TECHNICAL GUIDE

◉ **Short-form Videos** · ◷ **20 Minutes**

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RekonMedia

Short-Form Content Technical Guide

In today's digital age, short-format video content has become a powerful tool for connecting with audiences, promoting products, and sharing ideas. This guide is designed to provide you with detailed, technical, and practical insight into creating engaging and effective videos. From the crucial first seconds to the end of the video, we'll explore strategies and tips that will help you capture your audience's attention and communicate your message clearly and persuasively. Whether you're an experienced content creator or just starting out, this guide will provide you with the tools and knowledge needed to take your videos to the next level.

Introduction • First Seconds

Hook

A hook is a technique used in video and content production to capture the viewer's attention from the start. It's an intriguing statement, question, or visualization that "hooks" the viewer and entices them to keep watching.

Double Hook
The double hook technique takes this a step further, using two consecutive hooks. This can be two provocative statements, two intriguing questions, or a combination of different types of hooks. The idea is to offer two consecutive opportunities to capture the viewer's attention, thus increasing the chances of them continuing to watch.

Double Hook Examples
First Hook (Statistics): "Eight out of ten readers don't finish the books they start. Sound familiar?"
Second Hook (Controversial Offer): "Save time reading; read summaries on our app, you can thank me later."

Hooks are fundamental in the information age, where competition for viewer attention is fierce. Using an effective hook (or double hook) can help your content stand out and ensure that your message reaches your audience.

Throughout this guide, you'll find a variety of examples of effective hooks, each designed to resonate with different types of viewers and adapt to various promotional

contexts. From shocking statistics to controversial statements, these hooks will help you create more engaging and persuasive videos. Feel free to explore the corresponding section to discover how you can incorporate these hooks into your own promotions.

3 Ways to Start Your Videos

When promoting a product, service, or idea, the first few seconds of your video are crucial to capturing the viewer's attention. Here are three effective approaches to promoting a book summary app:

Negatively

Explanation: This approach highlights a common problem (reading a book that is not interesting) and offers a quick and attractive solution.
Example: "Don't waste hours reading a book you don't like; discover the best summaries on our app."

Positively

Explanation: This approach focuses on the benefits of the app, promising an efficient way to enjoy literature.
Example: "If you want to enjoy the best books without wasting time, our app offers accurate and attractive summaries."

Experience

Explanation: Sharing a personal experience adds credibility and authenticity, especially if you have compared the app with other options on the market.
Example: "I tried all the book summary apps, and this is the only one that captures the essence of each work."

Hook Suggestions

As mentioned before, hooks can also be questions, statements, or provocations that resonate with your viewers. Here are some examples of effective hooks for promoting products or services:

Address the Viewer Directly

Idea: "You"
Example: "You deserve the best in skincare."

Pose a Condition and a Need

Idea: "If you are X, then you need X"
Example: "If you're a coffee lover, then you need our new coffee maker."

Warn Against a Common Action

Idea: "Don't do X"
Example: "Don't spend fortunes on gyms; try our home workout equipment."

Advise Against Using Something

Idea: "Don't Use X"
Example: "Don't use harmful chemicals; try our eco-friendly cleaners."

Admit a Personalized Problem

Idea: "I'm in trouble"
Example: "I'm in trouble with these high prices."

Warn the Viewer About a Problem

Idea: "You're in trouble"
Example: "You're in trouble if you don't try our financial advisory service."

Reveal a Surprising Fact

Idea: "People pay thousands of dollars for this."
Example: "People pay thousands of dollars for this legal advice; with us, it's free."

Challenge a Common Belief

Idea: "If you think (controversial situation), you're very wrong."
Example: "If you think quality has to be expensive, you're very wrong."

Present a Controversial Statement

Idea: "Don't hate me, but (controversial situation)."
Example: "Don't hate me, but these prices won't last forever."

Make a Statement

Idea: "Start X, thank me later"
Example: "Start saving time reading; read summaries on our app, thank me later."

These hooks can be adapted to a variety of products or services, and the choice of the right hook will depend on your target audience and the message you want to convey.

Starx Method

The Starx method is a versatile technique for starting videos effectively, especially useful in promoting products or services. It consists of four key components:

S for Statistics

Idea: Use data and statistics to support your message.
Example: "Eight out of ten readers claim that summaries help them better understand a book. Find out why on our app."

T for Testimonials

Idea: Share testimonials from satisfied customers to build trust.

Example: "Charly, a frequent user of our app, increased his monthly reading by 250%. Join him and many others today."

A for Ask (Ask Questions)

Idea: Pose an intriguing question to engage the audience.
Example: "Want to know how to read the best books without investing whole days? Stay with us, and we'll show you how."

X for Crossing the Wires

Idea: Combine or cross unexpected themes to create interest and surprise.
Example: "How did a cartoon character inspire me to read more? Discover this unexpected connection in our next video."

The Importance of the First Screen

The first screen, or the first frame of a video, is a crucial element that can determine whether a viewer continues watching or scrolls to other content. Here are some ideas and explanations on how to improve it, without going into details about lighting, subtitles, or filters:

Select an Attractive Image

The first image should be visually appealing and relevant to the content. It can be a high-quality image of the product, a smiling face, or an intriguing scene.

Include Brand Elements

If appropriate, including logos or brand colors in the first frame can help establish brand identity and consistency.

Create Intrigue or Curiosity

Using an image that poses a question or presents a challenge can motivate viewers to stay and watch more.

Avoid Distracting Elements

The first screen should be clear and focused on the main message, without unnecessary elements that may distract or confuse.

Consider Composition and Framing

The arrangement of elements within the frame should be balanced and aesthetically pleasing, guiding the viewer's attention to the focal point.

Adapt to Different Platforms

The first screen should be effective on different devices and platforms, considering aspects such as resolution and format.

In summary, the first screen is an opportunity to capture attention and set the tone of the content. A careful and considered choice of image, composition, and branding can make a significant difference in the success of your video.

Content and Script

Don't Use ChatGPT or AI for Your Scripts

Artificial intelligence, like ChatGPT, has revolutionized many aspects of content creation. However, its use in scriptwriting presents both advantages and challenges. Here are some guidelines on how and when to use AI in your scripts:

Don't Replace Human Creativity

AI is great and useful, but it's not original in the human sense. It can generate ideas based on existing patterns but lacks human intuition and empathy.

Recommendation: Don't create scripts entirely with ChatGPT or AI, ideally not even partially.

Use AI to Generate Ideas

AI can be a valuable tool for creating general ideas and exploring different approaches.

Recommendation: Use AI to generate ideas, and from those ideas, think about the specific content you want to create.

Improve Writing and Spelling

AI can be useful for improving writing and correcting grammatical or spelling errors.

Recommendation: Use AI as an editing tool, but not to write all the content.

In summary, while artificial intelligence offers some advantages in idea generation and correction, it should not replace the human touch in script creation. Combining human creativity with AI capabilities can result in more authentic and resonant content.

Always Seek to Add Value

In content creation, especially in promotional videos or tutorials, it's essential to always seek to add value to your audience. This means offering something useful, informative, or enriching. Here are some key aspects to consider:

Informative Value

Provide information that is relevant and useful to your audience. This could include data, statistics, tips, or guides that help solve a problem or answer a common question.

Tutorials and Step-by-Step Guides

Offer tutorials or step-by-step guides that teach your audience how to do something. This can be especially valuable if you are promoting a product or service that requires explanation or demonstration.

Understand Your Audience's Needs

Understand what your audience needs and wants, and create content that aligns with those needs. This may require research and empathy to ensure you are offering something truly valuable.

Be Authentic and Transparent

Authenticity and transparency in your approach can increase trust and make your content more appealing. Don't promise more than you can deliver and be clear about what your product or service can and cannot do.

In summary, adding value means going beyond simple promotion and offering something that enriches your audience's life in some way. Whether through useful information, practical teaching, or authentic connection, value is what turns casual viewers into loyal followers and satisfied customers.

Don't Reinvent the Wheel, Repeat What Already Worked

In the fast-paced world of content marketing, it can be tempting to constantly look for the next big idea. However, sometimes the key to success is not in reinventing the wheel but in replicating what has already worked. Here are some key points about this approach:

Analyze Your Past Successes

Identify videos or content that went viral or were successful in the past. Analyze what made them resonate with the audience. Was it the theme, style, tone, or something else?

Reuse Successful Elements

Take the elements that worked in the past and use them in new content. This could include a specific format, a type of hook, a call to action, etc.

Adapt and Update

It's not just about copying and pasting what worked before. Adapt and update the content to keep it fresh and relevant, but keep the key components that led to initial success.

Understand Your Audience

Understand why your audience responded positively to certain content and use that information to create new videos that touch the same emotional or informative chords.

Don't Be Afraid to Experiment

Although replicating success is valuable, don't limit yourself exclusively to what you've already done. Combine this approach with experimentation and creativity to find a balance between the tried and the new.

In summary, if you've had viral and successful videos in the past, don't ignore what made them work. Use those successes as a foundation to create new content that can replicate the results. It's not about being repetitive, but learning from what works and applying it intelligently and creatively.

Record with Good Lighting

Lighting is an essential component in creating high-quality videos, and this includes the first frame we discussed earlier. Here's a key point about lighting:

Clear and Balanced Lighting

Good lighting not only enhances the visual quality of the video but also helps highlight key elements and create an attractive ambiance. Ensure that the lighting is clear and balanced while contrasting, without harsh shadows or overexposed areas, to present your content in the best possible way.

Grab People's Attention

In visual content creation, especially in videos, keeping the viewer's attention is crucial. Two simple but effective techniques to achieve this are the use of applause and snapping:

Applause

A quick and energetic clap can be an effective way to awaken the viewer's attention, signaling an important point or a transition in the content.

Snapping

A finger snap can be used as a subtle but distinctive signal to focus attention on a specific detail or to mark the beginning of a new section or idea.

These techniques can be especially useful in long or complex videos, where keeping the viewer's attention and interest can be a challenge. They are simple but versatile tools that can add dynamism and focus to your content.

Editing

Editing is a vital part of the video creation process, where adjustments and improvements can be made to ensure that the content is engaging and professional. Here are some key aspects of editing that can significantly enhance your videos:

Video Cuts Every 1.5 – 3 Seconds

Quick cuts keep the video dynamic and engaging, helping to maintain the viewer's attention. Experiment with different rhythms to find what best suits your content.

Maintain the same Eye Level

When zooming, eye level should always be kept in the same place to maintain visual contact with the viewer.

Subtitles

Ensure that subtitles don't fall into TikTok Instagram's "Safe Area," where they could be cut or blocked.

Use animated emoji subtitles to add a fun and engaging touch.

Sounds

Incorporate a striking sound at the beginning of the video, like an app notification sound, to grab attention from the start.

Combine subtitles with sound to enhance understanding and viewer experience.

Apply Filters / Color Corrections

Incorporate a striking sound at the beginning of the video, like an app notification sound, to grab attention from the start.

Combine subtitles with sound to enhance understanding and viewer experience.

The End of the Video

The end of a video is as important as its beginning, as it's your opportunity to leave a lasting impression and guide viewers toward a specific action. Here are two key elements to consider at the end of your video:

Call to Action

A clear and compelling call to action can guide viewers to the next step, whether it's visiting your website, subscribing to your channel, buying a product, etc. Be direct and specific about what you want viewers to do next.

Loop

Designing your video to have coherence in a loop means that when it ends and restarts, it flows continuously. This can create an intriguing visual experience and keep viewers hooked, especially on platforms where videos automatically loop.

These two elements can help maximize the impact of your video, ensuring that you not only capture viewers' attention but also guide them to an action or keep them interested through a continuous viewing experience.

Exemplary Videos to Follow

We have selected a series of exemplary videos that we consider worthy of study and follow-up. These videos represent some of the best examples of the techniques and practices we have discussed in this guide. Observing and analyzing these examples can offer you a deeper and more practical understanding of how to apply these concepts in your own work. We invite you to explore these videos and learn from the experts who created them.

Example #1

Nico Grupe
https://www.instagram.com/reel/Cvf8q1mgo-H/

Example #2

Ramiro Cubria

https://www.instagram.com/reel/Cv0tr_MOI4F/

Example #3

Agustin Nievas

https://www.instagram.com/reel/CunS-ZPvjcG/

Example #4

Mauro Dominguez

https://www.instagram.com/reel/Ctpp8EILifu/

Example #5

Ryan Magin

https://www.instagram.com/reel/CuF4b68Nsjm/

Were you able to detect the resources used by the creators in these videos?
If not, we invite you to watch them again and take note of each technique that
contributed to the success of these videos.

Stories

Instagram stories offer a unique opportunity to connect with your audience in a more
personal and conversational way. Here's a powerful technique called "the bridge" that
you can use to boost views and increase interaction:

The Essence of Stories

Stories are not just an extension of the feed; they are a place to generate conversations
and connect with your audience more intimately.

Bridging

This technique focuses on sending people from your stories to your DM's (Direct
Messages). The idea is to start a conversation and increase interaction.

How to Do It

Ask a Question: Ask them to respond to you in "send a message."
Organize Trivia: Invite them to respond also in "send a message."

Choose a Dynamic: Ask the audience to choose between two things and respond as a message.
Questions and Answers: Allow them to ask you questions directly by writing in the story, instead of using the question sticker.

Benefits

Increase in Interactions: Receiving a large number of messages increases interactions, an indicator of "value" for the Instagram algorithm.
Boost in Views: Instagram will boost your stories, multiplying the views and helping you reach more followers.
Increase in Sales: This technique can help you double your sales by creating a closer connection with your followers.

In summary, "the bridge" is an effective technique to make your stories more interactive and engaging, leading to an increase in views and sales. It's a way to make your profile more vibrant and less repetitive and to use stories as a real connection tool with your audience.

Thank You for Reading the Guide

We sincerely hope that this guide has helped you on your path to creating more effective and engaging content.

At **RekonMedia**, we firmly believe in providing free value through resources like this, which other companies might charge for. **We're not here to sell you anything**; our mission is to contribute our bit to the community.

This guide is based on our vast experience working with brands and influencers, as well as consulting with experts in content creation and optimization. It's a compendium of proven knowledge and techniques that we've gathered to help you succeed in your creative effort.

We invite you to share this guide with other influencers or anyone interested in improving their content. It's **FREE** and could be a valuable tool for them. If you're interested in learning more about us, you can find more information at **rekonmedia.com**.

Thank you again for your time and interest, and we wish you all the best in your future creative projects!

Credits and Recommendations

We want to thank those who have contributed to the creation of this guide. Those mentioned under "**credits**" have enriched this guide by facilitating specific concepts through their content, thus providing their experiences and knowledge. Additionally, we have included some "**recommendations**" of profiles and resources that we consider valuable for anyone interested in delving into the topics discussed here. These profiles have been selected for their great technical content about content creation and represent a continuous source of inspiration and learning in the world of marketing and content creation.

Gonzalo Seré

Credits and Recommendation
https://www.instagram.com/gonzalosere/

Matías Noguera

Credits and Recommendation
https://www.instagram.com/matinogueraa/

Rodrigo Santana

Credits and Recommendation
https://www.instagram.com/redaccionescreativas/

Ryan Magin

Recommendation
https://www.instagram.com/ryanmagin/

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