

Make Your Instagram Videos rock!

Video is becoming more and more popular. Check out a few suggestions below on how to use more video in your Instagram posts.

- Daily stories strategy – Update your story daily with a series that keeps people interested. Below are 4 styles you can adopt.
 - Brand introduction
 - How to videos
 - Behind the scenes
 - Q&A
- Account takeovers – Have someone in the company take over your camera for the day. This is a great way to give perspective and make your brand personal.
- Experiment with text – Use text in your images. Also test to see how descriptions affect your engagement.
- Add basic design – Use good design theory. If you're not sure what that is, talk to a graphic designer.
- Make a video slideshow – Don't want your face on everything? I get it. You can create a video from a Powerpoint slideshow.
- Boomerang – Use this easy app to make the fun 'boomerang style' short clips.
- Countdown to an event or release – This is a fun way to get people coming back to see what's next
- Customer interviews – People love to see what other people say about your company or brand.
- Employee interviews – Ask employees if they will participate. This is a great way to show off your culture!
- Music video – Not just for rockstars any more... 😊
- Stop motion video – Stop motion videos are fun and can be done with very little funds. These videos can put some fun in your posts.
- Follow what's trending – What's trending on your favorite search engine or platforms? Create videos around this to capture some of this traffic.
- Competition and giveaways – make people do something and post with your hashtag.
- Promotional videos – Use exclusive sales offers and just offer to your Instagram followers.
- Use external tools to create cool videos