

STORIES – BUT SNACKABLE

Storytelling in short vertical videos

IN HET ZADEL MET ONLINE MARKETING 2023



WorkInSocialTheySaid
@WorkInSocial

here i am, 10 years later, still
wondering how helping out with the
company facebook page became my
entire career



WorkInSocialTheySaid
@WorkInSocial

here i am, 10 years later, still
wondering how ~~helping out with the~~
~~company facebook page~~ became my
entire career

**blogging about my horse*

EQuest[®]
by Hölcher
since 1889



ClipMyHorse.TV 



ekor
Das Pferd. Der Mensch. Ein Team.



-Heel Vet
Animal health designed by nature

 **deckenpost**

 **SPRENGER**



I told you we are going
to watch 3h of reels
then you can leave





STORYTELLING

Hold on a minute – what's STORYTELLING?

Instead of just giving information and talking about our brand, you tell a story. You do that...

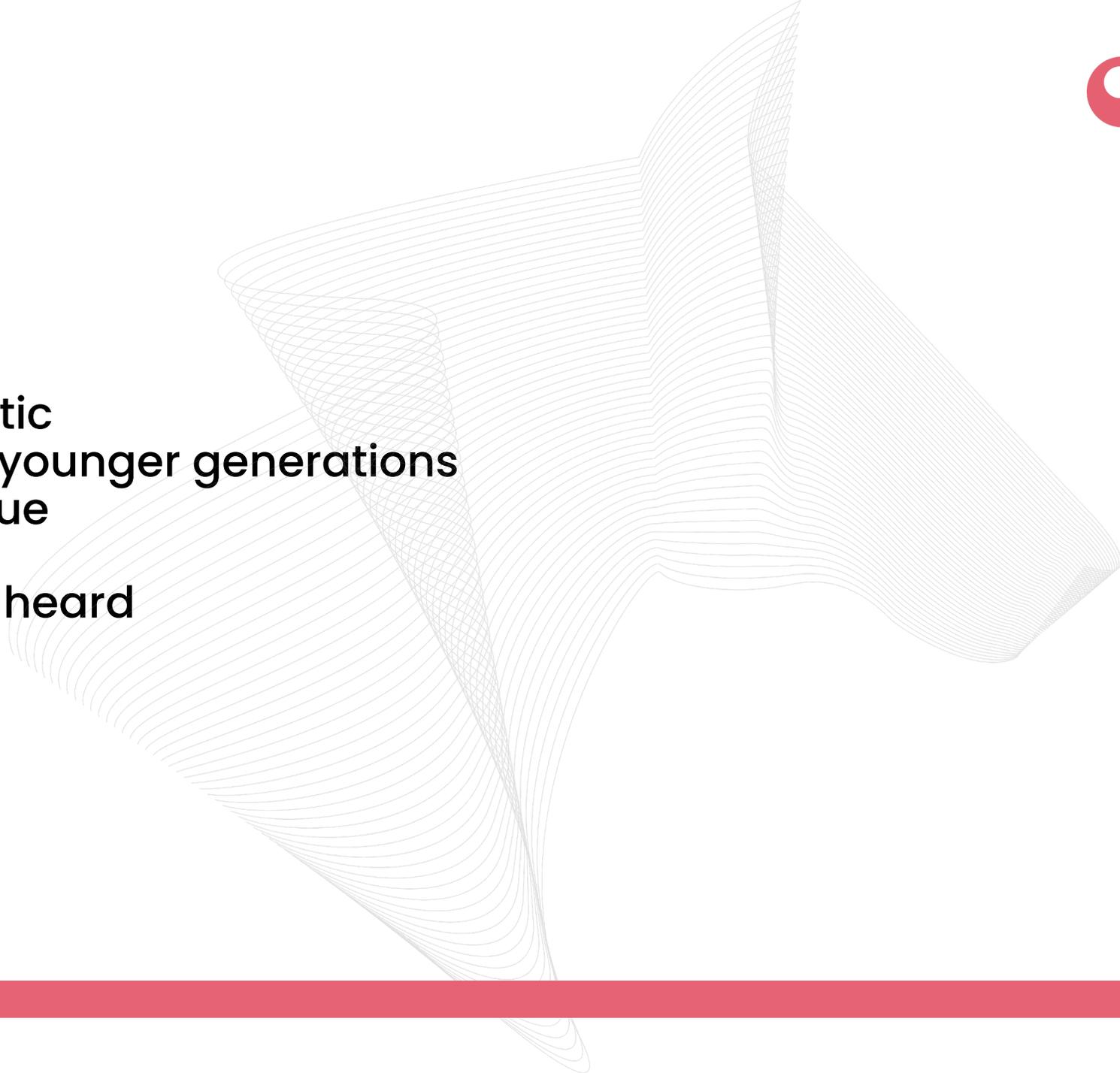
- ... visually
- ... acoustically
- ... audiovisually

- ... interactively
- ... digitally & cross media



In order to ...

- ... be authentic
- ... appeal to younger generations
- ... create value
- ... stand out
- ... be seen & heard



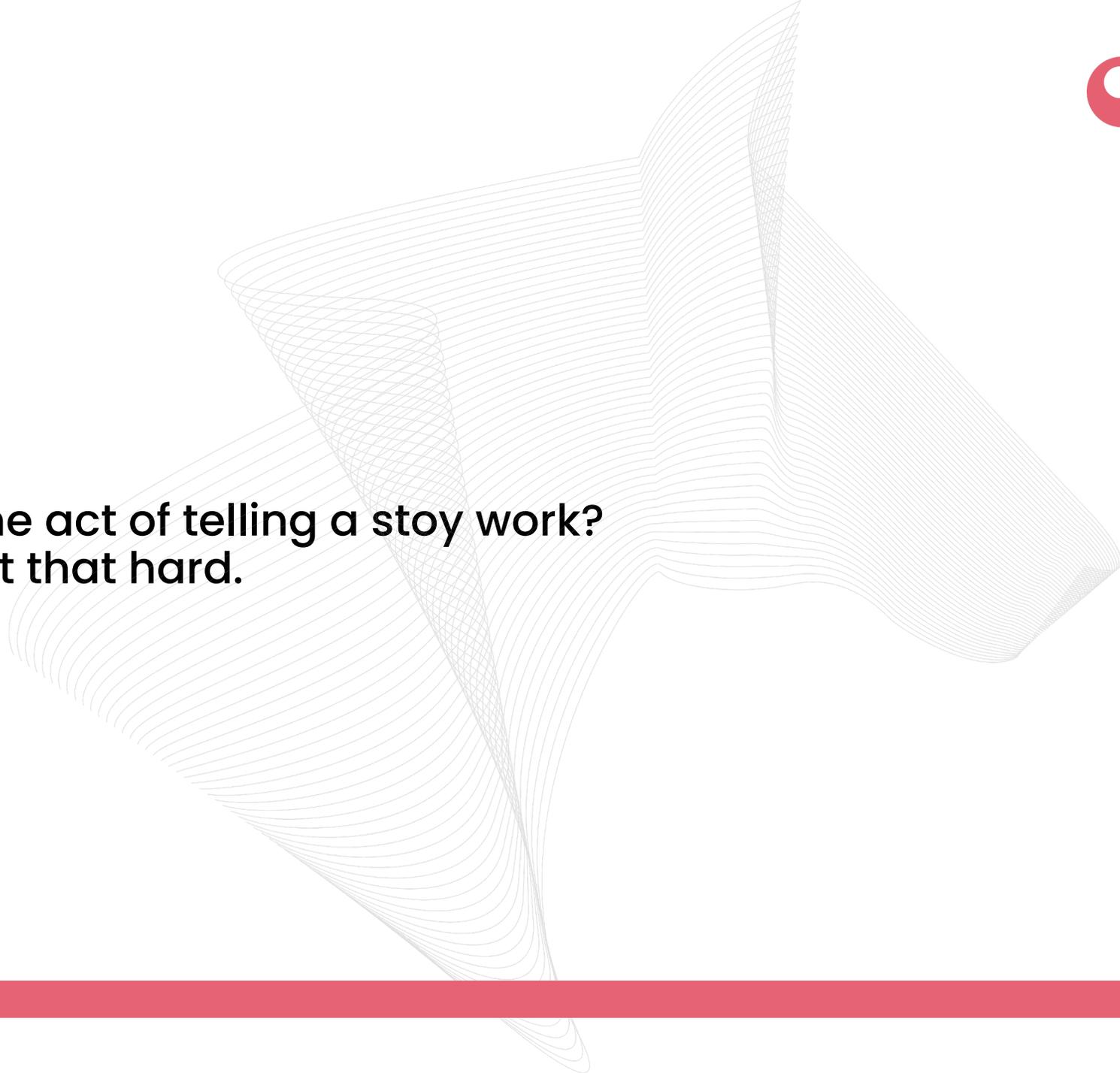
You need to ...

- ... convey emotions
- ... make complicated topics simple
- ... be brave
- ... stay ahead of time
- ... be honest & stay true to yourselves
- connect with ambassadors and their values



Remember:

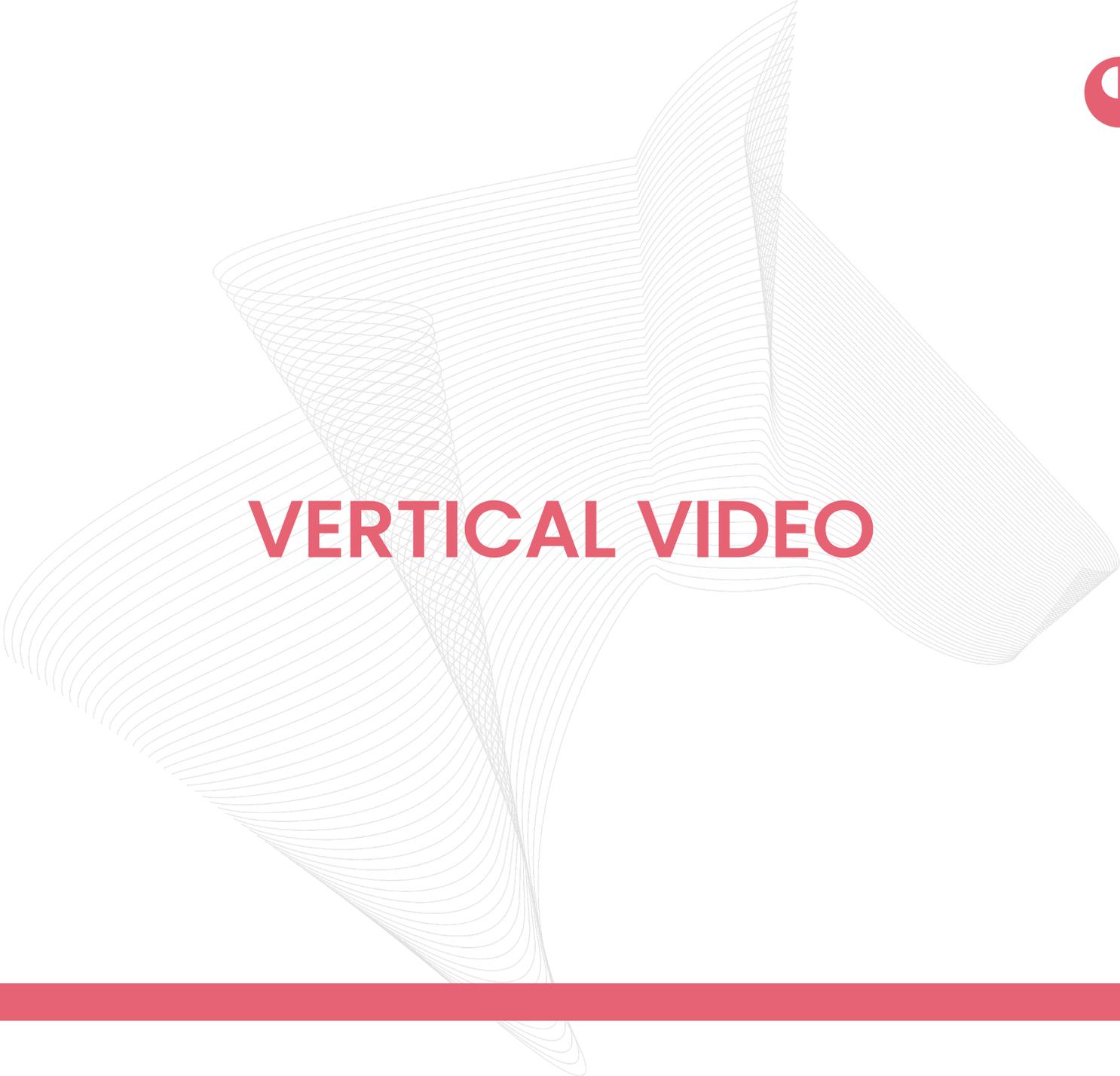
How does the act of telling a story work?
It's really not that hard.



It's about TELLING A STORY.

It's not enough to talk about your brand.
It's about **values, emotions, people.**

We don't want to only consume products.
We want to identify with stories.



VERTICAL VIDEO

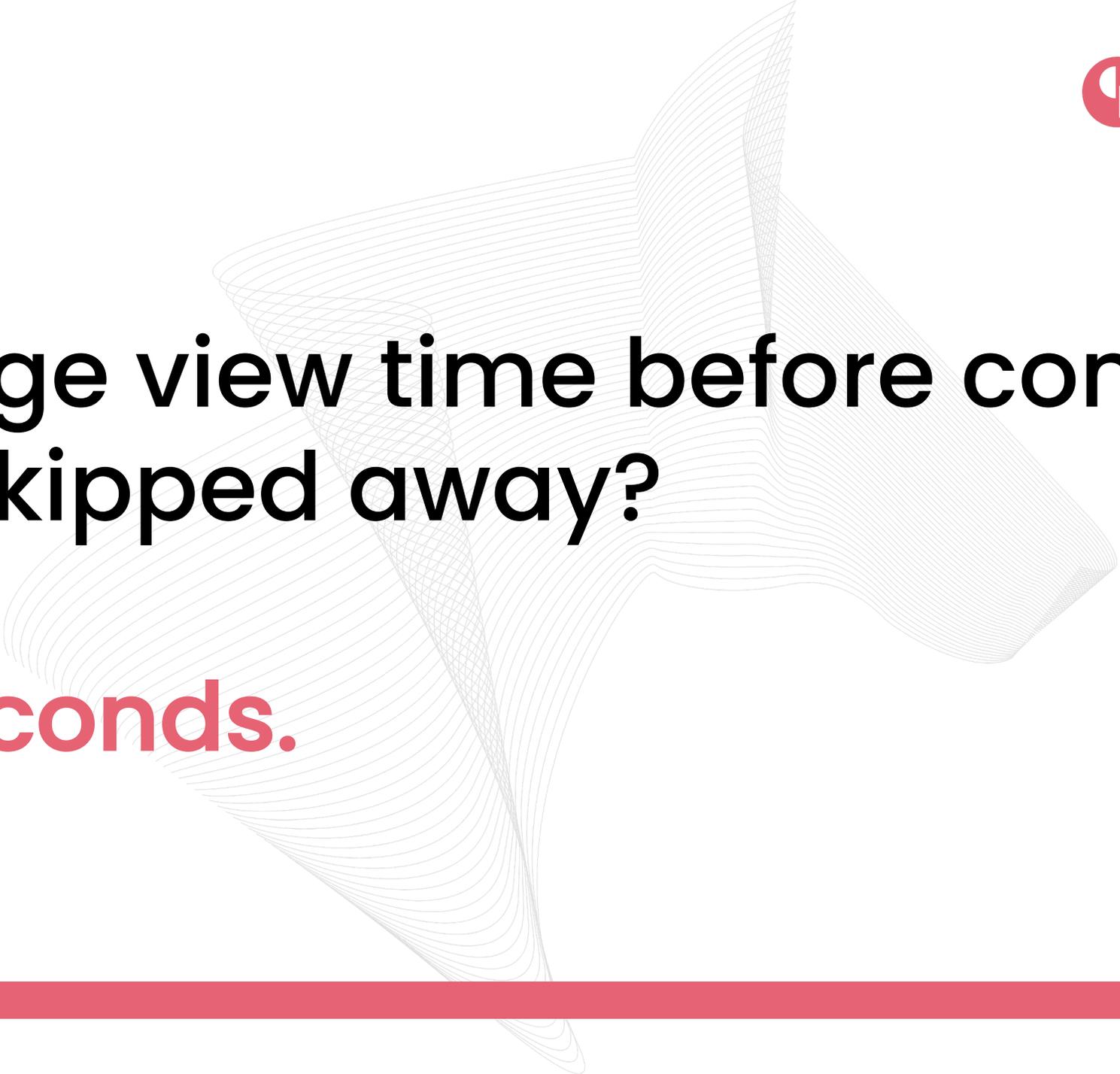


Welcome to the multi screen era. It's already here.

Smartphone users hold their phone vertically about 96% of the time.
We spend 19 hours per week scrolling through online videos.
82% of German internet users are consuming content mostly MOBILE.

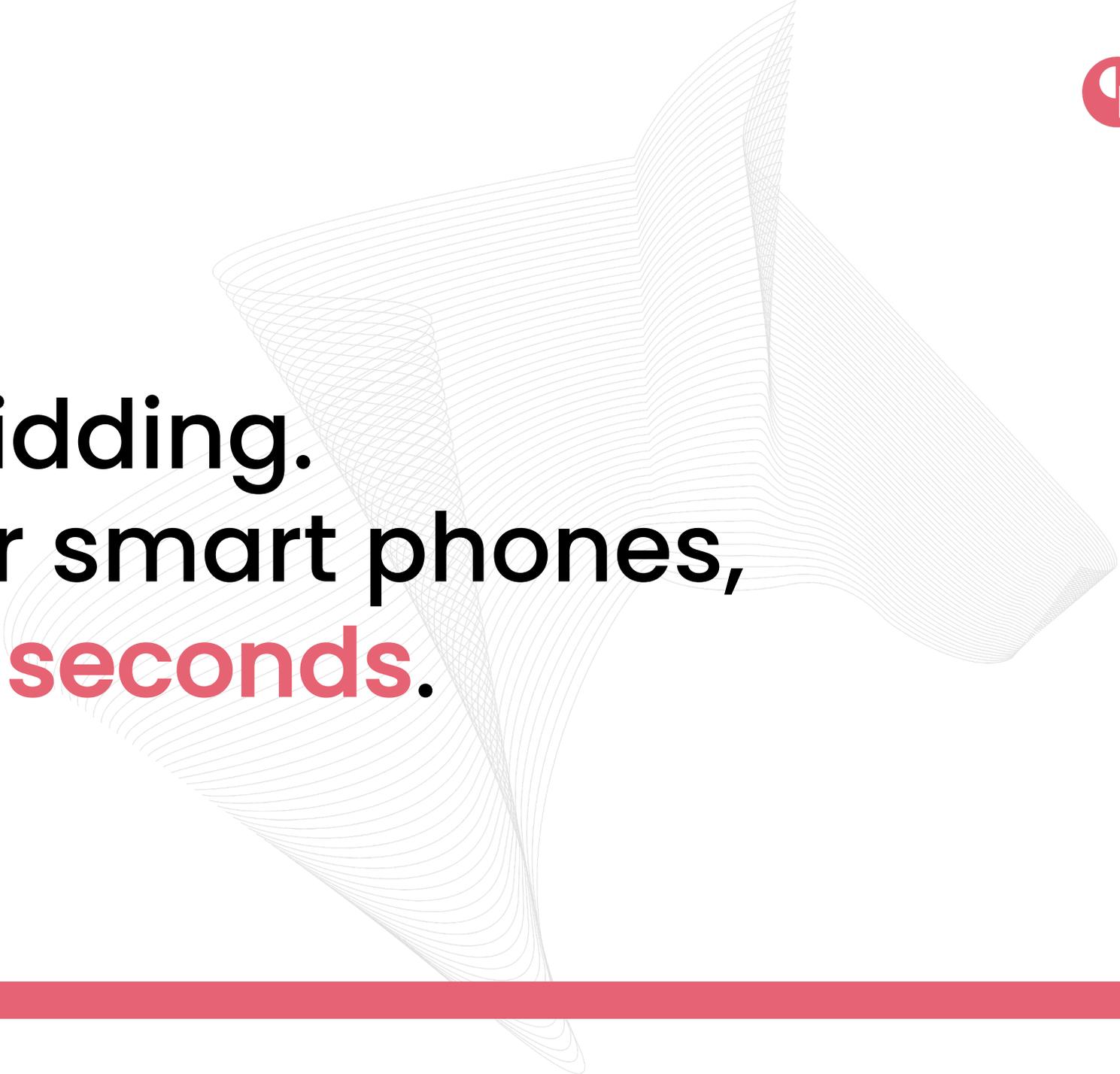
But that's not the end of the story.

**Social media is becoming first
screen entertainment.**



Average view time before content gets skipped away?

2.5 seconds.

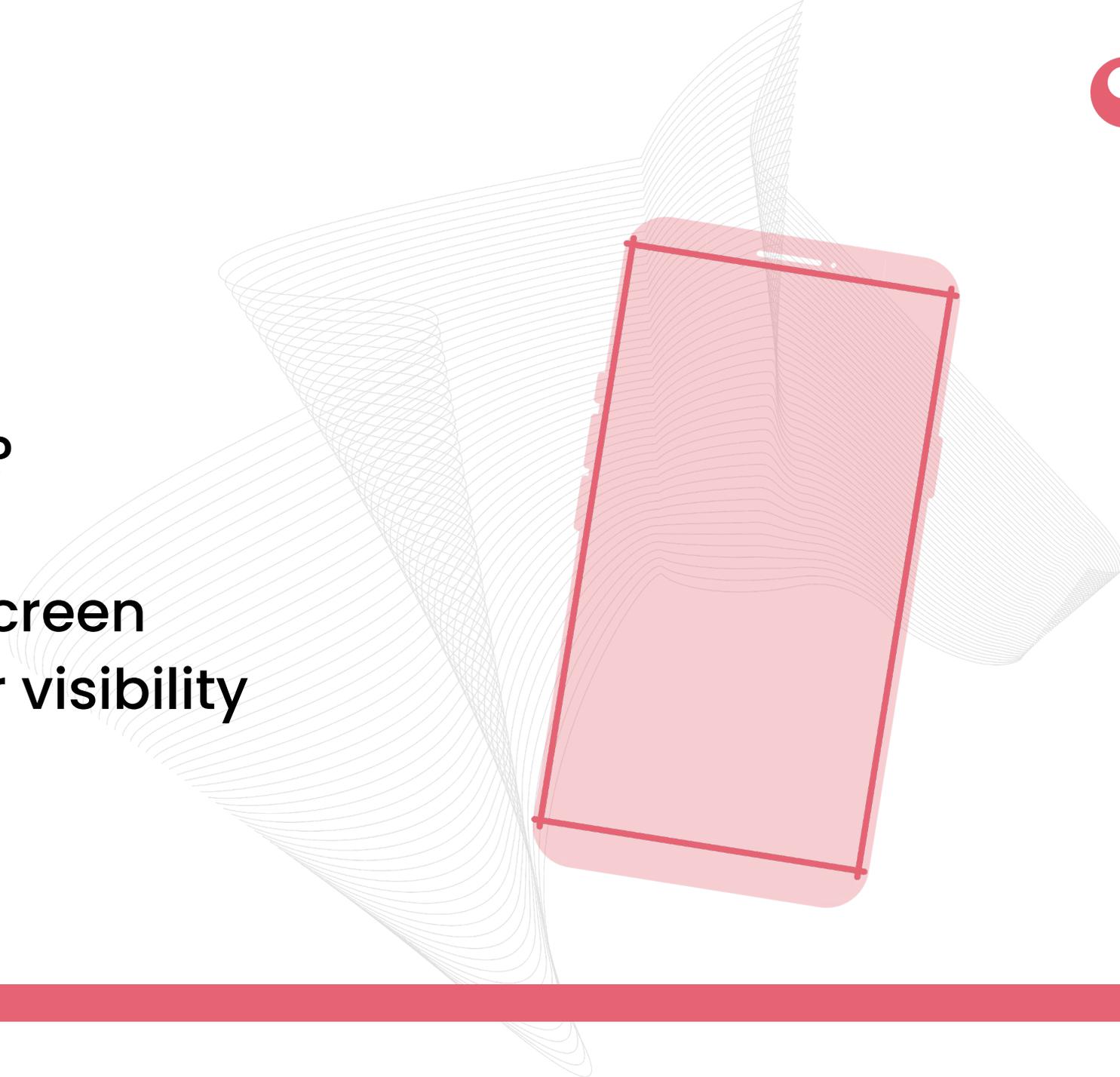


Just kidding.
On our smart phones,
it's **1.9 seconds.**

Vertical?

→ full-screen

→ Better visibility



**Alright then, so let's do our
videos vertically from now on...**

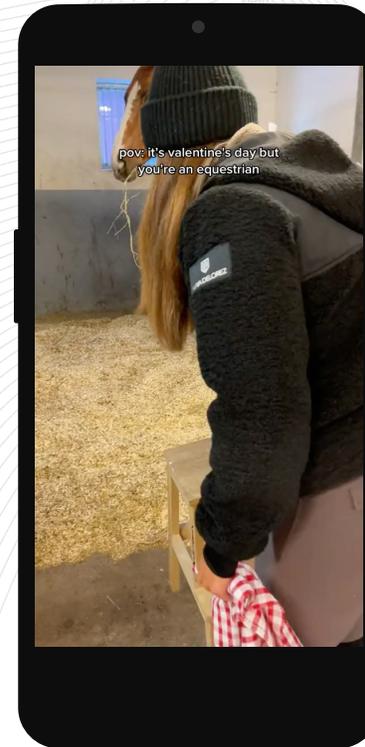




SPORT
www.instagram.com/marlenehamann



BEHIND THE SCENES
www.tiktok.com/@esstockholm



COMEDY
www.tiktok.com/@mayadelorez.com



PORTRAIT / FMA
www.instagram.com/patricia_welp

- ENTERTAINING
- ESTHETIC
- PLATFORM-SPECIFIC
- EDUCATIONAL
- INFORMATIVE
- SURPRISING

→ Can you check the box?



But it's hard!



**TOO MANY
STORIES TO TELL**
www.instagram.com/turnierdersieger



**NO
PROFESSIONAL
CAMERA**
www.instagram.com/jessicasuess



NO VIDEOS
www.instagram.com/spogahorsecreatordays

Vertical video does NOT mean: „Alright, so we’re doing everything like before – but vertically.“

It means...

- **MOBILE FIRST**
- **catchy intro**
- **playing around with trending sounds**
- **creating intimacy and trust**
- **being emotional, inspirational, entertaining, ...**
- **make it snackable!**
- **short & agile**
- **daring new perspectives**
- **sometimes: using subtitles**

QUICK TIPS

Don't be afraid of new platforms and new types of content.

Make the effort to create content specifically for each platform.

Look for best practice examples and get inspired.

Listen to your community.

Be authentic and stay true to your values.



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