

2021 Guide to Social Media Video Marketing

QuickFrame

TRENDS,
OPPORTUNITIES,
AND CREATIVE
BEST PRACTICES
FOR EVERY
PLATFORM

2020 sent most of us indoors and online. With #stayathome and social distancing directives reordering public life, we flocked to social media in search of information, entertainment, and human connection.

Last year was predicted to be a major one for social media, but the coronavirus pandemic catalyzed the anticipated trends and blew them through the roof. Nearly half of the world's population—an estimated 3.23 billion people—used a social network at least once per month in 2020, an 8.1% increase from 2019.¹ This year, the number of users on social is expected to grow an additional 3.7%.

Social media platforms have become the default community space in a socially distanced world. Though there's hope that in-person gatherings will return this year with the rollout of vaccines, the pandemic's effect on human behavior is expected to last. Today, consumers are living more of their lives on social channels, so to win their loyalty, **brands must speak consumers' language by crafting innovative, on-point, and platform-specific digital experiences.**

The challenge for advertisers, however, is that social media is more crowded than ever before. Platforms eased the barriers to entry for competitors of all sizes and audiences

1. eMarketer, Dec 2020.

are increasingly dispersed. In a saturated landscape, playing the social game can sometimes frustratingly feel like random experimentation to see what sticks.

But we all know that's not sustainable. To help you make the right moves on social in this pivotal year, we're breaking down how you can affordably diversify your social mix with creative that will deliver.

WE'LL COVER:

- Key social media trends and predictions for 2021
- Highlights of opportunities on every major platform
- Creative best practices for your video marketing
- How to pinpoint what works with a performance testing plan

Let's roll.

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Key Trends in Social Media Marketing for 2021

1. VIDEO

TikTok was the social star of 2020 as users across all demographics flocked to the music and UGC-heavy video platform. Trends are big there, and TikTok is setting them, too. Instagram launched a competing video-creation hub—Reels—and LinkedIn, Twitter, and Pinterest all diversified their content with new video features. It's not a coincidence—video is the most engaged with content type across all social media platforms. We're sure to see a greater investment in video across all major platforms as they vie for audiences.

2. COMMUNITY

With many public gathering spaces off-limits in much of the world, social media kept us connected. 2021 promises an increased social media fluency amongst consumers of all demographics. Audiences traditionally

difficult to reach via social (e.g, Baby Boomers) will continue to seek information, entertainment, and connection online—on a wider array of platforms than ever before.

3. DIVERSIFICATION

With audiences scattered, marketers will have to diversify their social media mix. Diverse audiences are gathering on platforms such as TikTok, Snapchat, and Pinterest, presenting affordable growth opportunities for marketers. Each platform has a unique audience mix and targeting advantages, so publishing across several will be key to growing, converting, and retaining your entire audience.

4. TARGETING

With changes to data privacy laws set to ramp up this year (say goodbye to the third-party cookie), digital targeting is going to get complicated. Social

platforms, however, are a world of verified users with advanced audience targeting capabilities,² so you can serve up audience-specific content that's more likely to make an impact.

5. ECOMMERCE

Platforms will continue to invest in building out their social shopping experiences. Facebook is set to expand on the introduction of Shops on Facebook and Instagram in 2020. TikTok is also expected to make eCommerce a focus this year³—the majority of the revenue generated last year by its local Chinese counterpart, Douyin, was attributed to in-stream purchasing options. As users get accustomed to social commerce, brands will find success converting audiences with lower-funnel content on traditionally primarily upper-funnel platforms.

2. 2020 Paid Social Playbook, Merkle.

3. SocialMediaToday, April 2020.

Facebook & Instagram

Facebook—which owns Instagram—needs no introduction. With 2.7 billion users on Facebook and 1 billion on Instagram, the company has become a social media leader, attracting advertisers with solutions for any marketing goal.

Facebook came under some fire last year for facilitating hate speech, but it acted swiftly to make its environment **brand-safe**. We're likely to see more changes to the platform and its algorithm as public and governmental scrutiny continues this year.⁴

Expect **social commerce** to be a major focus on both Facebook and Instagram in 2021. Last year saw the launch of Facebook Shops and the Shops tab on Instagram. It's clear that Facebook is prioritizing eCommerce as consumers increasingly become accustomed to online shopping.

And it should come as no surprise that there will be continued **investment in video** on both platforms this year. TikTok made major waves last year, and Facebook responded swiftly with the launch of Instagram Reels. We're likely to see both Facebook and Instagram algorithms elevate video placements (e.g., Stories, Reels, etc.) to drive engagement and keep users on their platform for longer.

4. SocialMediaToday, November 2020.

YOUR FACEBOOK/INSTAGRAM 2021 TOOLBOX



#1 Diversify Your Ad Placements

Publishing video content on both Facebook and Instagram this year is an absolute must. Platforms are prioritizing video, which drives more engagement than any other content type. And, according to an Instagram rep, the algorithm rewards consistency and diversity of content, meaning running across multiple ad placements simultaneously can work in your favor.

Be sure to keep your creative both platform- and placement-specific. Facebook and Instagram are two different digital environments with their

own set of rules—audiences do not expect to see the same type of content on both platforms.

Build a [performance marketing testing plan](#) to methodically test which creative variables resonate most with your target audiences across your various placements. Each new iterative creative does not need its own shoot. With thorough pre-production planning, you can capture an array of footage in a single shoot and then leverage post-production editing techniques to shape, sharpen, and reinvent your creative.



← Hairstory partnered with QuickFrame to execute a performance testing plan, surfacing platform-specific learnings for Facebook and Instagram.

→ Gobble merged a recipe concept with an approachable UGC-style to achieve a different feel.



#2 Revamp the UGC Approach

TikTok's popularity has heavily influenced the type of content that works with audiences, even on Facebook and Instagram. UGC (User Generated Content) has seen increased success on the paid side on both Facebook and Instagram.

Simple UGC will no longer cut it, however, Audiences have been conditioned to expect storytelling and entertainment.

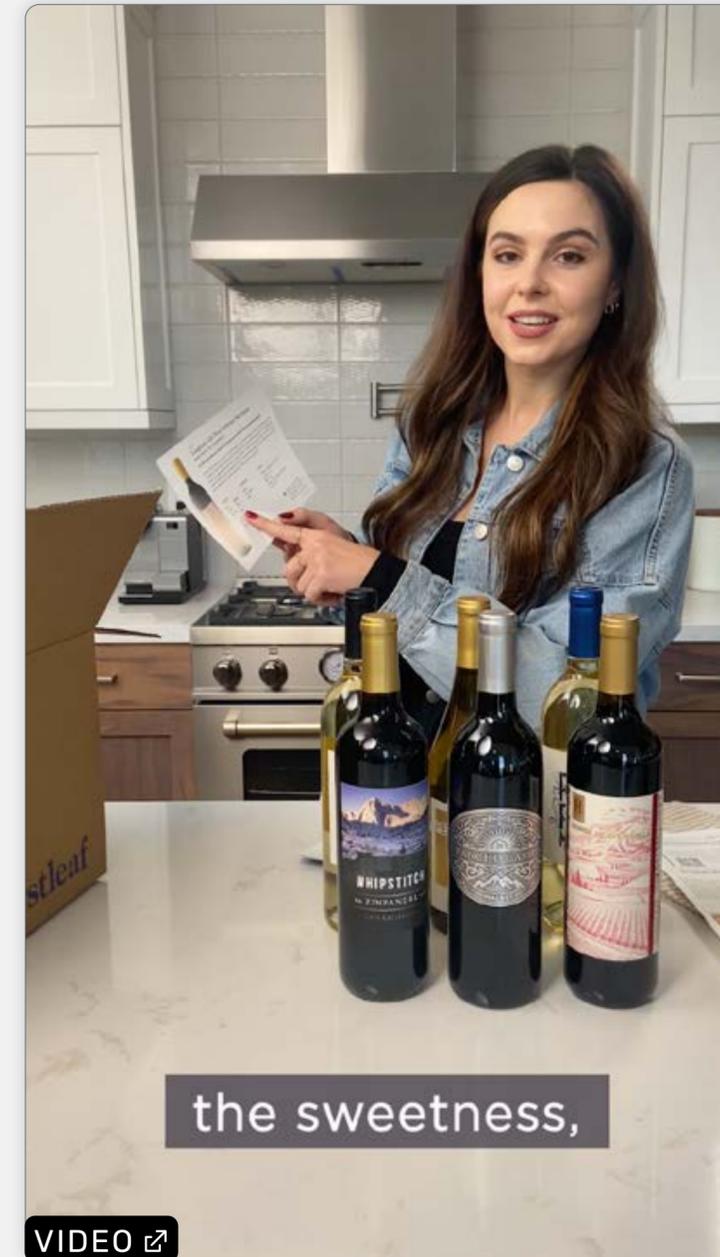
Put a fun and snappy spin on your UGC creative to make it feel new and different.

Avoid overtly pushing your product as audiences are looking to these platforms as a place to connect and have fun. Using relatable talent and associating your brand with positive creative experiences will pay off in the long run.

#3 Use Actual Customers

Social proof is still a powerful motivating factor and UGC customer testimonials featuring actual customers are seeing increased performance. However, because so many everyday consumers are now content creators themselves, audiences have come to expect a certain level of production value, even from UGC-style video content.

This doesn't necessarily mean you need to raise your production budget or make all of your creative high gloss. Instead, focus on the storytelling arc of your customer testimonial and feature b-roll. Having someone direct on-screen talent (remember, use real customers) is key to elevating the narrative and hitting the tone that's right for your brand/product.



← Firstleaf elevated the customer testimonial with a clear story, b-roll, and unboxing footage.



← Roar Organic enlivened stock imagery and product photography with bold colors and captivating motion design to stand out.

#4 Go Bigger, Broader, and Bolder

Increased data privacy laws have forced Facebook to restrict the amount and type of information they can collect about users. For advertisers, this means that the granularity of the targeting you're used to is going away very soon.

Your creative will now need to resonate with a broader audience. Upper-funnel targeting will become far more important because you're unlikely to know whether you're reaching someone for the first time. Looking at your Facebook and Instagram creative strategy broadly,

invest in brand voice and brand image to establish a hallmark experience that consumers can begin to associate with your brand.

And in the highly competitive content landscapes of Instagram and Facebook, you'll need to think boldly when it comes to your creative to break through the noise and make a mark. Lean on robust motion GFX to capture attention and create visually dynamic, mesmerising content.

KEEP IN MIND

- The past year has been a hard one, and we're not yet out of the woods. **Be sensitive** to consumers' mindsets and rethink your value props to fit contemporary lifestyles.
- Although Facebook and Instagram are owned by the same company, the two platforms are different. Creative testing that's **platform-specific** will always yield the best results.
- Create for a **sound-off** environment. Even on Facebook and Instagram, audiences are increasingly watching videos on mute. Think of ways to elevate text in your creative arc so it's more than just a bar on the top or bottom of the screen.
- Think critically about your **brand image**. With decreased targeting capabilities, you'll need to reframe your positioning to appeal to a wider audience while still driving action.

Pinterest

Pinterest, the platform for discovery, research, and inspiration, is positioned for continued growth this year after a stellar 2020 where it saw a 37% YoY growth in monthly active users.⁵ According to ComScore, it's the third largest social platform, with 442 million global monthly users.⁶

The visual platform has seen a **huge rise in video**—organic video Pin views are up 240% from last year, according to Pinterest. People go to Pinterest to spark ideas and to flex their creative muscles.

It's an aspirational, aesthetically-elevated environment that values storytelling. Creative with a **strong narrative** is best here: videos with a story are viewed 32% longer than those with shots stitched together.⁷

5. Pinterest Third Quarter 2020 Results, October 2020.

6. Pinterest, Global analysis, July 2020.

7. Neurons Inc, US weekly users, Pinterest Video Ad Creatives eye tracking study, June 2018.

YOUR PINTEREST 2021 TOOLBOX



#1 Publish Shoppable Content

Pinterest rolled out a slate of new features last year to encourage in-app purchase behavior, linking products in Boards, Search, and Pins to streamline buying paths for users. And now, its Collections ad unit features video as the hero creative.

According to the platform, 89% of Pinnerers even used Pinterest for inspiration in a recent purchase, so it's clearly viewed as a shopping destination

by an overwhelming majority of users. This makes product-centric, lower-funnel creative a natural fit on the app.

Simple product videos won't work in this story-focused environment. Craft a narrative arc that makes your product the star. Grab attention in-feed with eye-catching motion and color, thinking of a motivating feeling you want to spark in your viewer so that they'll take action.



← Even in just a few seconds, you can craft a compelling narrative with your product as the star.



↑ Seasonal creative from Frito-Lay for National Taco Day that communicates messaging with eye-catching on-screen text.

#2 Use Pinterest Trends

Pinterest has a fantastic, free trend search tool—[Pinterest Trends](#)—where you can easily discover what people are searching for, and when. Topicality and relevance is key when it comes to social, so use the tool to research trends over time for all keywords related to your brand or products.

When you execute a search, you'll see search volume for the past 12 months, so you can strategically plan ahead for historically seasonal spikes. Additionally,

Pinterest provides related terms and examples of popular Pins to invigorate your creative brainstorming.

Save money and time by capturing footage during a live action shoot that you can reuse time and again. That way, you can employ motion graphics and on-screen text to customize messaging for the moment. These post-production revamps are quick and relatively inexpensive to turn around—they can take as little as 24-48 hours.

#3 Design for Inspiration

Pinner may have a seed of an idea when they come to the platform, but brands really have an opportunity to make a lasting impact. Users can be at any step of a planning process, making Pinterest a great home for full-funnel creative.

With a diverse set of video creatives, you can grab attention early in your audience's discovery process and then

continue to lead them down the path to purchase with a cohesive narrative through a set of video creatives that target different points of the funnel.

Connect with Pinner by featuring on-screen talent in your video creative. Lifestyle shots with relatable talent help the viewer make a personal connection with your brand or product.



← Associate aspirational imagery with your product using on-screen talent.

→ Stop-motion is a super cool technique that turns photos into eye-catching, satisfying videos.



#4 Think Outside the Box

As a creativity and inspiration hub, Pinterest is a place where people seek novelty. To fulfill Pinners' intent and feel native to the platform, produce video creative that feels new, unexpected, or off-beat. To jump-start your creative brainstorming, check out [Pinterest Predicts](#), the platform's annual report of the trends that will make the year.

Set amongst static Pins, video is already visually engaging. But video Pins are short, so think of creative ways to grab attention and sustain it for the length of your narrative.

Lean on eye-catching video techniques like stop-motion, time lapses, or motion graphics that pop. Be careful not to lose your story, though. Even with as little as 6 seconds, you can chart a compelling arc.

KEEP IN MIND

- Audiences on Pinterest are **diverse**. 70% of US moms,⁸ 1 in 2 US millennials,⁹ and 1 in 2 US Gen Zers¹⁰ are on the platform.
- Video autoplays with **sound-off**. Design creative with sonic elements as an added touch, not the main storytelling tool.
- Viewers are used to **bitesize content** and attention spans are short. According to Pinterest, video drives impact at just 2 seconds. Front-load attention-grabbing material to hook your audience.

8. ComScore, US, June 2020.

9. Ibid.

10. Pinterest, 2020.

Snapchat

Snapchat has continued to hold its own, developing a loyal following among millennials and Gen Z. Its 249 million daily users¹¹ use the platform to connect with friends with a focus on playfulness.

The platform has leveraged two major aspects to establish its own niche: AR (Augmented Reality) and Snap Originals. AR has been a huge boost to the app's appeal,¹² infusing the Snap environment

with the spirit of imagination and experimentation.

Snap Originals, the platform's vertically-aligned original TV-style programming, has grown in popularity. The diverse set of series—which include scripted, reality, and documentary-style shows—are increasingly appealing to the interests and content consumption habits of the app's core demographic. According to SocialMediaToday, we should expect to see Snapchat—and studios and publishers—put a greater focus on Snap Originals in 2021 (big name celebrities like Kevin Hart and Will Smith already have shows on the platform).

11. Snap Inc. internal data, Q3 2020.

12. SocialMediaToday, Nov. 2020.

YOUR
SNAPCHAT
2021 TOOLBOX

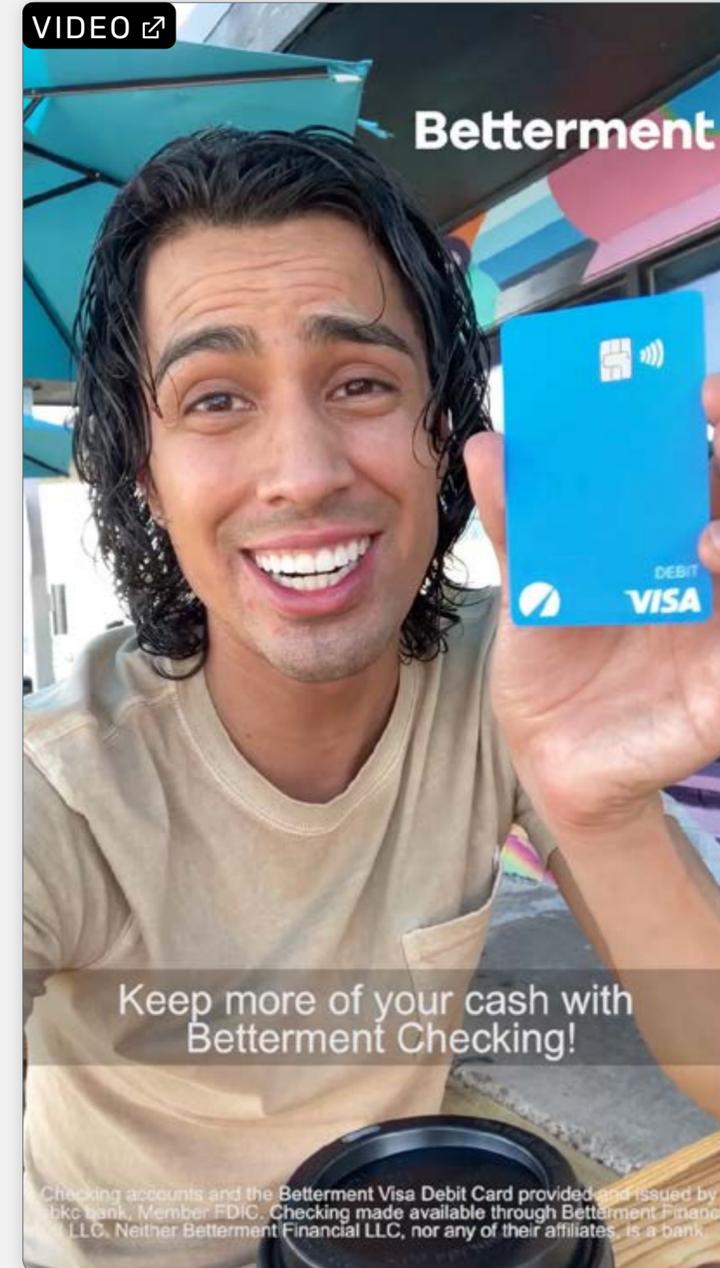


#1 Adopt a UGC Campaign Look

If your creative concept involves on-screen talent, take a UGC-style approach. Most Snapchatters use the platform to send visual messages to friends—obviously featuring themselves. UGC-style brand content speaks in the visual language of the platform, which is

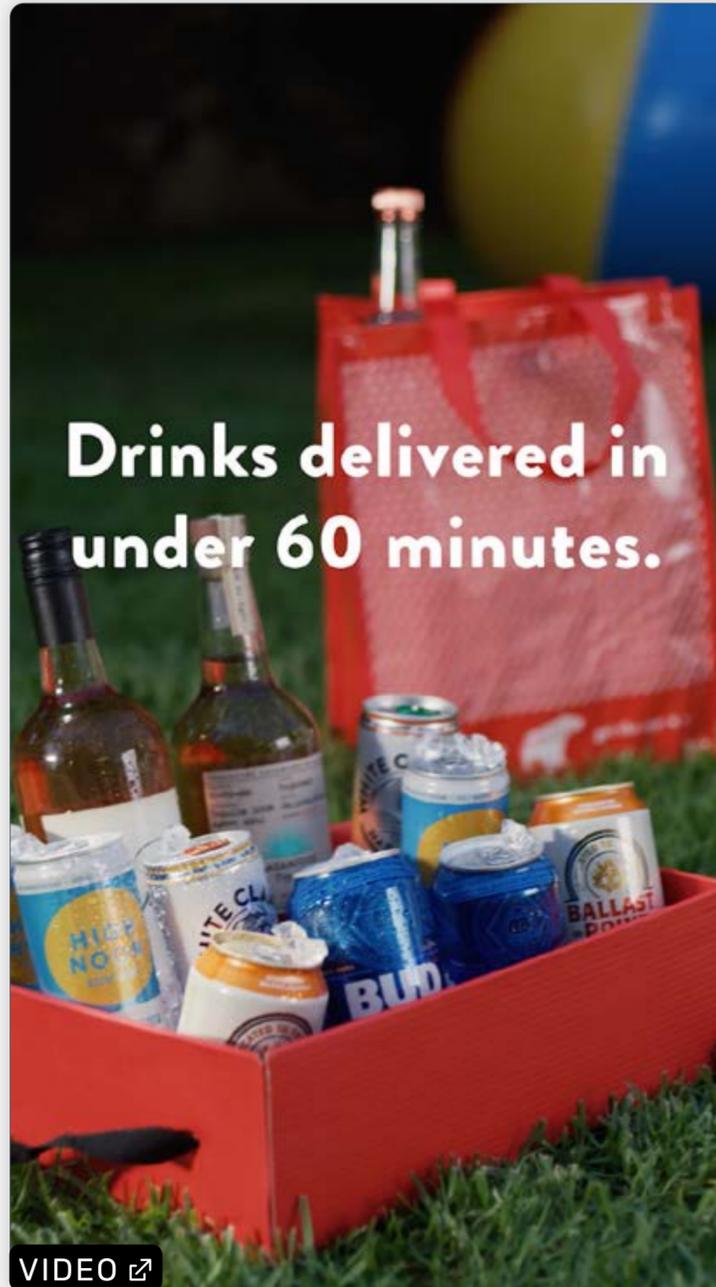
key to feeling native and retaining users' attention.

When casting on-screen talent, have your target audience in mind. Cast relatable talent that will appeal to your consumer to establish brand appeal and trust.



← Snapchat is a UGC environment, so adopting that video style makes your ads feel native.

→ Snap Originals are hospitable to traditional brand creative, adopted to a 9x16 orientation.



#2 Get in Early on Snap Originals

With an expected increased investment in Snap Originals, the offering is poised to grow significantly this year. There are several ad placements on Snap Originals, including a First Commercial buy launched last year that ensures your ad will be the first a user sees on any Snap show they watch.

Because Snap Originals are a TV-style viewing experience, users are conditioned to expect advertising, making it a welcome environment for branded content. Since Snap Originals have high production value, high-gloss creatives feel natural here in a way that they might feel foreign in other parts of the app.

#3 Test Different Content Types and Styles

Trends are temporary, and dominant creative styles are always evolving. A sense of play is key to Snapchat, so embrace experimentation in your creative approach on the platform.

Snapchat is hospitable to pretty much the whole array of visual styles—from live action, to animation, to AR. Adopt a test-and-learn approach to find which content formats and styles resonate most for your brand with your particular audience.



← AR lenses have helped create a playful, interactive environment on Snapchat.

→ Elevate b-roll or still photography with animation to make your creative pop.



#4 Keep is Simple and Short

Out of any social media audience, Snapchatters probably have the shortest attention spans. This isn't to say that they are a distracted audience—rather, immediate payoffs and instant gratification are a hallmark of the platform.

Snapchat is a fast-paced environment focused on microcontent. That means the sweet spot to drive action on the platform is 0:03 - 0:05. Combine seconds'-long story arcs with visual pizzazz to capture attention and delight your audience.

KEEP IN MIND

- Snapchat has a **loyal following** amongst its core demographics. 32% of 18+ users can't be found on Instagram or Facebook.¹³
- On average, users spend **over 30 minutes** on Snapchat every day.¹⁴
- **Playfulness** is a hallmark component of the platform. Keep your creative light-hearted, fun, and to the point.

13. Tinuiti, Jan. 2020.

14. Snap Inc. internal data, Q1 2020.

TikTok

TikTok captured social media headlines in 2020 as it experienced a surge of new users heading to the platform seeking short-form entertainment. Though the app's young user base has been a primary focus, there is actually a healthy representation of users across all ages and demographics, including Baby Boomers.

The **video-first platform** has played a vital role in turning everyday people into content creators. TikTok's users are fluent in the tools of visual storytelling and brands should be aware that they're advertising to an audience of content aficionados.

Social commerce is expected to be a major focus for the platform this year. TikTok's Chinese counterpart, Douyin, generated a majority of its \$122 million in revenue last year from eCommerce integrations.¹⁵ As TikTok is likely to begin implementing the same tactics this year, it's poised to become a true full-funnel channel.

15. SocialMediaToday, Nov. 2020.

YOUR TIKTOK 2021 TOOLBOX



#1 Stay on Trend

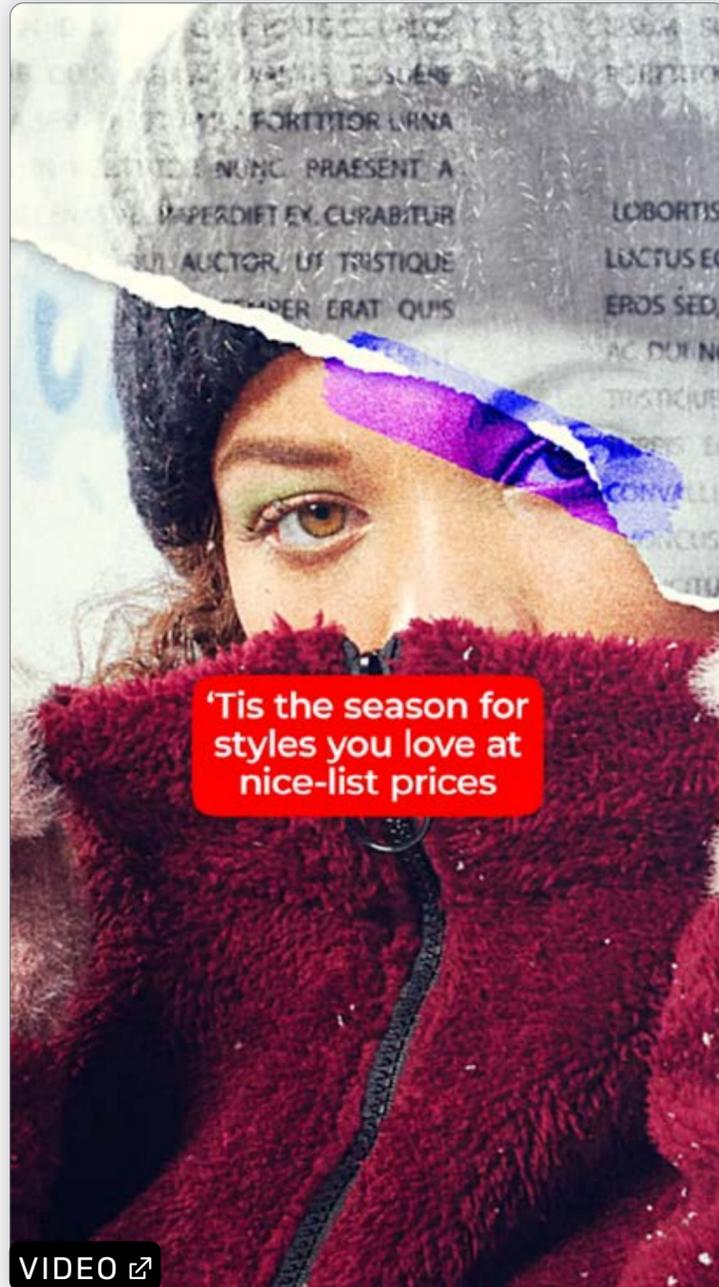
Trends and hashtags are a huge part of the TikTok experience. What makes trends appealing to TikTok users is that they establish an environment of cross-content storytelling. Participating in a trend not only makes a user feel like they are part of a community, but also allows them to contribute to an overarching narrative, advancing and evolving a story that is built collectively.

With on-trend creative, your brand can participate in the conversation with content. A trend can be a stylistic approach (e.g., the way text or audio is used) or a narrative arc that's repeated and morphed over time. Trends can be short-lived, however, so always stay on the pulse of what's happening and act fast to produce content that feels relevant.



← SodaStream tapped into TikTok-specific video style trends in a recipe-based TikTok ad.

→ You don't need to feature on-screen talent to take a UGC-style approach.



#2 Adopt a Native Approach

As a community of content creators, TikTok is a UGC-first environment. To feel native to the platform, adopt a UGC-style in your video ads.

If you are using on-screen talent, cast relatable talent (or consider using actual customers). Directing talent during the shoot—remotely or in-person—is best so you have control over the narrative arc.

UGC doesn't always mean that talent needs to be visible on screen. You can take a UGC-style approach by making your creative look like it was filmed by hand. Leverage stills, motion graphics, music, and voiceover to craft a UGC feel solely through post-production techniques.

#3 Wow with Sound and Visuals

The element of surprise performs well on TikTok. Since users tend to spend a lot of time on the platform consuming a stream of content, think of ways you can delight your audience with the unexpected.

In your creative concepting, plan to grab attention with audio (TikTok is a sound-on platform, after all). Employ off-beat, bright, or interesting visuals to retain interest and spark curiosity in your viewer.



← Use audio and attention-grabbing visuals to craft memorable creative.

→ You can create a clear narrative journey in just 6 seconds.



#4 Think Through Your Narrative Arc

TikTok users are telling stories in short timeframes. Unlike other platforms, TikTok serves up one full-screen video at a time, so viewers are engrossed in the world of a single TikTok at a time.

Grabbing attention early is important, but you need to make sure your creative

is following through and delivering a payoff. Chart a narrative arc that will take your audience on a journey for every single TikTok video you run. Human psychology craves narrative, so a clear story is a surefire way to make a memorable mark.

KEEP IN MIND

- Audiences on TikTok are unique. According to the platform, **1 in 4 users** cannot be found on any other channel.
- The world of TikTok is based in audio. Forefront the **sonic environment** in your creative concept and storytelling.
- TikTok is a **video-only** channel of content creators. Use all of the video content creation tools possible to create visually dynamic ads.

LinkedIn

LinkedIn—the first platform you think of when you think B2B—has seen tremendous growth over the last year, surpassing 706 million members who belong to over 55 million companies.

This year promises a lot of exciting developments from the platform as it seeks to become a **content hub for brands**.

Video is going to be the name of the game on LinkedIn in 2021. Virtual events will be a key focus for the platform this year, and we're likely to see the rollout of more video tools as LinkedIn seeks to drive content consumption and engagement on the platform.

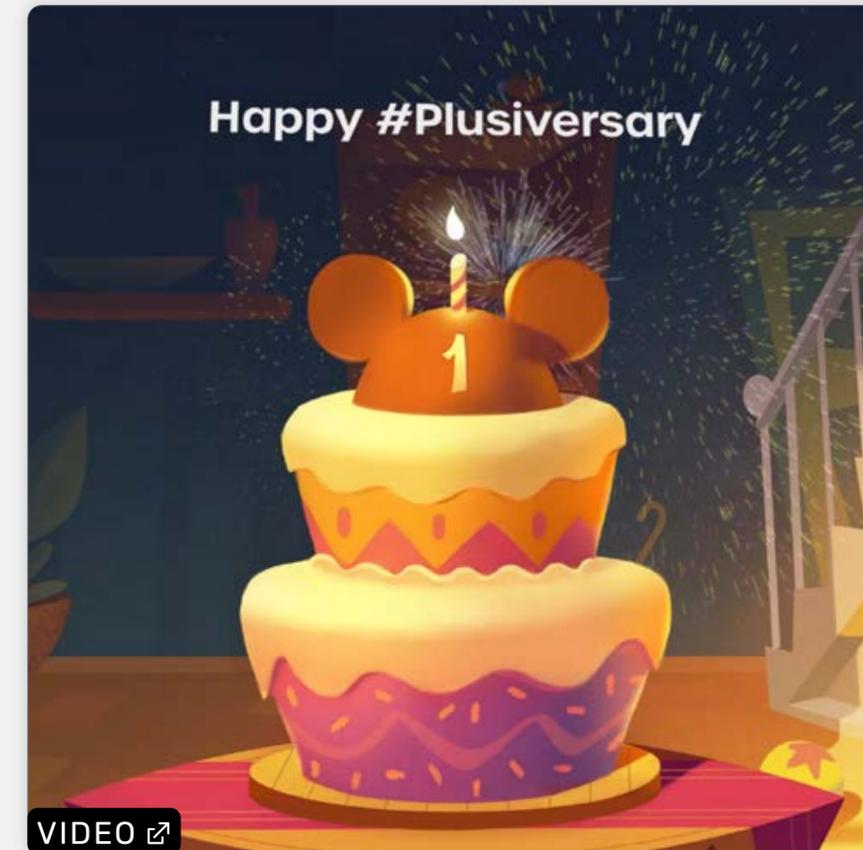
YOUR
LINKEDIN
2021 TOOLBOX



#1 Publish Video

Video is the most engaging content type on LinkedIn. Users on the platform are 20x more likely to share a video than any other content type, according to LinkedIn.

As LinkedIn launches live events and invests in its Stories feature, the platform is going to become increasingly rooted in video. When concepting creative, know that a range of video styles are successful on LinkedIn, including live action, animation, and motion graphics.



↑ Celebrate brand milestones with video on LinkedIn.



↑ Square produced category-specific video case studies to target different buyer personas.

#2 Customize Creatives for Your Audiences

Most brands erroneously take a high-level awareness approach when it comes to LinkedIn creative. However, to take full advantage of the extremely granular audience targeting capabilities LinkedIn has, you need to be producing audience-specific creative.

Customize creative concepts for each buyer persona you are targeting. Your prospects do not all have the same needs, and you must highlight the value propositions that will be most pertinent to each segment of your target audience. Combining pinpoint targeting with relevant content is key to driving action.

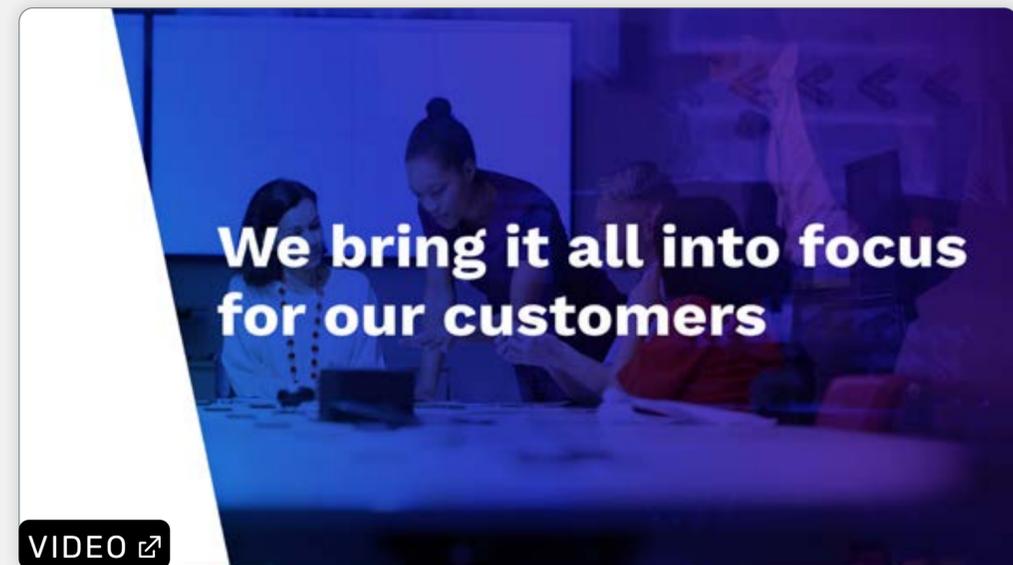
#3 Test Your Creative Approach to Find What Works

Approach LinkedIn as a B2B performance channel. Rather than creating a single video at a time, create a [testing plan](#) to methodically surface what resonates most with your various audiences.

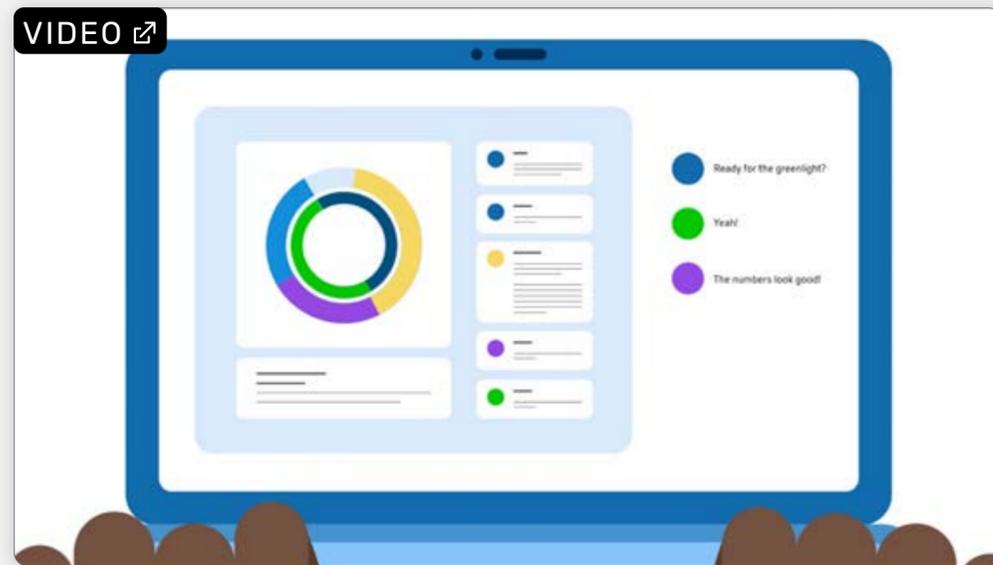
Creative testing doesn't have to be complicated or expensive. Identify a set of variables you are interested in testing from the outset of your project (e.g.,

leading with social proof vs. core value proposition vs. buyer problem). Then, produce multiple versions of your video that isolate the variable you are testing.

Find what works best and then iterate on that creative to test a new set of variables. Over time, you'll learn exactly which creative attributes drive the highest CVR with each of your target audiences.



↑ Icertis used simple animation and existing photography to launch a new brand identity on LinkedIn.



↑ Citrix ran a 3-part content marketing series on LinkedIn addressing the “new normal”.

#4 Lead the Conversation

LinkedIn is a hub for thought leadership. Though the platform is full of individual contributors with large followings, there’s ample opportunity for brands to steer the conversation.

Set your brand up as an authority in

your space by elevating your content marketing efforts with video. Video content can memorably educate your audience and dynamically convey your brand’s voice and personality.

KEEP IN MIND

- Think through a **full-funnel strategy**. Customize video content to speak to each touchpoint—from acquisition to conversion.
- Make sure your video content is optimized for **mobile**.
- Videos autoplay with **sound off**. Use on-screen text and supporting copy to communicate key messaging.
- Keep your videos short and to the point. LinkedIn recommends a **30-second length** as the sweet spot.

Twitter & Reddit

Twitter and Reddit are historically two lesser-leveraged social channels, but could be advantageous options this year as other platforms become competitively dense.

According to **Twitter**, it's the #1 platform for discovery and users spend 26% more time viewing ads there than on other leading platforms. It's a topically diverse

platform, with users seeking out news, information on what's happening in the moment, and entertainment.

Reddit is a platform of 330 million users who belong to passionate communities dubbed subreddits. It's a unique place where people can conduct research, dive deeper into niche interests, and connect with like-minded individuals. Because subreddits are focused on specific topics, brands have the opportunity to reach high-intent audiences with granularity.

YOUR TWITTER & REDDIT 2021 TOOLBOX

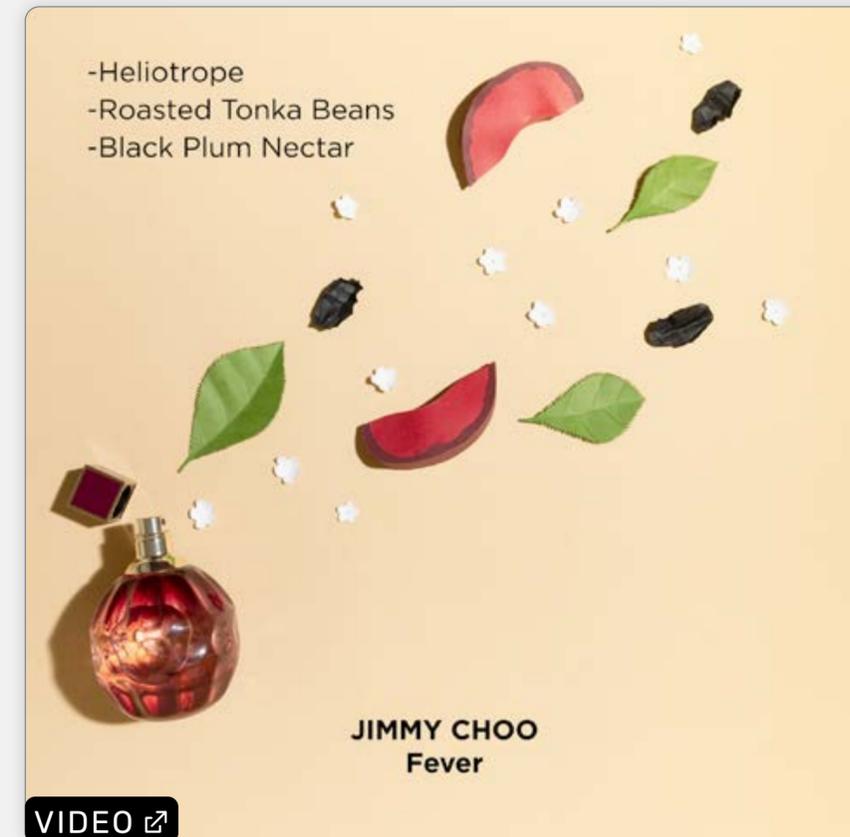


#1 Reach Audiences Looking for Visual Content on Twitter

Brands in highly visual industries like apparel, fitness, or beauty will find an audience on Twitter that is actively seeking out video content.¹⁶ Fulfill these users' expectations by contributing branded content to their feeds.

Stylistically, Twitter is hospitable to a diverse array of content. Because it's a text and image-heavy platform, video content is already at an advantage when it comes to capturing attention. Employ visually dynamic production approaches like stop-motion to further captivate your audience.

16. Tinuiti, 2021 Social Advertising Guide.



↑ Consider stop-motion to strike a visually appealing style with your video creative.



↑ Uber's mask compliance campaign featured UGC-sourced footage.

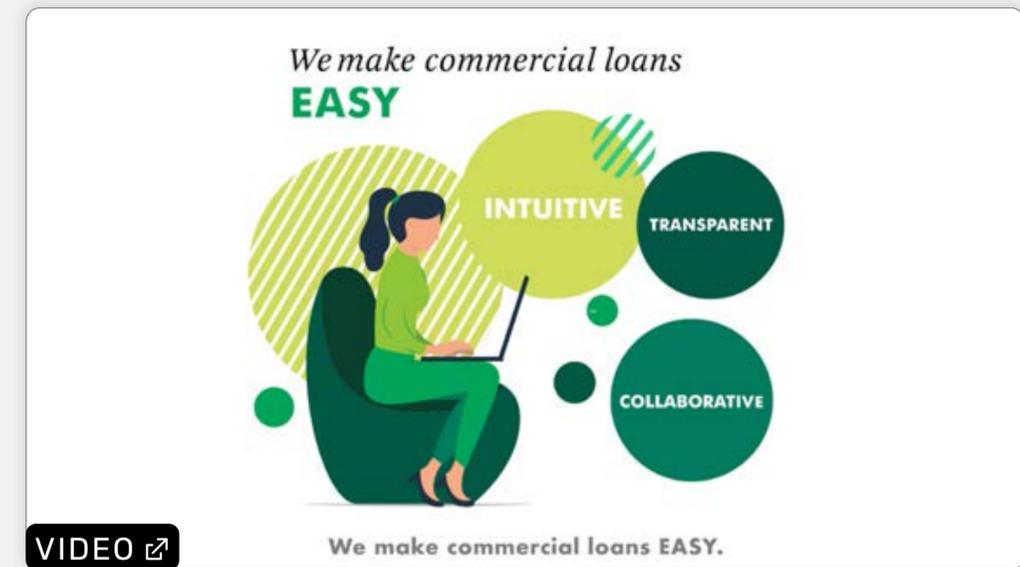
#2 Speak to the Moment on Twitter

Twitter is a platform for the “right now.” This can mean many things (i.e., breaking news, trends, live events)—all of which are rooted in the notion of discovery. Surprise, inform, or enlighten your viewers with topical content that feels current.

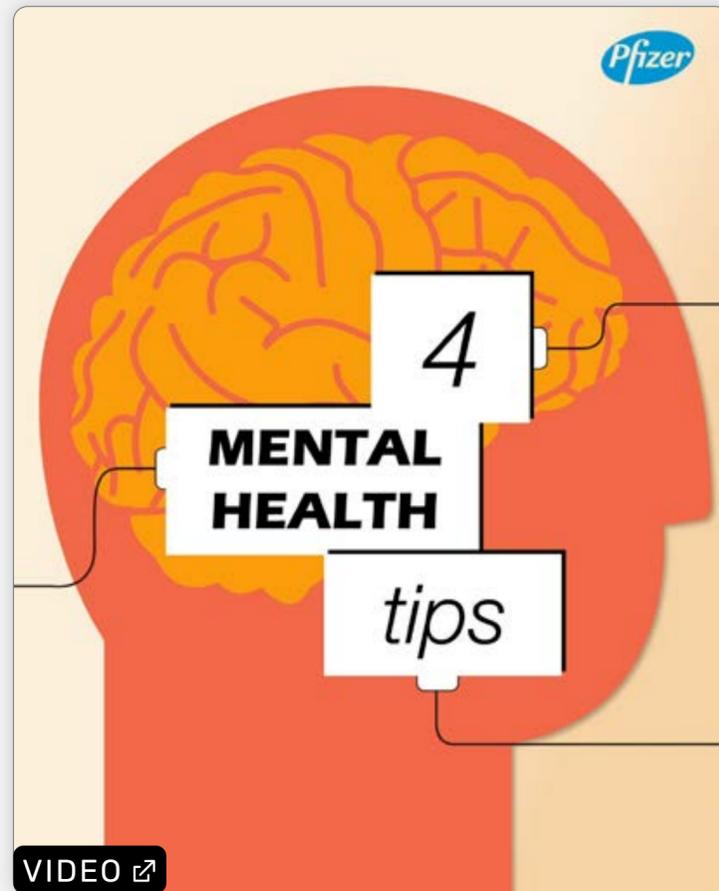
#3 Embed Yourself in the Reddit Community

Redditors are notoriously suspicious of advertising on the platform, so brands need to lay a lot of groundwork to gain consumer trust. But, because Reddit users are typically high-intent audiences, the payoff can be substantial.

Identify subreddits that align with your brand and target audience, and then work to get a feel for the culture of those communities. See what topics are historically the most upvoted (Reddit's version of "likes") to spark your creative brainstorming.



↑ CBRE leveraged animation to introduce a new digital tool.



↑ Pfizer amped up content marketing efforts with informative videos.

#4 Deliver Value Through Your Content on Reddit

General brand awareness campaigns are rarely successful on Reddit. Redditors flock to the platform to stay up-to-date on specific topics, and the content you produce must add substantive value to a conversation.

Consider taking a content marketing approach to educate your audience or introduce a new perspective.

KEEP IN MIND

- Twitter has several video ad placements, including the **Promoted GIF** buy. GIFs are simple to produce using motion graphics and existing assets (video or still photography will work), and can be a cost-effective way to test the waters on the platform.
- Videos on Twitter autoplay **without sound**. Use text or subtitles to ensure that all messaging is communicated visually.
- Video placements on Reddit are supported by a **headline**. Craft headlines that will inspire users to click.

Creating a Multi-Month Performance Testing Plan

In today's highly saturated content landscape, running one or two ad creatives at a time won't break through the noise. To effectively reach your audience and drive them to act, you need to be continuously publishing platform- and placement-specific creatives that resonate.



STEP 1: IDENTIFY YOUR GOALS

At the top of your campaign, you want to identify all of the different factors that will influence your creative concepting and video production process. The more specific and organized you are at the top, the more likely you are to stay on track and on budget.

THINGS TO SPECIFY INCLUDE:

- KPIs
- Target audiences
- Platforms you plan to run on
- Placements you intend to purchase (which will dictate video aspect ratios and lengths)
- Learnings you want to generate

A targeted testing approach to performance marketing will surface creative learnings while driving your KPIs. Here's how you can generate and execute a performance testing plan to zero-in on the creative variables that work best for your brand.

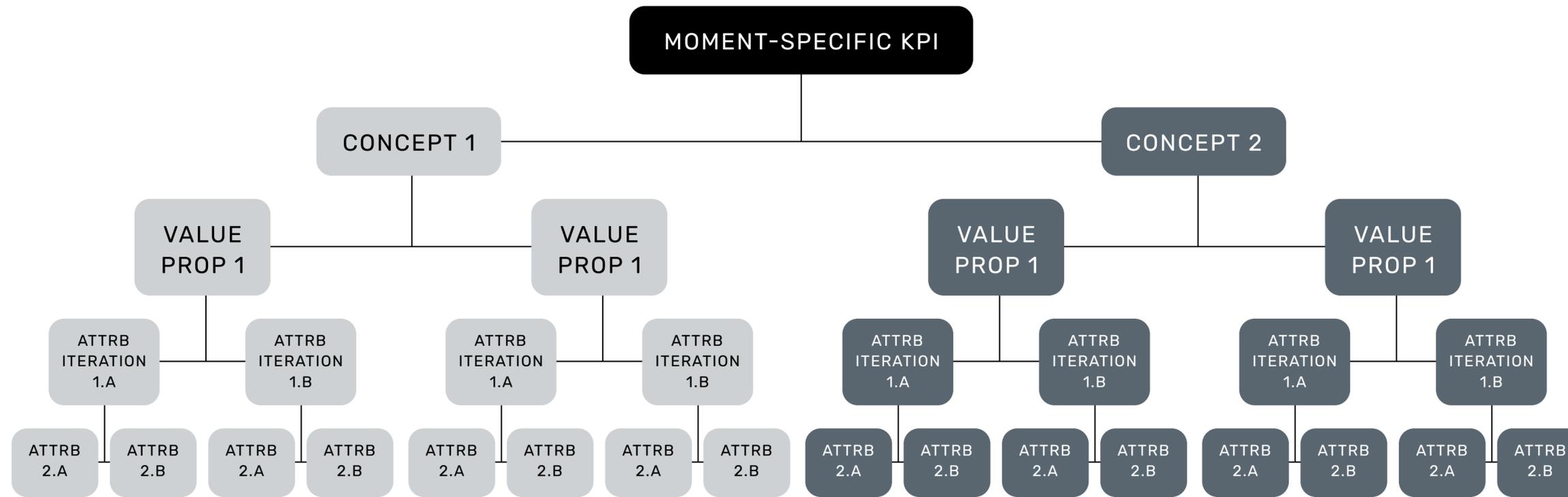


STEP 2: GATHER HISTORICAL LEARNINGS

Take a look at your historical creative performance and identify top-performing and low-performing creative. See if you can identify commonalities between both sets of creatives.

You don't need to have run video creatives before in order to generate learnings—looking at the performance of your stills will also surface insight.

Getting grounded in your historical performance ensures you are not starting from scratch when you get to structuring your performance testing plan. Take what's worked for your brand in the past and use that as a foundation.



STEP 3: STRUCTURE A TESTING AND PRODUCTION PLAN

Build a multi-month testing plan that identifies several concepts and creative attributes that you’ll methodically test. QuickFrame recommends testing just a couple of concepts at a time and isolating one or two variables in each round. A typical round lasts 1–2 weeks.

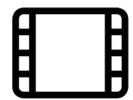
EXAMPLES OF **CONCEPTS** YOU MAY WANT TO TEST ARE:

- Talent vs. No Talent
- Live Action vs. Animation
- Customer Testimonial vs. Lifestyle
- Product Focus vs. Brand Focus

CREATIVE **VARIABLES/ATTRIBUTES** YOU MAY BE INTERESTED IN INCLUDE:

- Messaging/Value propositions
- Number of talent
- Talent look/age/sex
- Order of shots
- Inside vs. Outside
- Location

Once you’ve identified the concepts and variables you are interested in testing, build an exhaustive shot list—this will be the building blocks of the video ads you’ll create for your entire campaign.



STEP 4: CAPTURE YOUR FOOTAGE

With concepts and creative variables identified—and a shot list built—you're ready to head into production. Thorough pre-production planning can maximize your budget. Aim to capture all of the footage you'll need for the entire multi-month campaign in a single shoot.



STEP 5: LAUNCH YOUR CAMPAIGN AND MONITOR PERFORMANCE

After your shoot, edit together your first set of creatives and launch your campaign. In the first round, test broad, focusing on high-level attributes like concept.

Let your creatives run for 1-2 weeks and track performance. Identify the winners—these will be carried over into the next round.



STEP 6: ITERATE

Take the winning creatives from the first round and iterate on them. Using your testing plan, identify the variables you want to test in the next round. Then, edit your creatives to test for these variables.

Because you captured a library of footage in your initial shoot, you can swap out shots with ease just using post-production editing techniques. Since no additional shoots are required, new assets can be turned around in just 24-48 hours.

Once the next round of creative is ready, publish!



STEP 7: REPEAT

Each week as you monitor performance, you grow your library of data. Week by week, test iterative creatives and home in on the concepts and creative attributes that work best with your audiences.

Learn more about how QuickFrame takes the guesswork out of performance marketing [here](#).

Step #1: Start With A Smartphone



QuickFrame

STASH

Investing is complicated. Stash wants to make it more thoughtful and approachable. QuickFrame helped Stash produce a wide range of video creatives across dozens of content formats month-over-month, achieving a 1.5-2x lift in performance.

[SEE THE RESULTS](#)