling "yourself" (when you're a coach or consultant).

Videos are SO powerful in building trust and connection.



Social Media Magic by Sarah Lorenz

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Thanks for taking part in my Facebook Ads week! 🥰 Join my Facebook Ads live course until this Wednesday to get a free coaching session with me 💜

👉 <https://getsomemagic.com/fb-ads-course/>



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**Join until Wednesday and
get free coaching 🥰**

LEARN MORE

Strategy, content and length

You can:

- show your product / freebie (for example: print out a PDF)
- explain your services
- answer questions
- use video testimonials from clients

The most important rule:

The first two seconds need to be amazing! They need to grab the viewer's attention right away and make them stop scrolling.

Strategy, content and length

Focus on the viewer. What can he / she get? Where is the benefit for them?

“With this PDF you can ask questions that will make your Facebook fans interact!”

“Do you know you need to run Facebook Ads but you have no idea how they work?”

“Is this how you look when you think about Social Media?”

Strategy, content and length

One thing that also works good for some of my clients: Start the video with showing your lifestyle. Are you driving a nice expensive car? Then start the video with quickly showing how you get out of that car and into your office. Do you live by the sea? Start with a drone footage of you walking at the beach.

Strategy, content and length

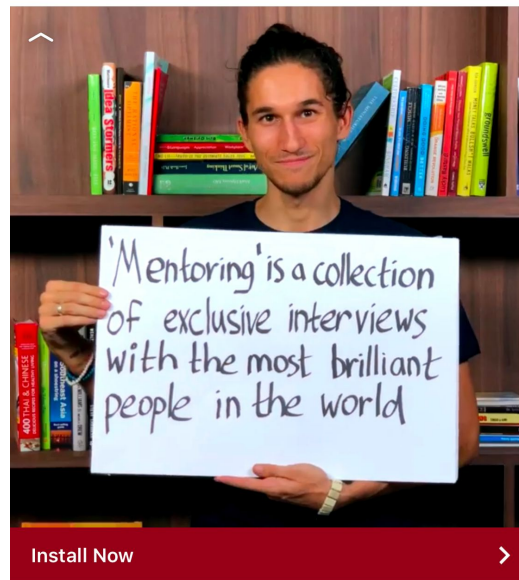
You could even hold up papers that show some text and with that grab the viewer's attention.

And then drop one piece of paper after another to reveal the next.



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4.168 views

mindvalley Hello. My name is Damir. I work as an advertiser here at Mindvalley. I know people... more

Strategy, content and length

Length: A good ad video is short and sweet.

To be able to use it for Instagram ads it has to be under 1 minute.

But even for Facebook Ads I recommend a video that is under 2 minutes.

For Story Ads you even only have 15 seconds.

Strategy, content and length

Do not overthink it!

Don't try to be extremely perfect and shoot the same video 20 times. It will only sound unnatural in the end.

Shoot the same video maximum three different times and then choose the version you like best.



Ratio

You can find the ratio for all placements here:

<https://www.facebook.com/business/help/103816146375741>

For newsfeed: 4:5

For Stories: 9:16

For in-stream videos: 16:9



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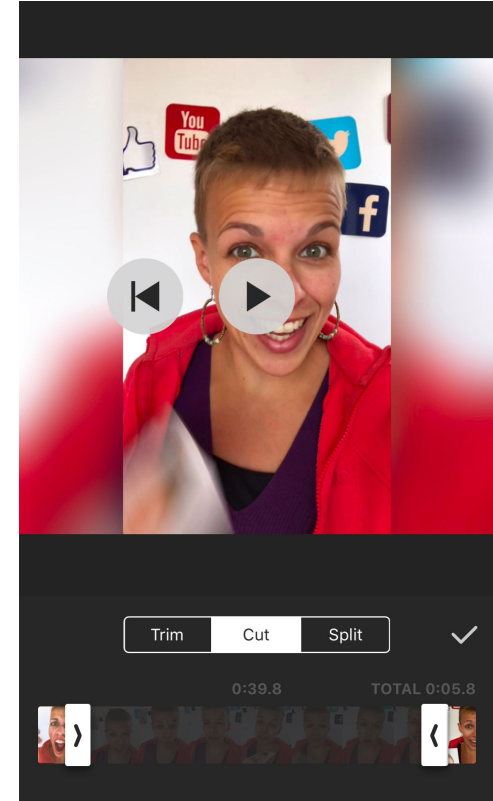
Tools and apps

You can simply use your mobile to record a video for your ads.

There are some helpful apps out there:

InShot

I use InShot whenever I need to edit a video. You can cut the video super easily (if you need to delete the first or last seconds) and bring the video in a new format.

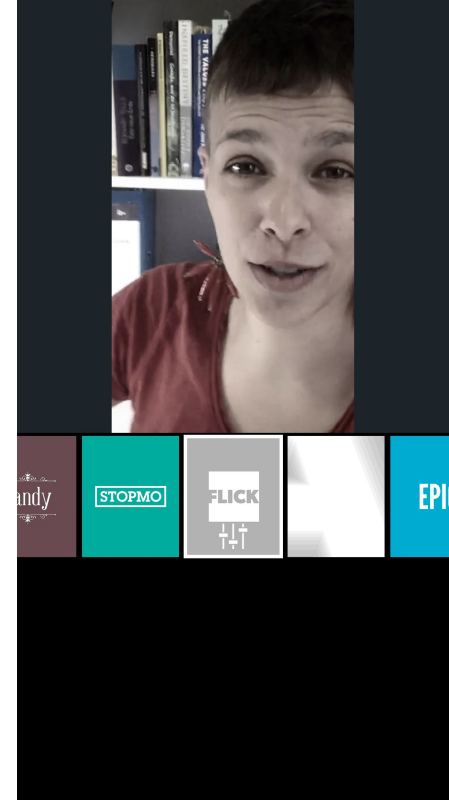
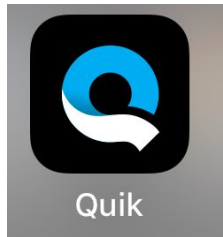


Tools and apps

Quik

Quik is a cool app to add special effects and music to your video or to create a video out of multiple photos.

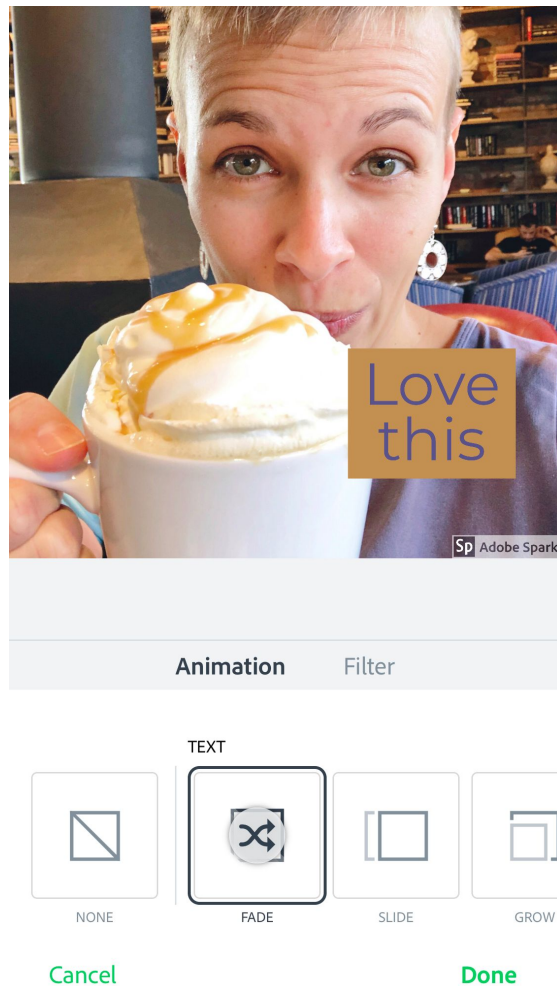
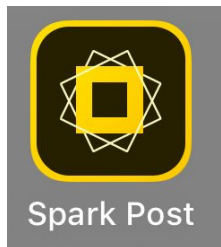
It's a little more work but if you enjoy playing around with video apps you will love this one!



Tools and apps

(Adobe) Spark Post

A really cool app to insert an animated text on a photo to create a mini video.



Slideshow

The Ads Manager has this cool option that you can create a Slideshow out of a photo. It will add an animated text overlay and with that turn the photo into a mini video.



Slideshow

You can insert your own images and short text fragments and it will create a 6 second video out of it.

Video Creation Kit

Select slideshow or a new video template to continue.

Create a slideshow

Show 3-10 images in a video up to 15 seconds long.

Square templates

What you'll need: 5-10 images
Video duration: 15 seconds

Showcase a square image

Share an engaging message about your product or service.

What you'll need: 1-2 images
Video duration: 6 seconds

Showcase a horizontal image

Share an engaging message about your product or service.

What you'll need: 2 images
Video duration: 6 seconds

0:05 0:06

Continue

Subtitles

For videos that you use in Facebook or Instagram newsfeed: Always, always create and use subtitles for them!!

Most viewers will watch your video without the sound. So your only way to make people understand your video is to use subtitles.

I use Youtube to create them.

I created a whole bonus module on how to create subtitles for your video.

You can find a video and PDF in the membership area of my homepage.

Subtitles

You can also include the subtitles directly as part of the video. This way they can appear even a little bigger and fit to your branding.

You can also include a headline to your video and stickers. Anything that makes the Facebook user stop scrolling and that fits to you and your message.



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What Do You Say to FREE Tips and Tricks
About Social Media? 💜

Click the link or go to <http://bit.ly/join-my-bot> and

👉 win awesome Freebies and FREE access to
my online courses

👉 win FREE messenger coaching... [More](#)

100 awesome questions
for your Facebook page



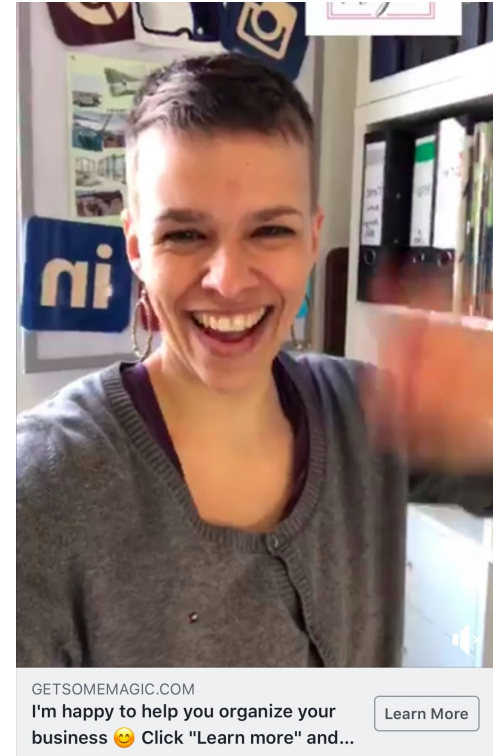
Do you have a facebook page
or a facebook group

Live streams

You can use livestreams for your ad campaigns as well. As they are usually quite long they tend not to work to promote a freebie.

But you can use them for engagement campaigns to warm up an audience or to answer questions about a product for an already interested audience.

It's best to use livestreams that worked well organically and already have some likes and comments.



Story Ads (Instagram)

For Instagram Story Ads you should definitely use a video (and not a photo). The video can be 15 seconds or less.

I recommend creating the video directly within your Instagram app - as if you're planning on just creating a normal Story element.

Once you have the actual video put some text on it. You might also want to include GIFs or stickers. You should also add "Swipe up" as text on it or a fitting GIF.

Then save that Story to your mobile and send it to your computer. From there you can then upload it to your Ads Manager.





HOMework

Create at least one video that you can use for your ads. I'm super excited to watch your video and give you feedback.

Now it's your turn

You can do this! Have fun! ●

