

# Marketing Mod 5 Part 6

## Social Media Video

Student's Name: \_\_\_\_\_

Now is the time to create a yearbook video. Do you want to boost yearbook or ads sales? I hope your answer is a yes. Here are three recommendations for you to use in creating your video. Later, you can post on the school's website, upload it YouTube or send it directly to the homes of your students. I am partial to Animoto because it is free and easy to use. You may want to look under the resources folder for additional information on Animoto. Look at three possible platforms for your video.

1. **Animoto** - You can create 10 second (or longer) videos for your school. These videos are social media ready. You or your adviser can simply send the link directly to homes, or it can even be included in school-wide emails. Mike Taylor created two attached in less than 20 min total. Look at his videos. There is also a short five second video which could be developed into an ads promotional. **Download the Animoto App! It takes less than 5, I said FIVE, minutes to create these videos.** Why is this important? You can increase sales for your schools while sitting in the comfort of your house. And your customers will think you are their hero; because you ARE their hero.
2. **Meme Generator**, The Fastest Meme Generator on the Planet. Easily add text to images or memes: <https://imgflip.com/memegenerator>
3. **Animated GIF Maker** - Make animated GIFs from video files, YouTube, video websites, images, pictures: <https://imgflip.com/gif-maker>

Choose a platform and now choose one of the following two projects:

- **Share a video promoting your yearbook or yearbook ads.**

Create a video you can share on social media. This is a great way to celebrate the unique personalities of your school. Later, when you share your video on social media, make sure you tag the people who feature or helped make it. This will help increase your reach and encourage them to help you promote your yearbook program.

Few reminders:

- Use photos of you, your friends, or images from past yearbooks to create the video.
- The video should promote a yearbook sale or yearbook ad.
- Make sure the video no longer than 30 seconds. Keep it short. Fifteen seconds is good.
- Make the video informative. Let the viewer know the cost of the yearbook or ad as well as how to purchase the product.
- Be creative.