

Viewing Videos Without Sound Is The New Norm

3 Ways To Effectively Utilize Text In Social Video



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For many businesses, social video is the new marketing medium.

However, new data from a variety of publishers shows that 85% of all Facebook video is watched without sound.

How do marketers get their message across, without sound, at the speed of social?

The answer is simple: (smartly) use text to optimize the results of your video.



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As viewing without sound becomes the norm on Facebook, marketers must know how to effectively utilize text in social videos. Here are three tips to keep in mind.



#1: Make It Readable

The text of your video has to be easy to read. Social and mobile have become two parts of the same whole, so make sure your text is large enough to be read clearly on mobile devices with small screens.



#2: Keep It Tight

Cap the amount of text in your video to one line per caption. Big blocks of text can overwhelm your viewers. Break up sentences over two or three slashes and always try to edit your copy down to a fine point. There's no need to make your viewers read more than is necessary.



#3: Use The “Powerbite” Style

Powerbites can be used to quickly and effectively structure and convey your message. The basic structure is:

- **Start with your conclusion**
- **Evidence**
1st, 2nd and 3rd piece of proof
- **So what?**
Implications for your audience
- **Call to action**



**Keep these tips in
mind and let text
make your next
video jump off the
screen!**



Join the Video Revolution

- Easily and quickly add text to your video content
- Test variations to generate the best possible results
- Stay relevant in ever-changing marketplaces

**Now you have the tools to create
effective social video – go forth
and conquer!**

Get Started Today.



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