

what is your  
**BIGGEST**  
gripe about video?

TEXT

KELLYTRACE761

To 22333



REACH 

# Easy Hacks for Mastering Short-Form Video



Kelly Trace  
CEO  
REACH

# Tuesday Breakout Session

## Gold Sponsor

The logo for REACH is displayed in orange. The word "REACH" is in a bold, sans-serif font. The letter "H" is stylized, consisting of a vertical bar on the left and three horizontal bars on the right, all in the same orange color.

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[itsjustreach.com](https://itsjustreach.com)

# EASY HACKS FOR MAKING SHORT-FORM VIDEOS

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connect with us!

**@kellyanntrace**

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**itsjustreach.com**

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- GRAPHIC DESIGNER AT AN ORLANDO AD AGENCY DURING THE RECESSION (2009)
- MANAGED THE DIGITAL BILLBOARD NETWORK IN ORLANDO WITH CLEAR CHANNEL OUTDOOR
- RAN KISSIMMEE MAIN STREET AS PART OF THE FLORIDA MAIN STREET PROGRAM
- MARKETING DIRECTOR FOR ORLANDO ECONOMIC PARTNERSHIP
- STARTED REACH IN 2014 TO HELP COMPANIES MAKE REAL IMPACT





**175 CLIENTS IN 9 YEARS**

**15 EMPLOYEES**

**\$550K IN AD REVENUE IN Q1**

**620K ENGAGEMENTS IN 2023**

**23 NONPROFITS SUPPORTED**

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**RAISE YOUR HAND  
IF YOU ARE A  
HIGH ACHIEVER.**

**MY NAME IS KELLY  
AND I'M A  
HIGH ACHIEVER.**

**IF IT'S NOT VIRAL  
IT SUCKS.**

IF YOU DON'T WANT  
TO SUFFER





# What is your biggest gripe about making videos?



Powered by  **Poll Everywhere**

Start the presentation to see live content. For screen share software, share the entire screen. Get help at [pollev.com/app](https://pollev.com/app)

# MAYBE IT'S...

- I have no help.
- I have no time.
- That's not my skill set.
- I'm not creative enough.
- Why bother if it's only going to get one like?
- I never know what's trending.
- We have no social media following.
- I don't have any equipment to make it good.
- I want to hire someone but don't know what to look for to know if they are good or not.

## TO MAKE GREAT VIDEOS YOU DON'T NEED...

- A ton of money
- Ninja-level videography skills
- Cinematography equipment
- To over plan what shots to get
- Major financial investment in an agency

**READY TO LEARN?**

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# TWO TYPES OF HACKING

**STRATEGY**

**TECHNICAL**



HACK ONE:

**BEGIN WITH  
THE END IN MIND**

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# RAD»»IATE

*method*

The exact method we use at Reach to create media campaigns that convert leads and followers to customers for our clients.

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Realistic Goals  
Audience Awareness  
Deepest Dive  
Ideate & Create  
All Systems Go  
Test, Test, Test  
Evaluate & Replicate

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# Realistic Goals

# Realistic Goals

We're trying to get \_\_\_\_\_  
to do \_\_\_\_\_  
because \_\_\_\_\_.

AUDIENCE

ACTION

WHY IS IT VALUABLE TO THEM?

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**Just 18 months ago, we used to make  
marketing videos for one goal.**

**CONVERSIONS**

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**But people said - nah -  
drag this out if you want my money  
SET MICRO GOALS**

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# FUNNEL STAGE

WHAT WE MAKE

TOFU



MOFU



BOFU



# FUNNEL STAGE

WHAT WE MAKE

TOFU



MOFU



BOFU

HOW STRANGERS  
LEARN ABOUT ME

**VIDEO ON  
FACEBOOK**

**GOAL:  
VIDEO VIDEO**



**WHAT WE MAKE**

# FUNNEL STAGE

TOFU



MOFU



BOFU

HOW STRANGERS  
LEARN ABOUT ME

WHEN THEY'VE  
HEARD OF ME

**VIDEO ON  
FACEBOOK**

**WEBSITE  
VISIT**

**GOAL:  
VIDEO VIDEO**

**GOAL:  
CLICKS**



**WHAT WE MAKE**

# FUNNEL STAGE

TOFU



MOFU



BOFU

HOW STRANGERS  
LEARN ABOUT ME

WHEN THEY'VE  
HEARD OF ME

WHEN THEY  
WANT TO BUY  
FROM ME

**VIDEO ON  
FACEBOOK**

**WEBSITE  
VISIT**

**ADDED TO  
CART**

**GOAL:  
VIDEO VIEWS**

**GOAL:  
CLICKS**

**GOAL:  
CONVERSION**

# EXAMPLES OF MICRO GOALS

- Website Traffic
- Video Views
- Page Duration
- Website clicks
- Lead Forms
- Event Responses
- Reach

TRANS

$$\begin{aligned}
 g^{-1} \cdot g &= e \\
 \prod_{k \leq b}, \bigcup_{i=1}^{\infty} M_i, \bigcap_{n=0}^{\infty} X_n & \\
 f_n(t) &= \frac{\lambda^n t^{n-1} e^{-\lambda t}}{(n-1)!} \\
 \lim_{t \rightarrow 0} (e^{-\lambda t}) &= 0 \\
 \lim_{n \rightarrow +\infty} \frac{f(n)}{n} &= p_e \\
 C_{IV} &= \sum_{j=1}^r a_j b_j v \\
 \sum_{j=1}^r \psi^*(b_j v) & \\
 \lim_{n \rightarrow \infty} P \left( \frac{f_{n+1} - f_n - \log \frac{1}{q}}{\sqrt{\frac{1-q}{q}}} \right) & C_n(\alpha)
 \end{aligned}$$

IT'S SIMPLE MATH

$$g^{-1} v_g = \{ g^{-1} v_g \mid v_g \in V \}$$



HACK TWO:

**TALK DIRECTLY TO  
YOUR AUDIENCE ONLY**

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# Audience Awareness

# Audience Awareness

- Work to identify your top customers
  - Who brings you the most revenue?
  - Who do you want to work with more?
  - What kind of content do they resonate with?
    - Is it funny? Serious? For working parents?
- Survey your actual ideal customers you have already
- Where are they typically looking for your content?
- When they called you, what questions did they have?
- Why did they choose you over your competitors?

## NEW HERE NANCY



Edit clips

Next

## CAR LOVER CARL



Edit clips

Next >

## PARTYING PATRICIA



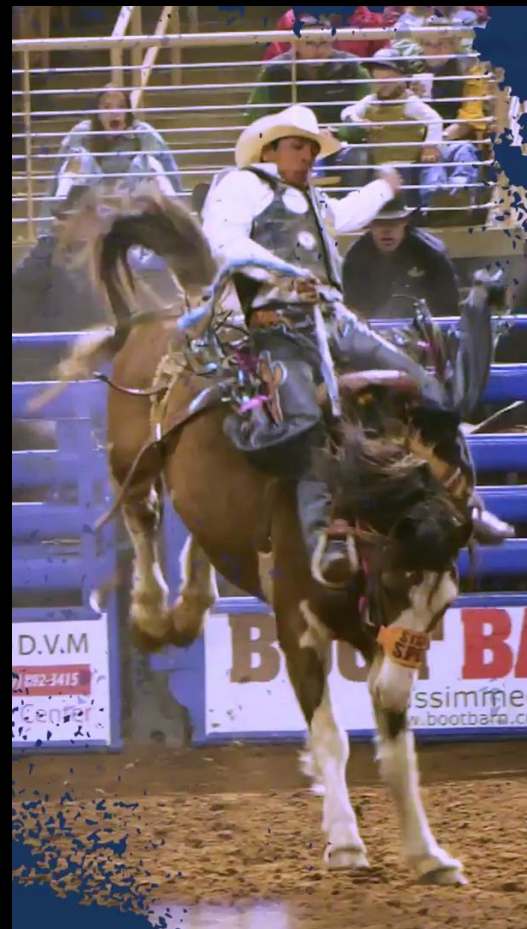
**YOUNG FAMILY YOLANDA**



**ROAD TRIP RHONDA**



**RODEO RAY**





## ANIMAL ENCOUNTER



## DRIVE-THRU SAFARI



## GATORS ONLY



**We know our goals.**  
**We know our ideal customers.**  
**Now we need to start digging.**

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**HACK THREE:**

**LOOK AT YOURSELF.**

**LOOK AT YOUR COMPETITORS.**

**LOOK AT WHO YOU WANT TO BE.**

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Deep Dive

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# Deep Dive

- Look at yourself online with fresh eyes - like a customer would.
  - What's broken? Are your profiles filled out correctly?
  - Ask employees, friends to comb through your channels and give guidance on how they navigated it
- Look at your competitors' websites, social, engagement, reviews
  - What can they improve? What do they do better than you?
- Look state, nationally and get some inspiration to help set the tone for your content.

Ideate & Create

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# Ideate & Create

- Brain dump content ideas on paper, don't start on the phone!
- Make a grid for each day of the month you want to share content
- Build your tech stack - make it easy on yourself!
- Plan and schedule - Annually, quarterly, monthly, weekly

Write down gaps in your planning or ideas for content and put it in the parking lot for later.

## Client Grid

MONTH

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

EDUCATION  
REEL/TIKTOK

BEHIND THE  
SCENES  
IG STORIES

EDUCATION  
BLOG

TESTIMONIAL  
VIDEO FROM  
CLIENT  
ALL CHANNELS

EDUCATION  
STORIES (FB/IG)

COMMUNITY  
VOLUNTEERING

EDUCATION  
REEL/TIKTOK

STORYTELLING  
SHARE FROM YOU

# MAKING A VIDEO WITH VOICEOVER

## 1. PROBLEM

**YOU WANT  
MEMORABLE  
EXPERIENCES ON  
VACATION!**



## 2. SOLUTION

**OUR CAPYBARA  
EXPERIENCE IS  
INCREDIBLE!**



## 3. HOOK

**YOU'VE NEVER  
DONE ANYTHING  
LIKE THIS...**

## 4. MESSAGE

**WE FED THEM.  
WE HELD THEM.  
THEY ARE IN  
LOVE WITH US.**



## 5. EXAMPLE

**LEVEL UP  
YOUR TRIP TO  
ORLANDO & MAKE  
GREAT MEMORIES**



## 6. CTA

**SAVE THIS VIDEO!  
THESE WILL FILL  
UP, SO ASK US  
ANY QUESTIONS  
OR BOOK ONLINE!**





HACK FOUR:  
**LEVERAGE AI**

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# USING AI IN VIDEO

- Take a few good clips with your phone/camera
- CapCut, InShot - mobile editor apps
- More professional: Premiere Pro/Rush Mobile App
- Leverage software to make it easy!
  - Magisto, Opus Clip or Munch
    - finds the best parts and edits long form video into short form video!

# MUNCH DEMO

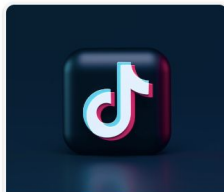
1 Select Project

2 Upload Source

3 Stylize

4 Fine Tune

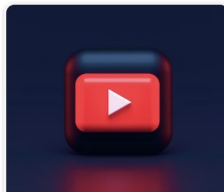
What do you want us to create out of your video? (Max 2 per project)



Short clips for  
**Tiktok**



Short clips for  
**Instagram**



Short clips for  
**Youtube Short**



Short clips for  
**Facebook**



Short clips for  
**LinkedIn**

☐ Optimal AspectRatio [Change](#)

Don't create clips, just [Auto-Crop my video to 9:16 aspect ratio](#)



Back

Next



Select Project



Upload Source



Stylize



Fine Tune

### Pick Your Favorite Subtitles

Scroll through the gallery of subtitle styles to start with. You can always change it later and customize it to your needs.



Tripster



Vanesis



Vlogy

☐ Save selection for my next projects

Back

Next

Give a name to your project\*

Megan Ring - #ImpactMaker Short Clip

Describe your source video\*

Vlog



Optimal clips length ⓘ

15 seconds



What would you like to add on top?



AI Generated Captions For Social Media + Hashtags



Video Analytics For Search-Volumes and Trending Content



Automated Subtitles

Back

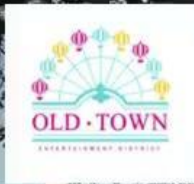
Munch It!



A woman with shoulder-length, wavy blonde hair is smiling and speaking. She is wearing a black long-sleeved top and a thin necklace with a small circular pendant. The background is a bright, out-of-focus indoor setting.

I am a Senior Account





HACK FIVE:  
**FINDING TRENDS**

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# WHERE TO FIND TRENDS

- Use Instagram or TikTok in-app suggestions when they pop up to practice!
- Search for TikTok Audio Trends in-app
- CapCut Templates - Search for a keyword and pick a template with a lot of views!
- Search on Meta Creator Studio or YouTube Shorts for inspo
- Animals and Kids are still the king of content imo.

# IN-APP DEMO

Instagram  
suggested I  
make a new  
reel with a  
template &  
trending audio.  
DONE IN  
THREE  
MINUTES!



# TIKTOK AUDIO TRENDS

DONE IN  
57 SECONDS!



# CAPCUT TRENDS

DONE IN  
5 MINUTES!

HACK SIX:

**EQUIPMENT THAT  
YOU DO NEED**

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# MAKE IT EASIER ON YOURSELF!

- Osmo Mobile
- Osmo Pocket
- A solid but not expensive mic
  - Bad audio can kill a video - get a good mic
- Smart Phone Rig with threads for light + mic
- Adapter for TRS to TRRS



# OSMO MOBILE 6 - \$159



# MOBILE RIG - \$13



# MIC+ - ~\$19



## RELIABLE TRRS CONNECTION

Adapter jack compatible with 3-ring TRRS connectors. 2-ring TRS connectors will not work with this adapter



**HACK SEVEN:**  
**HOW TO AFFORD  
VIDEOGRAPHERS**

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# GETTING THE MOST OUT OF HIRING HELP

- Make a content plan + scope to be efficient, less time on them is more money in your pocket
  - What shots do you need?
  - Give them inspiration to work from
  - What are the exact deliverables you need from them?
- Ask them for the b-roll to make your own later
- Make an annual plan, and have them batch content 2x per year - great for social media planners!

HACK EIGHT:  
**PRACTICE... A LOT!**

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# GETTING STARTED... JUST START!

- Start EASY! IT WILL NOT BE PERFECT.
- Take a long video of something - :15 to :30 - and put it with just one easy audio for TikTok/Reel content.
- Make some videos for your personal social channels - your friends will still love you!
- If it's easier - focus on having a good intro shot or thumbnail to grab their attention!

**FREE DOWNLOAD:**  
A YEAR'S WORTH OF IDEAS!



**Questions?**

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