

ELEVATE

TMSA CONFERENCE

Let's Get Reel:
A Short Video Working Session



ABOUT ME

- › Marketing a range of both local businesses and Fortune 500 brands for ~2 decades
- › Working with transportation and logistics companies specifically for 10+ years
- › TMSA Board Member
- › Occasionally opinionated on the internet
- › Founded drop & hook in 2018
- › Agency purpose built to serve the transportation and logistics industry with outsourced social media and content marketing services, including:
 - Social media & content marketing strategy
 - Community & social media management
 - Training & Education
 - Email marketing
 - Blogging & content creation
 - Marketing automation



MICHELLE LEBLANC, FOUNDER

drop &
hook

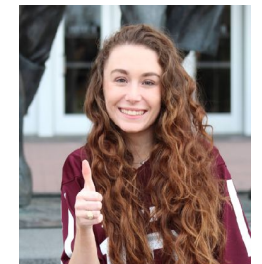
KENZIE COPELAND,
SENIOR ACCOUNT
MANAGER



TRACY NEILL
ACCOUNT
MANAGER



STACIE WIEGMAN
DIGITAL CONTENT
COORDINATOR



TAYLOR SZYMECZEK,
DIGITAL MEDIA
MANAGER

Why are we here today?

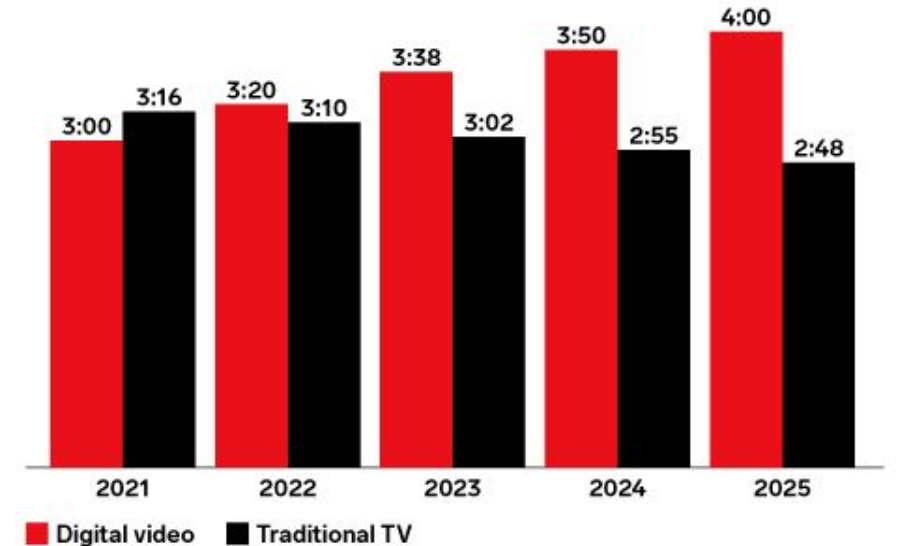
The rise of digital video is nothing new. Media consumption trends have long since placed digital video above traditional TV for US consumers.

However short video specifically continues to gain ground:

- ByteDance is targeting 20% earnings growth in 2025 - TikTok's owner expects sales to increase to \$186 billion from \$155 billion in 2024
- In their Q1 2025 earnings call, Meta reported double digit year-over-year growth in video time spent by US consumers.
- YouTube's total advertising revenue reached \$36.15 billion for 2024, driven significantly by Shorts.
- **And even LinkedIn!** Video creation is growing at twice the rate of other post formats on the platform and video viewership increased by 36% year-over-year between Oct. 30, 2024 - Jan. 29, 2025

Average Time Spent per Day With Digital Video vs. Traditional TV by US Adults, 2021-2025

hrs:mins



Note: ages 18+; digital video includes all time spent with online video activities; includes viewing via any device; includes time spent with video via social networks; traditional TV includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); includes all time spent watching TV
Source: Insider Intelligence | eMarketer Forecast, Feb 2024

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Insider Intelligence | eMarketer

But *really* why?

- AI-Powered Algorithms are delivering **more personalized**, relevant content
- Video is perceived as higher value, providing **more immersive and engaging experiences**
- Video **educates** on complex topics and **supports engagement** metrics like time on site.
- While AI-generated video is getting better every day, consumers still perceive video as **more trustworthy and authentic**



But *really, really* why?

- Let's level set!



But *really, really* why?

- Which of these challenges are you facing?



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- Which of these challenges are you facing?
 - I'm not sure where to start (selecting platforms, strategy etc)
 - I have trouble keeping up with trends, production needs
 - I don't know if video makes sense for my audience



But *really, really* why?

- Which of these challenges are you facing?
 - I'm not sure where to start (selecting platforms, strategy etc)
 - I have trouble keeping up with trends, production needs
 - I don't know if video makes sense for my audience
 - I don't know how to make the type of video that my audience would like



But *really, really* why?

- Which of these challenges are you facing?
 - I'm not sure where to start (selecting platforms, strategy etc)
 - I have trouble keeping up with trends, production needs
 - I don't know if video makes sense for my audience
 - I don't know how to make the type of video that my audience would like
 - Something else?



Video Planning Framework

Who is my audience?	What is my goal?
	What is my message?

Platform Specifics

TikTok:

- **Why?** Shopping, brand discovery, research, connection, creator-driven, humor/entertainment
- **How?**
Performance is driven by individual video engagement - this is the ultimate “go viral” platform
Prioritize a “hook” and short, engaging content
Respond to comments quickly and encourage interactions, be present and engaged in the first hour after releasing content
Create TikTok-native content



Platform Specifics

Meta (Reels):

- **Why?** Discovery, reach, community, lifestyle
- **How?**
While individual videos can now more easily reach the feed for non-followers, having a strong community engagement will increase performance
Go longer with story-driven narratives where appropriate (e.g. 45-90 seconds)
Be polished: quality lighting / visuals will enhance performance



Platform Specifics

YouTube (Shorts):

- **Why?** Discovery, search, longevity, education
- **How?**
Think about thumbnails, while Shorts autoplay in the feed compelling thumbnails and searchable titles are still important for discovery

Show up consistently, think about series and target overall watch time

Use shorts as teasers and promotions for long-form content



Platform Specifics

LinkedIn:

- **Why?** B2B engagement, education
- **How?**

LinkedIn's algorithm prioritizes **meaningful conversations** - think about what topics and trends your audience will be most likely to respond to

Be present in the first hour after posting, video will be served to your most engaged page followers first

Prioritize reposts as the most valuable engagement signal - encourage your team to engage behind the scenes to boost performance



Chasing Trends

Should I try to use trending audio?



Chasing Trends

Should I try to use trending audio?

Probably yes!



Chasing Trends

Should I try to use trending audio?

Probably yes!

But it doesn't have to be the only thing.



Chasing Trends

Should I try to use trending audio?

Probably yes!

But it doesn't have to be the only thing.

Or even the most frequent thing.

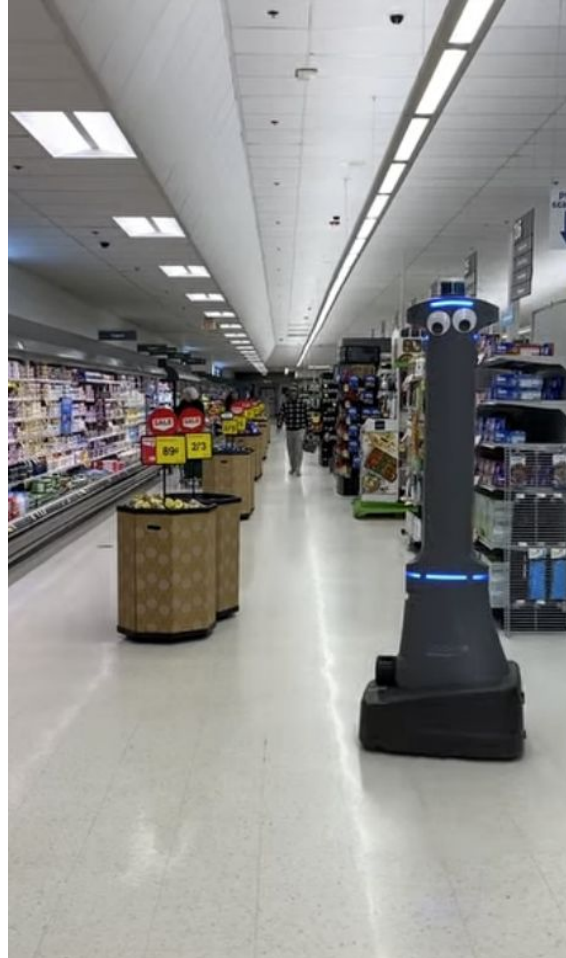
Know your audience and your goals first and use that to drive decision-making.

Commit to consistency in delivery above fleeting fads.



Could I be a creator?

“Should I be the face of the brand?”



Could I be a creator?

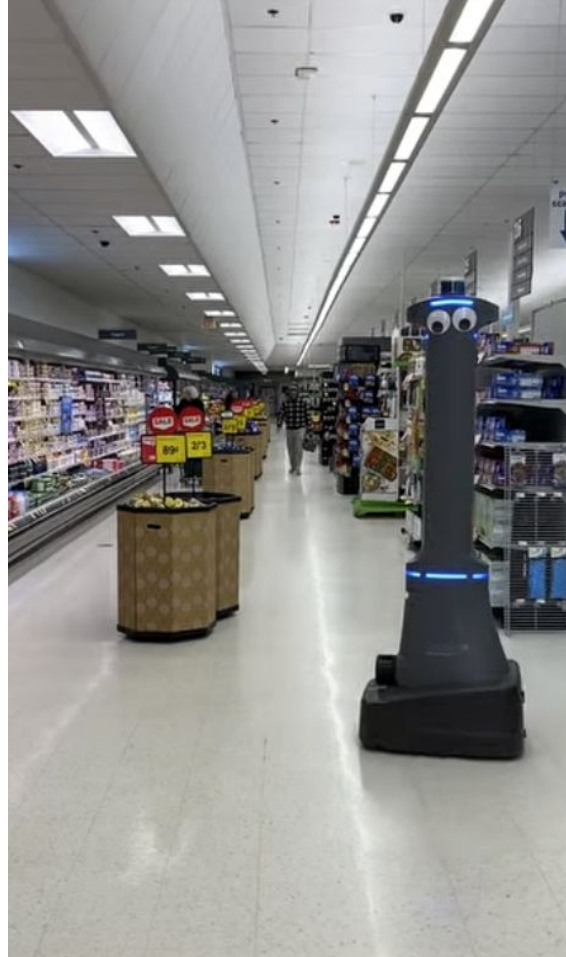
“Should I be the face of the brand?”

That depends!

As marketers we have options and this isn't the only way to successfully create content.

New editing tools and platform native filters open up creative options.

In addition, consider whether your brand could benefit from a creator it can own. (Like Marty!)



In Closing

Audiences are turning increasingly to video in large part because they are craving connection, authenticity and engaging experiences.

As marketers, we have more options than ever before for meeting our audiences where they're at with this tool.

But as always, a little time spent on strategy pays off in selecting platforms, building brand-appropriate content and reaching business goals.