

Social video one pager

Definition: Any video content that appears on a social channel.

contributed by



Social environments typically appear across:

01 mobile | 02 Tablet | 03 Desktop

importance of environment

how is it used?

Social is used by brands as part of their overall media strategy. It delivers on objectives through its flexibility for both building brands and driving lower funnel performance in a cost effective way.

where does it sit within the marketing funnel?

- 01 It has the ability to deliver objectives across the full funnel such as awareness, consideration, and direct response.
- 02 It specialises in driving attention and engagement.

what about optimising to the user experience?

Users can consume social anywhere, anytime across all screens. It's primary consumption is via mobile.

how does the format work with other buys?

how does it compliment existing media investment?

Social delivers broad reach across all demographics including both hard to reach and younger audiences.

Often, social will create a positive synergistic effect when paired with other video based platforms, such as TV. Planning these channels together can generate large positive outcomes for campaigns.

how is it bought?

Self serve platforms, Direct IO or Programmatic.

key watch outs to consider

01

Brands need to be clear on their media objectives upfront and make sure they are measuring the corresponding outcomes to that objective. **For example:** If running a brand campaign, avoid defaulting to measuring against lower funnel performance metrics.

02

Ensure the creative is synergised to the media environment. In most cases, native social creative contributes heavily to campaign effectiveness.

03

Social is too often thought about as it's own silo; think about how the channel can work as a part of a larger, multi-channel strategy to ensure your client's brand is delivering consistent core messaging across channels.