

# Video & Cool Apps!



[www.SofieAndreou.com](http://www.SofieAndreou.com)  
@123DigitalPower

- Why Video's Important
- Lighting and Sound and Equipment
- Cool Apps
- Distribution & Measure of Success Videos



@123DigitalPower  
[www.SofieAndreou.com](http://www.SofieAndreou.com)

# APPS & TOOLS I LOVE!



## Apps



- **AutoCap** – Adds Sub-captions to Short Videos
- **VivaVideo** – Cell Videos with Text Over, awesome filters
- **Quik** – Cell Videos with Text Over & Resizes
- **Unfold** – Creates Stories



## Cloud Tools

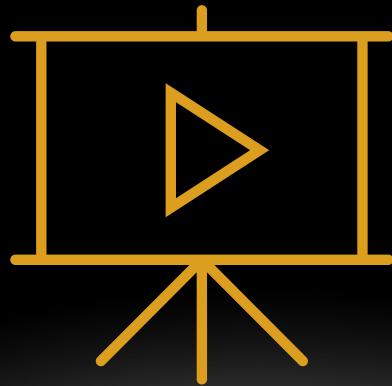


- **Animoto** – Laptop Videos with Text Over & Resizes
- **Canva** – Laptop or Cell Branding & Resizes





# WHY ARE VIDEOS IMPORTANT??



# USING VIDEO MARKETING



**80%** OF ALL CONSUMER INTERNET TRAFFIC IS VIDEO. THE VOLUME OF VIDEO CONSUMPTION BY MOBILE HAS INCREASED BY 100%.

**79%** OF CONSUMERS SAY THAT VIDEO IS THE **EASIEST WAY** TO GET TO KNOW A BRAND ONLINE.

**46%** OF CONSUMERS SAY THEY MADE A PURCHASE BECAUSE OF A BRAND VIDEO WHILE **32%** SAY THEY **CONSIDERED BUYING** AFTER WATCHING A VIDEO.



[www.SofieAndreou.com](http://www.SofieAndreou.com)  
@123DigitalPower



**“SOCIAL VIDEO  
GENERATES  
1200% MORE  
SHARES THAN  
TEXT AND  
IMAGE CONTENT  
COMBINED!”**

# THE POWER OF VISUAL CONTENT

@affiliatedailytips



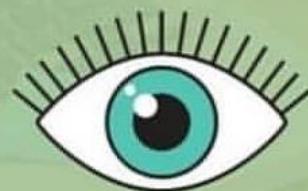
**40%**

of people respond better to visual info than plain text



Infographics can improve website traffic by

**12%**



**80%** of what you see is **retained**

Conversion increases

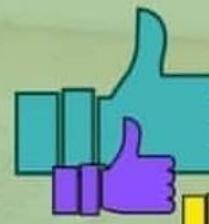
**86%**

When videos are used on the landing page



**20%**

of words on a webpage is read by the average users



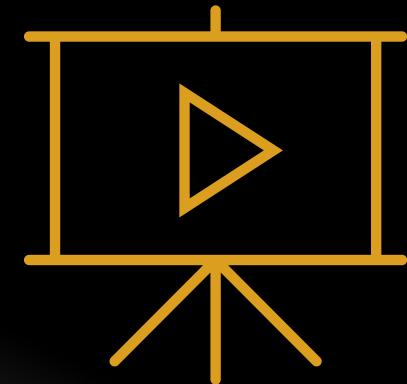
Landing page with videos are

**40x**

More shareable



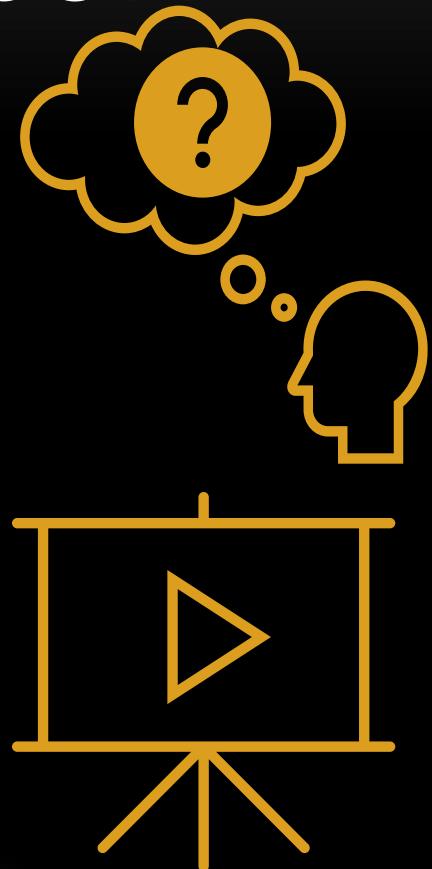
# WHERE MIGHT YOU PUBLISH YOUR VIDEOS??



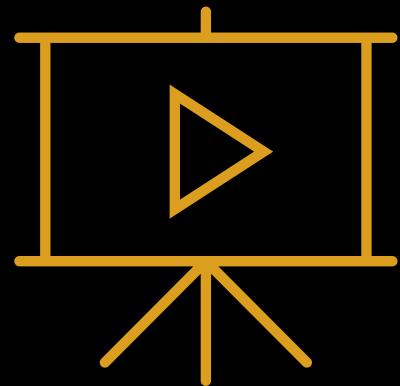


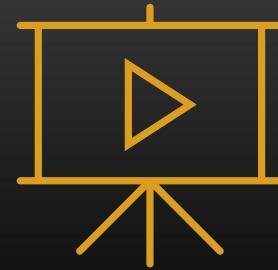
# WHERE MIGHT YOU PUBLISH YOUR VIDEOS??

- Social Media Account Posts
- Facebook Cover
- Google Listing Posts
- YouTube
- eMails
- Throughout Your Website
  - YouTube Video
  - Video Galleries
  - Products on Shops
  - Vlogs
  - About Us or Welcome or How To's.



# HOW HAS VIDEO CHANGED SINCE COVID??



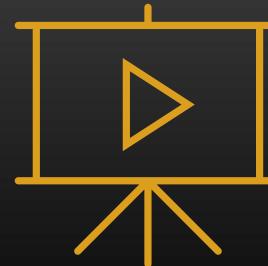


# PEOPLE WANT AUTHENTIC!



[www.SofieAndreou.com](http://www.SofieAndreou.com)  
@123DigitalPower

# PEOPLE ARE AUTHENTIC!



Sam's Place - The Best Samwiches in Town

Sofie Home Create

Shop Now Send Message

**Liked Following Share ...**

Finding some ups when there are downs is key. GRATITUDE MY...  
7 weeks ago · 835 Views  
Laura Montague and 25 others

Online ordering!! It's easy! 😊😊  
7 weeks ago · 400 Views  
Laura Montague and 25 others

Sam and Jack are playing catch up!  
Keep up the LOCAL LOVE PEOP...  
8 weeks ago · 1.5K Views  
Laura Montague and 25 others

Never have I ever felt so much love from so many people. Thank you fro...  
8 weeks ago · 26.2K Views  
Sofie Andreou & Associates 587

ORDER ONLINE  
8 weeks ago · 1.9K Views  
Laura Montague and 19 others

Help a sister out! If you're hungry, please pop down for a delicious...  
8 weeks ago · 1K Views  
Laura Montague and 19 others

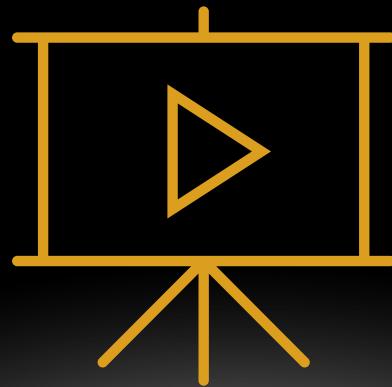
**Home Reviews Photos Posts Videos**

@123 Digital Power

Community

www.SofieAndreou.com  
@123DigitalPower

DO PEOPLE LISTEN (VOLUME ON)  
OR VIEW VIDEOS ON SOCIAL??



OR



# THEY DO NOT LISTEN.



## Many People Don't or Can't Turn on Audio



Facebook videos  
are watched  
on mute.



## Viewers Are More Engaged

PLYMedia found that ...

**66%**

Videos without subtitles  
were watched, on average,  
66% to completion

**91%**

Compared to  
91% with subtitles



## Captions improve SEO

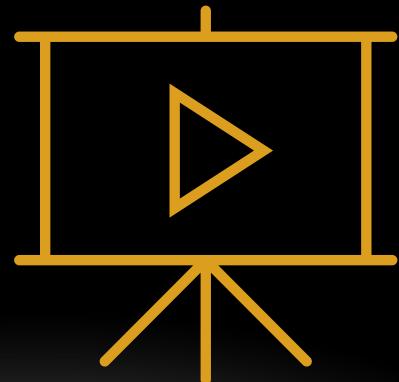


**MANY OF THE BENEFITS ABOVE ALSO HAVE AN EFFECT ON SEO**

If people spend more time watching your videos, you'll have increased dwell time, which has a positive effect on your rankings. Social shares can play a role, too. And appealing to more people helps boost visits and reduce bounce rates.



# DO VIDEOS INCREASE SALES?



[www.SofieAndreou.com](http://www.SofieAndreou.com)  
@123DigitalPower

# USING VIDEO MARKETING



@123DigitalPower



**80%** OF ALL CONSUMER INTERNET TRAFFIC IS VIDEO. THE VOLUME OF VIDEO CONSUMPTION BY MOBILE HAS INCREASED BY 100%.

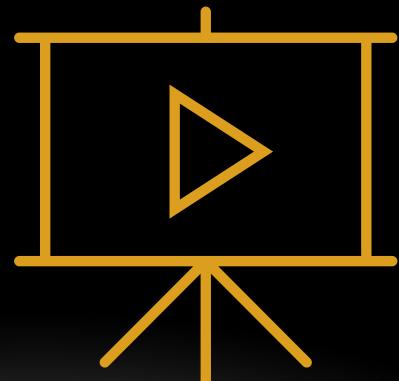
**79%** OF CONSUMERS SAY THAT VIDEO IS THE **EASIEST WAY** TO GET TO KNOW A BRAND ONLINE.

**46%** OF CONSUMERS SAY THEY MADE A PURCHASE BECAUSE OF A BRAND VIDEO WHILE **32%** SAY THEY CONSIDERED BUYING AFTER WATCHING A VIDEO.



@ACTIONSTARTSNOW

# SHOULD YOU PREPARE OR JUST START RECORDING?



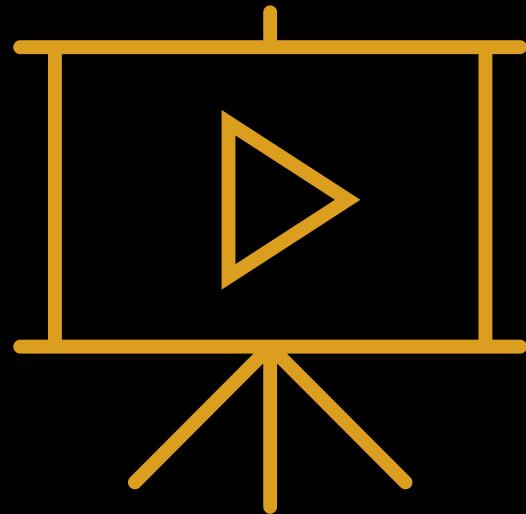
[www.SofieAndreou.com](http://www.SofieAndreou.com)  
@123DigitalPower

# PREPARING IS KEY

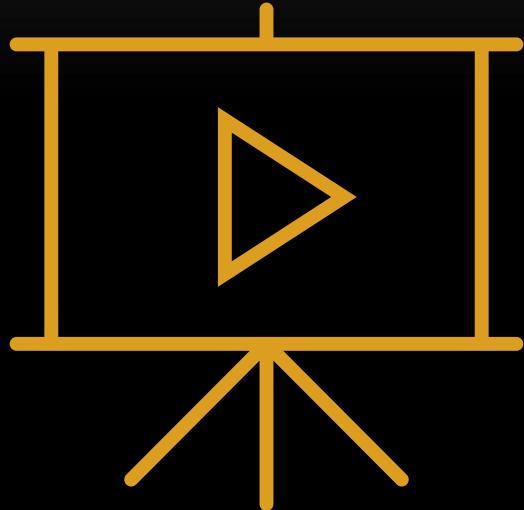
- REDUCES TIME
- REDUCES EDITING
- INCREASES  
EFFECTIVENESS



# STEPS TO PREPARE?



# STEPS TO PREPARE:



- 1) State the Video Desired Outcome
- 2) List the Main Talking Points
- 3) List Any Props you need during the video
- 4) Test the Lighting
- 5) Test the Sound
- 6) Test the Editor
- 7) RECORD!



# VIDEO STRATEGY

- Video Compliment's your Communication's Strategy
  - Sharing Client Excitement
  - Upcoming Event Buzz
  - Product/Service Inspirations
  - YOUR “EYES” Trust Value
- Work Video into your Weekly Calendar



# VIDEO DISTRIBUTION



Length?

Orientation?



Length?

Orientation?



Length?

Orientation?



Length?

Orientation?



Length?

Orientation?



# VIDEO DISTRIBUTION

**ANSWERS**



Length? 60mins      Orientation? Landscape  
Length? 15 sec Stories      Orientation? Vertical



Length? 2.20sec      Orientation? Landscape



Length? 10mins      Orientation? Landscape  
Length? 20 sec Stories      Orientation? Vertical



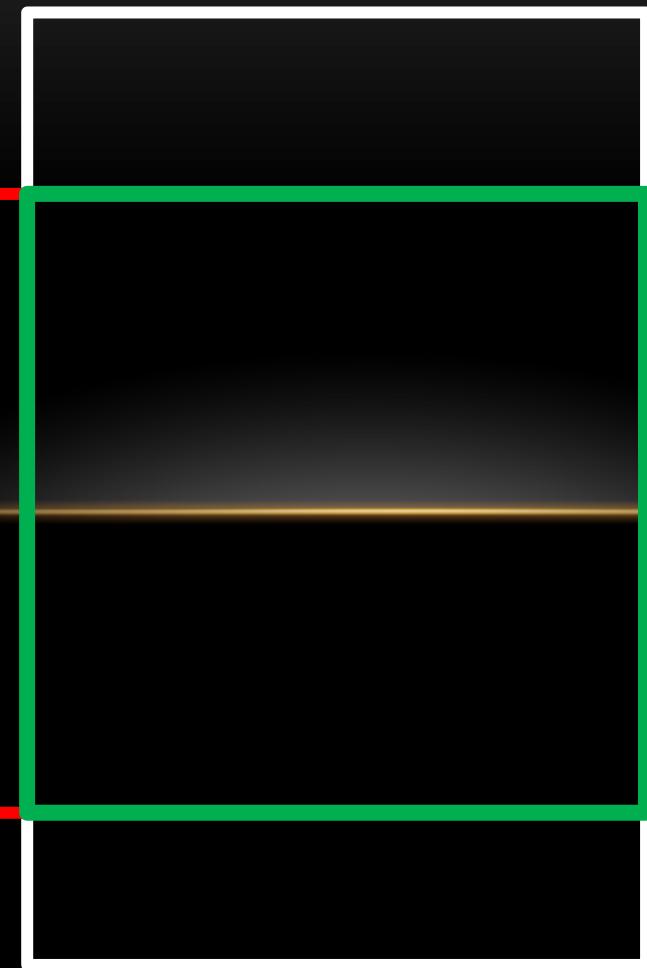
Length? 1 min Posts      Orientation? Square  
Length? 15 sec Stories      Orientation? Vertical  
Length? 50 mins IGTV      Orientation? Vertical



Length? 60mins      Orientation? Landscape

# LinkedIn, Facebook, Twitter, Instagram, Youtube

*Post Dimensions*



*Story & Highlight  
Dimensions*



*Post Dimensions*



# APPS & TOOLS I LOVE!



## Apps



- AutoCap – Adds Sub-captions to Short Videos
- VivaVideo – Cell Videos with Text Over, awesome filters
- Quik – Cell Videos with Text Over & Resizes
- Unfold – Creates Stories



## Cloud Tools



- Animoto – Laptop Videos with Text Over & Resizes
- Canva – Laptop or Cell Branding & Resizes



# VIVAVIDEO

[HTTPS://VIVAVIDEO.TV/](https://VIVAVIDEO.TV/)



<https://www.facebook.com/685556462/videos/pcb.10157999302486463/10157999443881463>

@123DigitalPower

<https://youtu.be/2lt3WiUp4uY>

# VIVAVIDEO

[HTTPS://VIVAVIDEO.TV/](https://VIVAVIDEO.TV/)



@123  
Digital  
Power

@123DigitalPower

<https://fb.watch/4Q1qMZni4A/>

<https://youtu.be/2lt3WiUp4uY>

 Knock on Wood  
Published by Sofie Andreou • April 6 at 4:28 PM • 0 comments

Contest alert!  
Kelly wanted to invite you to enter our contest for this lovely throw she's chosen for you.  
Please enter by:  
1) Liking our Page  
2) Tag Friend(s) in the comments below, who you think might also want to Enter to Win! Every friend entered counts as one entry!... See More



there'll be details on that on our Facebook and our Instagram

# VIVAVIDEO

[HTTPS://VIVAVIDEO.TV/](https://VIVAVIDEO.TV/)



## Steps to this Video?

- 1) Test the audio and the lighting.
- 2) Position the camera so it's capturing everything
- 3) Have the background and props ready.
- 4) Think about your talk points.
- 5) Press record and look to see how it looks, walk over to the location and test the audio.
- 6) Alone? Set your timer to 10sec.. Press RECORD get into position.
- 7) Use Viva Video, decide on the shape orientation (Square, Portrait, Landscape), choose the video and photos you want to include, add the pop-up text and transitions. DONE! Save on your cell.
- 8) Upload to Facebook & Add Captions.



<https://fb.watch/4Q1qMZni4A/>

@123DigitalPower

<https://youtu.be/2lt3WiUp4uY>

# CANVA

The screenshot shows the Canva Home page. At the top, there is a navigation bar with the 'Home' tab selected, along with 'Templates', 'Features', and 'Learn' options. A search bar says 'Search Canva'. On the right side of the top bar are 'Help', 'Settings', and a 'Create a design' button. A user profile icon 'S ST' is also visible.

In the main area, a large purple banner features the text 'Design anything' and several icons: 'For you' (star), 'Presentatio...' (calendar), 'Social media' (speech bubble), 'Video' (camera), 'Print produ...', and 'More' (ellipsis). A large blue arrow points down to the 'Video' icon.

On the left sidebar, under 'Recommended for you', are links for 'All your designs', 'Recent designs', and 'Shared with you'. A 'PRO' badge is displayed with the message: 'You can now schedule straight to Instagram Business with Canva Pro'. Below this are preview cards for 'Presentation', 'Instagram Post', 'Logo', and 'Instagram Story'.



@123DigitalPower

# CANVA



The screenshot shows the Canva interface with a purple header bar. The header includes a search bar with the placeholder "Search Canva", a help icon, a gear icon, and a "Create a design" button. Below the header, there are four video ad templates displayed in a row:

- Social Feed Video Ad**: A smartphone screen showing a video of a cocktail being prepared.
- Slideshow Video**: A smartphone screen showing a pink-bordered video slide with the text "Media Muse Advertising" and "A YEAR IN REVIEW".
- YouTube Video**: A smartphone screen showing a video thumbnail with colorful geometric shapes and the text "WITHOUT MUSIC, LIFE WOULD BE A MISTAKE".
- LinkedIn Video Ad**: A smartphone screen showing a video thumbnail with the text "Diverse studentry".



@123DigitalPower

# CANVA

The image shows the Canva interface. On the left sidebar, there are icons for Templates, Uploads, Photos, Elements, Text, Styles, and Audio. A search bar at the top left contains the text "congrats". Below the search bar are four filter buttons: Confetti, Invest money, Trendy, and Healthy. A section titled "Recently used" shows two thumbnail images: one with "Congrats" in gold script over a dark background with confetti, and another with "CONGRATS" in gold letters over a stack of coins. A "See all" link is next to the second thumbnail. Below this is a section titled "All results" containing six more thumbnail images: a video of people at a desk (29.0s), a gold "CONGRATS" over coins (12.0s), red balloons (15.0s), a blue "Congrats!" (13.0s), a white "Congrats!" (15.0s), and a blue "Congrats!" (13.0s). To the right, the main workspace displays an "Animate" template with the text "CONGRATS TO AMANDA CARVALHO OUR APRIL SHOWERS THROW WINNER!!" and a large "CONGRATS" graphic. The workspace includes a zoom slider (33%), a preview button (4), a full-screen button, and a download button. At the bottom of the workspace are five small thumbnail previews of other templates and a plus sign for adding more.



@123DigitalPower

# CANVA

Home File Resize ↻ Share ▶ 13.5s Download

Templates

Uploads

Photos

Elements

Text

Styles

Audio

Page Animations

AMANDA CARVALHO OUR APRIL SHOWERS THROW WINNER!!

AMANDA CARVALHO OUR APRIL SHOWERS THROW WINNER!!

AMANDA CARVALHO OUR APRIL SHOWERS THROW WINNER!!

None Block Breathe

AMANDA CARVALHO OUR APRIL SHOWERS THROW WINNER!!

AMANDA CARVALHO OUR APRIL SHOWERS THROW WINNER!!

AMANDA CARVALHO OUR APRIL SHOWERS THROW WINNER!!

Fade Pan Rise

AMANDA CARVALHO OUR APRIL SHOWERS THROW WINNER!!

AMANDA CARVALHO OUR APRIL SHOWERS THROW WINNER!!

AMANDA CARVALHO OUR APRIL SHOWERS THROW WINNER!!

Tumble Photo Zoom Photo Flow

Animate

Page 4 - A..

CONGRATS TO AMANDA CARVALHO OUR APRIL SHOWERS THROW WINNER!!

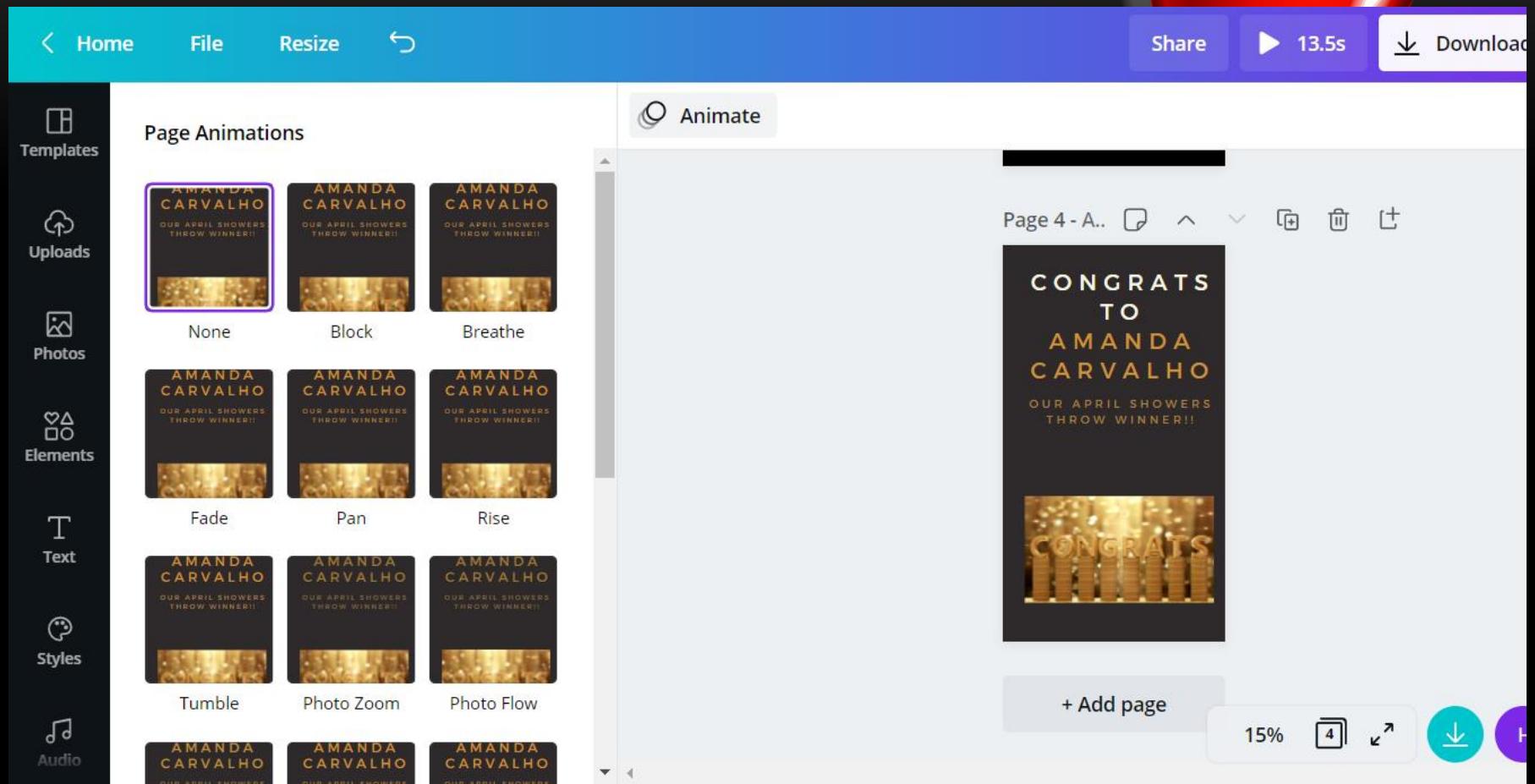
CONGRATS

+ Add page

15% 4 ↻

Download

H



@123DigitalPower

# CANVA

Home File Resize ⏪ Share 13.5s Download ...

Templates

Uploads

Photos

Elements

Text

Styles

Audio

Search: congrats

Animate

Download

File type: MP4 Video SUGGESTED

Select pages: All pages (4)

Save time - schedule this design to your social platforms. [Schedule now.](#)

Download

28% 4 Help ?

Recently used: Congrats! (15.0s), CONGRATS (12.0s)

All results: CONGRATS (29.0s), CONGRATS (12.0s), CONGRATS (15.0s), CONGRATS (13.0s)

CONGRATS TO AMANDA CARVALHO OUR APRIL SHOWERS THROW WISHLIST



@123DigitalPower

# CANVA



The screenshot shows the Canva mobile application interface. At the top, there's a blue bar with the word "Animate". Below it is a dark-themed video frame containing text and an image. The text reads "CONGRATS TO AMANDA CARVALHO OUR APRIL SHOWERS THROW WINNER!!" and features a background image of many gold coins. At the bottom of the frame, there are controls for "33%", a play button, and a download icon. Below the frame, there's a toolbar with four small thumbnail preview images and a plus sign for adding more content.

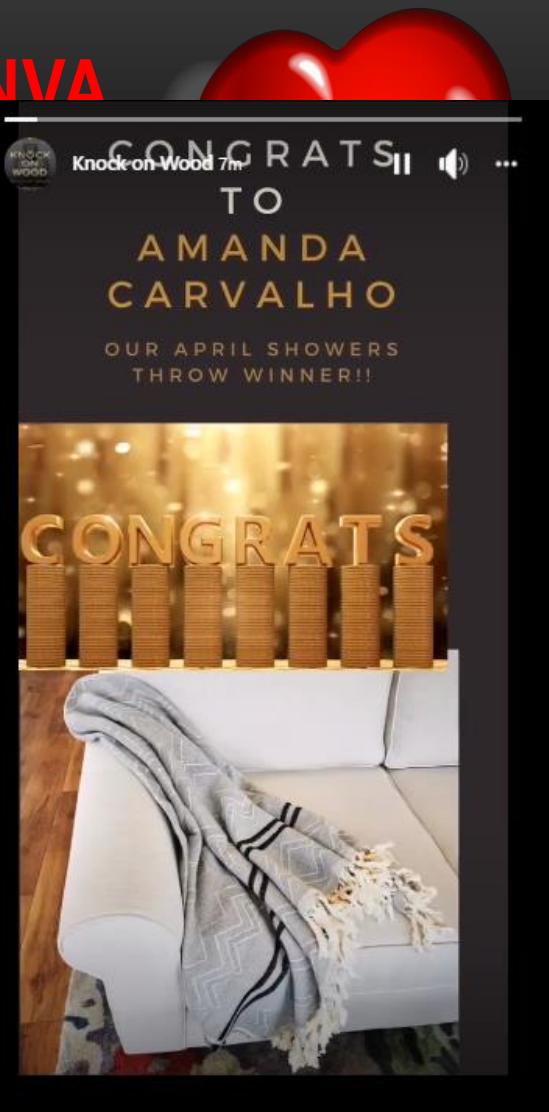
## Steps to this Video?

- 1) Think about your message, what videos or images will help the story?
- 2) Choose the size of the video...  
    Square, Portrait, Landscape)
- 3) Create a story line
- 4) Adjust the time for each frame.
- 5) Add animation to the frames.
- 6) Download as an MP4
- 7) Duplicate and Resize for Stories!



@123DigitalPower

# CANVA



## Steps to this Video?

- 1) Think about your message, what videos or images will help the story?
- 2) Choose the size of the video...  
Square, Portrait, Landscape)
- 3) Create a story line
- 4) Adjust the time for each frame.
- 5) Add animation to the frames.
- 6) Download as an MP4
- 7) Duplicate and Resize for Stories!

[https://www.facebook.com/stories/176574783008054/UzpfSVNDOjl5MzEyODE0NDM4MTY5MDA=?bucket\\_count=9&source=story\\_tray](https://www.facebook.com/stories/176574783008054/UzpfSVNDOjl5MzEyODE0NDM4MTY5MDA=?bucket_count=9&source=story_tray)



@123DigitalPower

# CANVA



## Reminder: Always Choose A Video Cover!

The screenshot shows the Facebook "Manage Page" interface with a sidebar on the left and a main content area. In the main area, a "Publishing Options" dialog is open over a video cover thumbnail. The dialog includes settings for auto-generated captions, caption review, and upload captions. It also features a "Change Thumbnail" section with options for "Choose Suggested", "Upload Image", and "Choose From Video". The "Choose From Video" option is selected. Below the dialog, a preview of the video cover is displayed, featuring a green background with a colorful flower graphic and the text "Congratulations" and "Nancy Steenburg". The URL "4/UzpfSVNDOjl5MzEyODE0NDM4MTY5MDA=?bu" and "cket\_count=9&source=story\_tray" is visible at the bottom of the dialog.



CANVA



Reminder:  
Resize for Stories



@123DigitalPower





HOW MANY PEOPLE IS YOUR FACEBOOK  
POST DISTRIBUTED TO WHEN YOU HAVE  
100 PEOPLE WHO LIKE YOUR PAGE!?

ANSWER: 3, 5, 10, 25, 50, 75, OR 100??





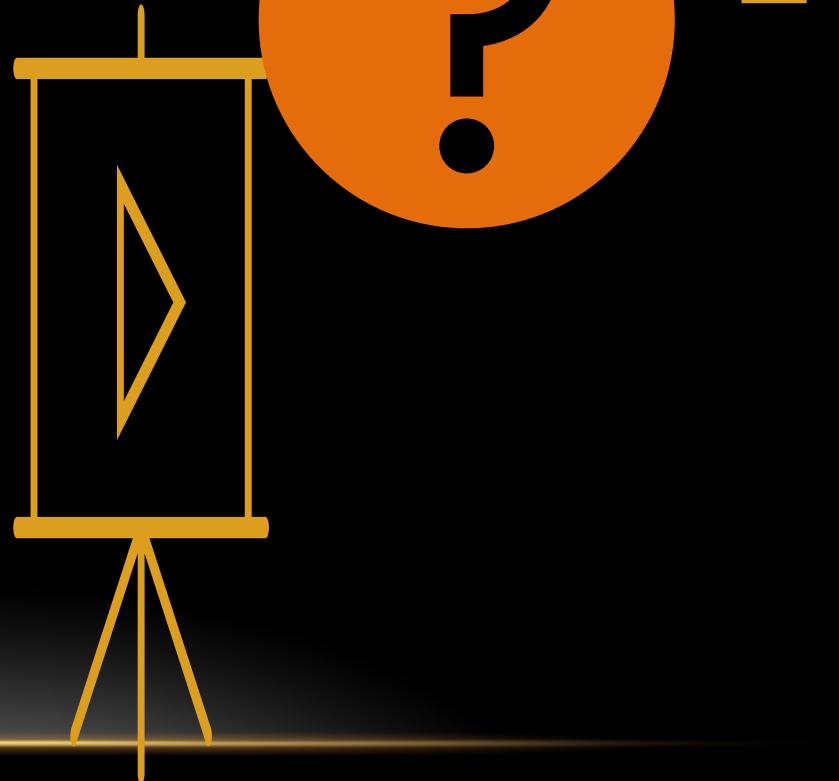
HOW MANY PEOPLE IS YOUR  
FACEBOOK POST DISTRIBUTED TO  
WHEN YOU HAVE 100 PEOPLE WHO  
LIKE YOUR PAGE!?

ANSWER: 3



[www.SofieAndreou.com](http://www.SofieAndreou.com)  
@123DigitalPower

# ARE STORIES DISTRIBUTED TO MORE THAN 3% OF THOSE WHO LIKE YOUR PAGE ON FACEBOOK?



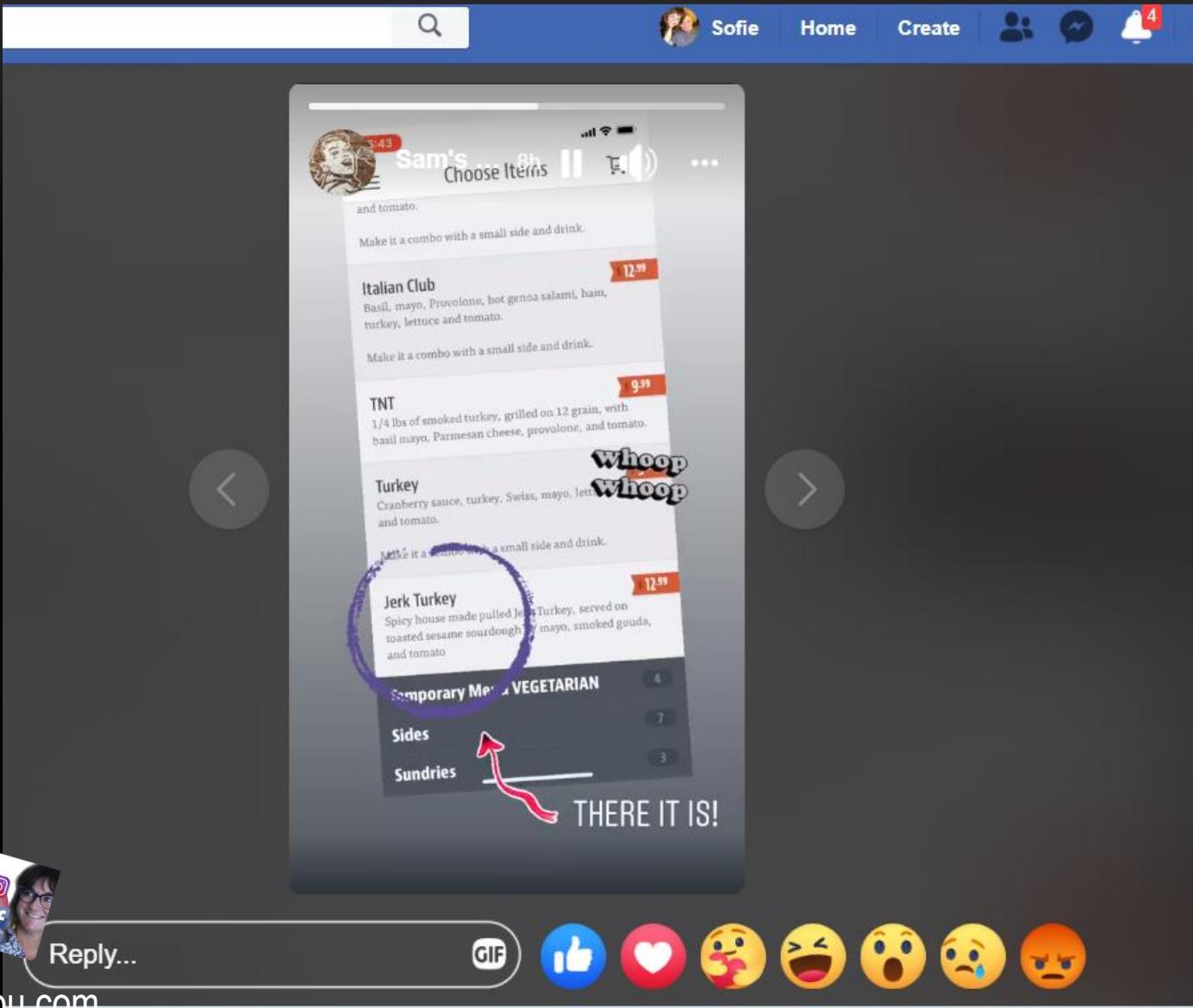
ARE STORIES DISTRIBUTED TO  
MORE THAN 3% OF THOSE  
WHO LIKE YOUR PAGE ON  
FACEBOOK?



YES!!



# ARE STORIES IMPORTANT? – YES!!



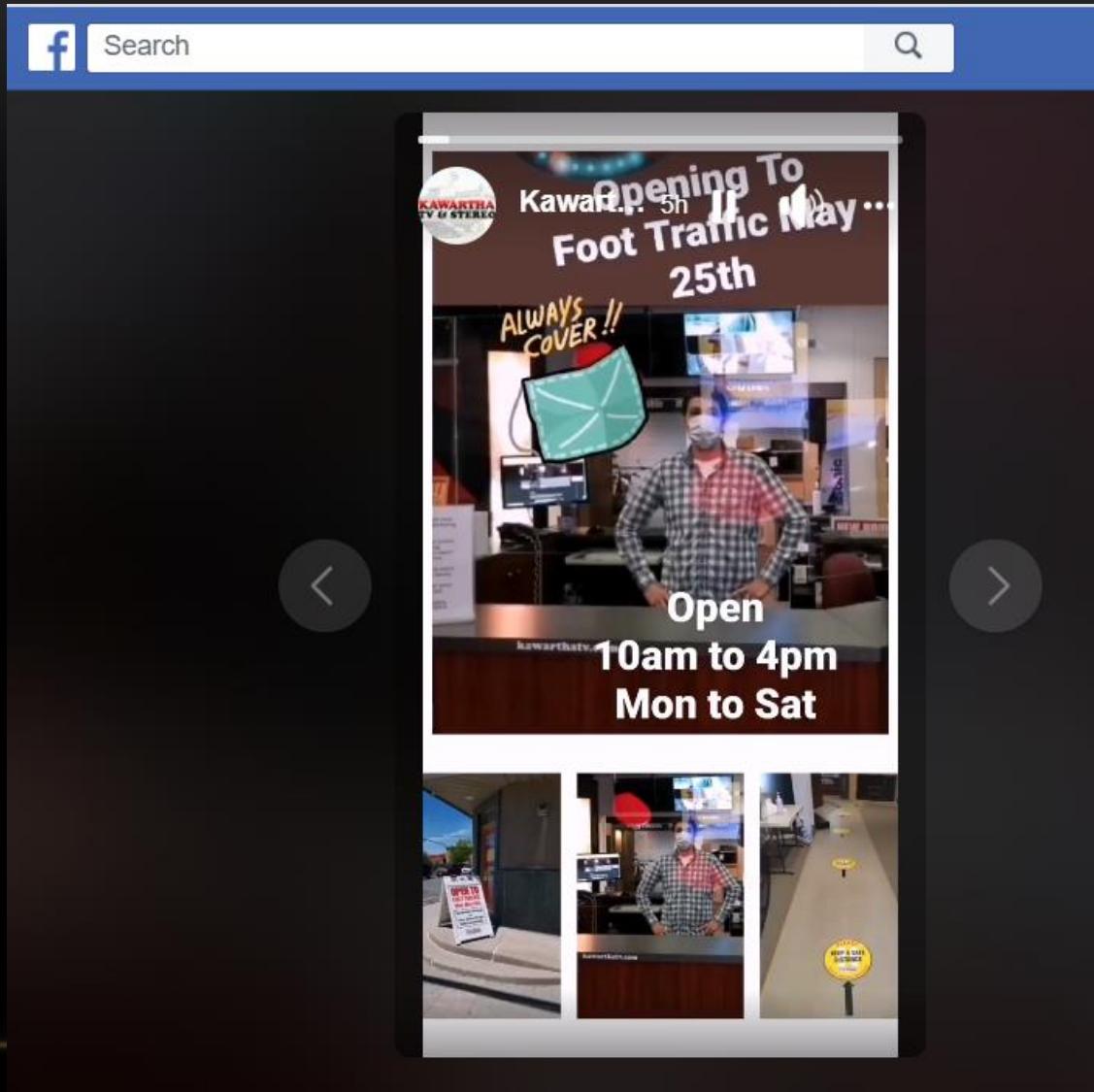
@123  
Digital Power



Reply...

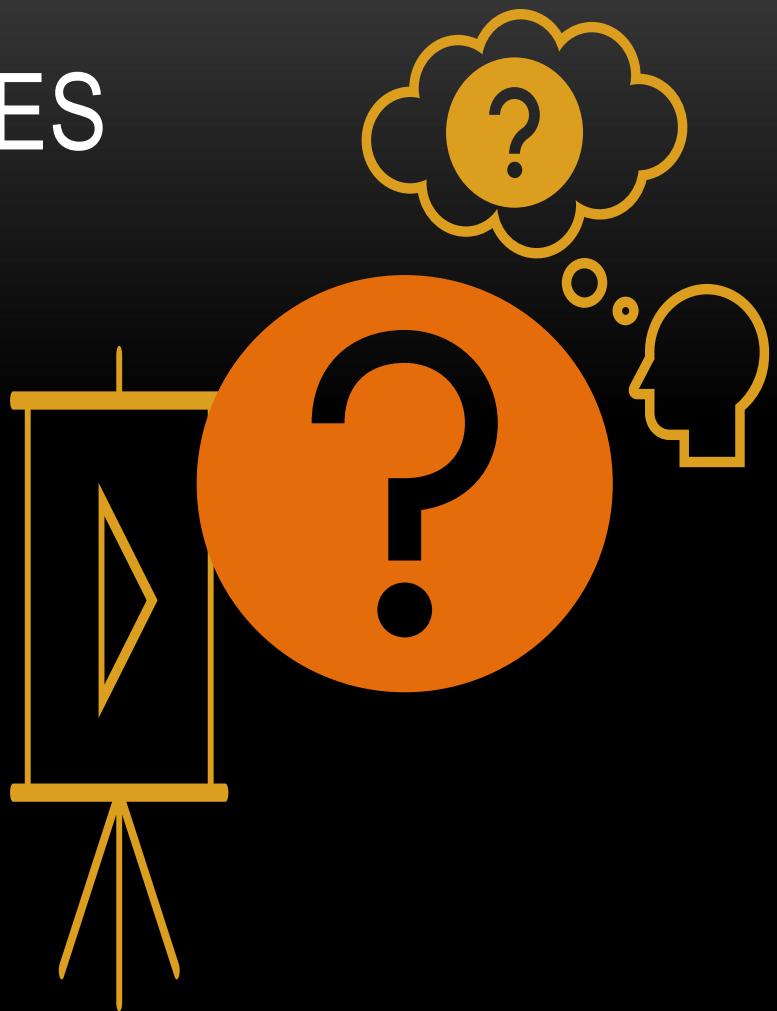
[www.SofieAndreou.com](http://www.SofieAndreou.com)  
@123DigitalPower

# ARE STORIES IMPORTANT? – YES!!



@123DigitalPower

# HOW LONG DO STORIES APPEAR?



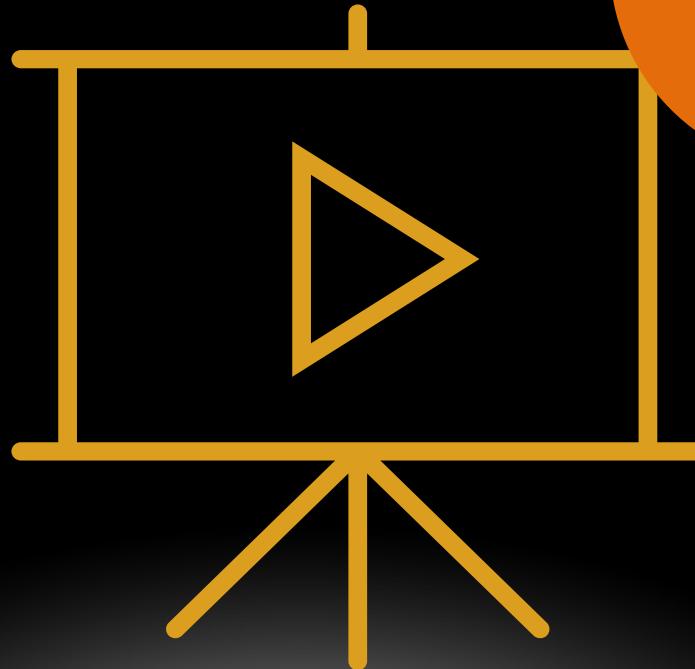
@123DigitalPower

# HOW LONG DO STORIES ON APPEAR?



@123DigitalPower

# CAN YOU DISTRIBUTE A VIDEO FROM YOUR CELL TO SOCIAL & YOUTUBE?



@123DigitalPower

# VIDEO DISTRIBUTION

Capture



@123DigitalPower

# HOW MANY DIFFERENT WAYS CAN YOU LEVERAGE THE POWER OF VIDEO ON LINKEDIN?

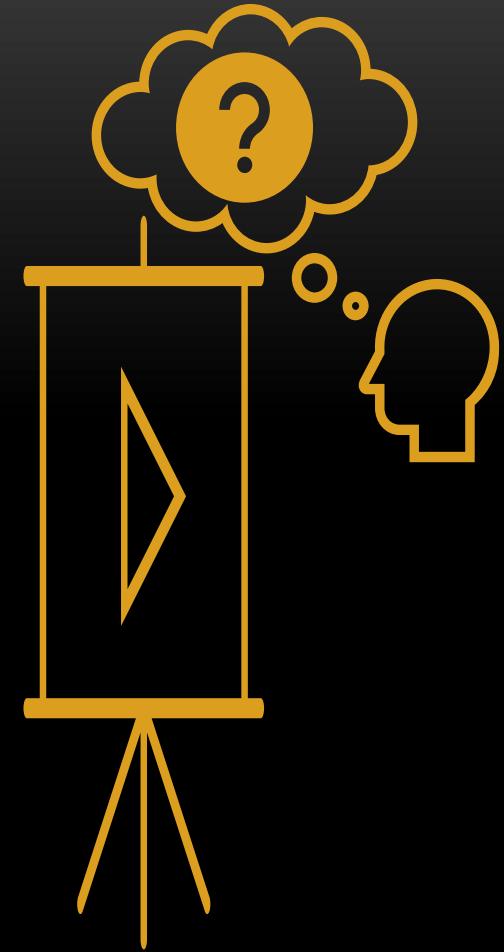


@123DigitalPower

# HOW MANY DIFFERENT WAYS CAN YOU LEVERAGE THE POWER OF VIDEO ON LINKEDIN?

4 ways!

1. Profile Post
2. Company Page Post
3. Article YouTube Link
4. Stories **(NEW)**



# IMPACT OF VIDEO ON LINKEDIN ARTICLE

## Blog or LinkedIn Article

- Videos Increase Trust
- YouTube Videos Increase SEO
- Videos Increase the Clicks on the Call to Action

<https://www.linkedin.com/pulse/4-benefits-google-360-tours-sofie-andreou-m-eng/>

<https://www.panoston.ca/>



@123DigitalPower

Screenshot of a LinkedIn article titled "4 Benefits Google 360 Tours" published by Sofie Andreou M.Eng. The article discusses the benefits of Google 360 Tours for business interior tours, mentioning cost reduction and revenue increase. It includes a video thumbnail showing a 360-degree tour of an office interior.

**4 Benefits Google 360 Tours**

Published on April 15, 2018 | Edit article | View stats

Sofie Andreou M.Eng  
123 Digital Power! Your agency, speaker & trainer who cares & helps you set B... See more

Why have we added 360 Google Tours to our Social Media Services!? Well, we love results! 360 Tours have all the right ingredients to help your business grow! Decrease Marketing Costs while Increasing Revenues!

To help illustrate the benefits below let us share with you this video of a few of our latest business interior 360 Tours:

Business Benefits of a Google 360 Tour

360 Tours Builds Trust

4 Benefits to Google 360 Interior Tours

# HOW MANY DIFFERENT WAYS CAN YOU LEVERAGE THE POWER OF VIDEO ON FACEBOOK?

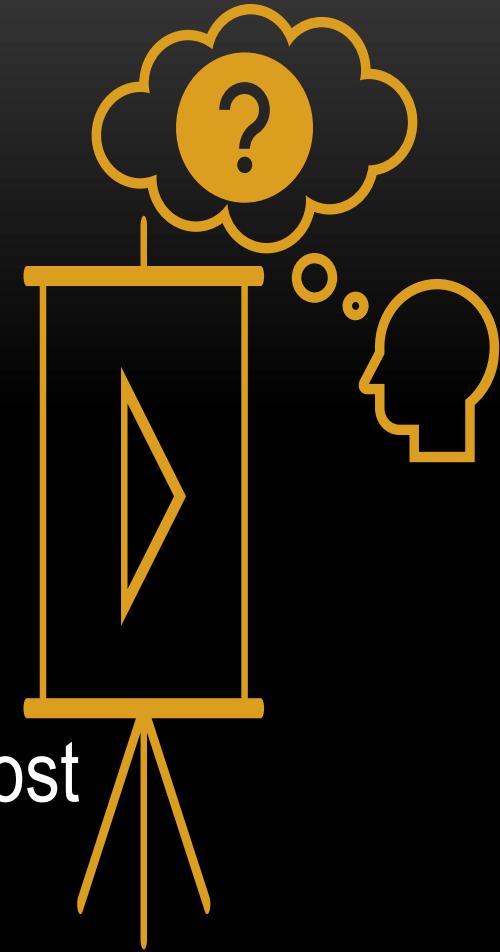


@123DigitalPower

# HOW MANY DIFFERENT WAYS CAN YOU LEVERAGE THE POWER OF VIDEO ON FACEBOOK?

5 ways!

1. Profile Post
2. Company Page Post
3. YouTube Link
4. Story Videos
5. Livestream



@123DigitalPower

# WHERE IS THIS VIDEO? WHAT DO YOU THINK THE IMPACT HERE

## LinkedIn Marketing Workshop - July 18 1pm

Download LinkedIn's App



Register at [www.SofieAndreae.com](http://www.SofieAndreae.com)

If you are a B2B business or positioning yourself as a knowledge leader in your industry, you must be a leader on LinkedIn.

Hear all about my upcoming Hands-On LinkedIn Workshop in my video.

LinkedIn Workshop July 18th 1pm to 4pm.  
Location of the workshop is the **Peterborough Chamber of Commerce**'s Boardroom.

After we review personal and company branding best practices, we'll all go hands-on.  
So, bring your laptops so we can create LinkedIn Articles and prospect together!  
I'd like to extend to you our members' **discounted link**.

[Visit our website for details](#)



@123DigitalPower

# THE IMPACT OF A VIDEO IN AN E-NEWSLETTER

LinkedIn Marketing Workshop - July 18 1pm

The screenshot shows an e-newsletter with a blue header bar containing the text "LinkedIn Marketing Workshop - July 18 1pm". Below the header is a video thumbnail showing a woman speaking. To the left of the video is a sidebar with text: "If you are a B2B business or positioning yourself as a knowledge leader in your industry, you must be a leader on LinkedIn." To the right of the video is a main content area with text: "Hear all about my upcoming Hands-On LinkedIn Workshop in my video." Below this is a detailed description of the workshop: "LinkedIn Workshop July 18th 1pm to 4pm. Location of the workshop is the **Peterborough Chamber of Commerce's** Boardroom. After we review personal and company branding best practices, we'll all go hands-on. So, bring your laptops so we can create LinkedIn Articles and prospect together! I'd like to extend to you our members' [discounted link](#).  
At the bottom of the main content area is a blue button with the text "Visit our website for details".

Download LinkedIn's App  
Register at [www.SofieAndreas.com](http://www.SofieAndreas.com)

If you are a B2B business or positioning yourself as a knowledge leader in your industry, you must be a leader on LinkedIn.

Hear all about my upcoming Hands-On LinkedIn Workshop in my video.

LinkedIn Workshop July 18th 1pm to 4pm. Location of the workshop is the **Peterborough Chamber of Commerce's** Boardroom. After we review personal and company branding best practices, we'll all go hands-on. So, bring your laptops so we can create LinkedIn Articles and prospect together! I'd like to extend to you our members' [discounted link](#).

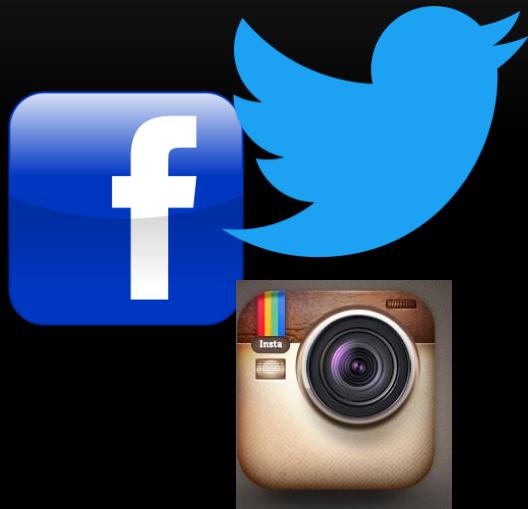
[Visit our website for details](#)

- Videos Increase Trust
- Videos Increase the Clicks on the Call to Action



@123DigitalPower

# WHY - LIVESTREAMING



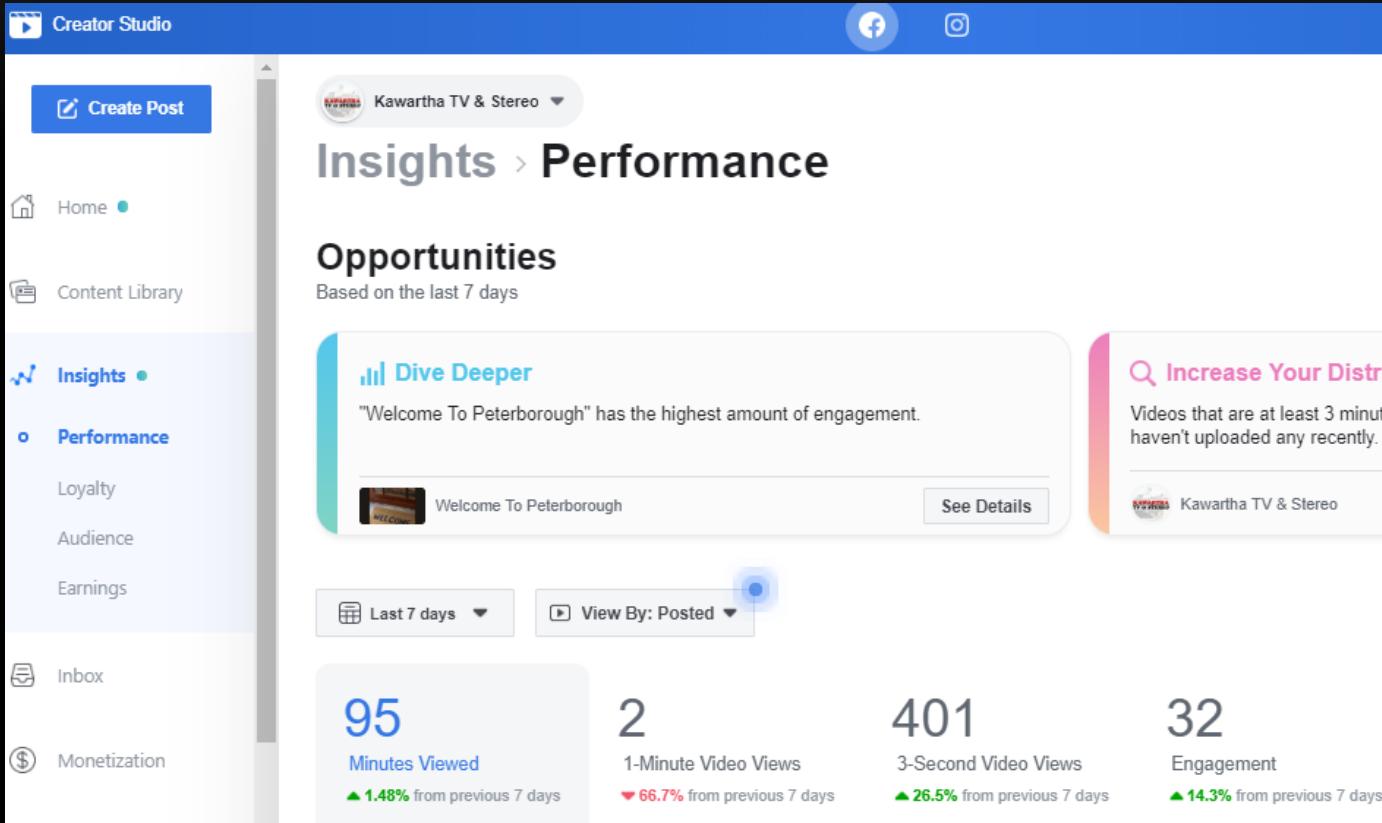
# WHY - LIVESTREAMING



- More Engagement
- Reach Beyond Your 3% Followers
- Trust Value Increase
- Saved as a Post when completed or delete it!



# WHERE DO YOU THINK THIS REPORT IS FROM?



The screenshot shows the Facebook Creator Studio interface for the page "Kawartha TV & Stereo". The left sidebar is titled "Creator Studio" and includes links for "Create Post", "Home", "Content Library", "Insights" (selected), "Performance" (selected), "Loyalty", "Audience", "Earnings", "Inbox", and "Monetization". The main content area is titled "Insights > Performance". It features a "Dive Deeper" section highlighting the video "Welcome To Peterborough" with the highest engagement. Below this are filters for "Last 7 days" and "View By: Posted". Key performance metrics are displayed: 95 Minutes Viewed (▲ 1.48% from previous 7 days), 2 1-Minute Video Views (▼ 66.7% from previous 7 days), 401 3-Second Video Views (▲ 26.5% from previous 7 days), and 32 Engagement (▲ 14.3% from previous 7 days). A sidebar on the right suggests increasing distribution for videos at least 3 minutes long that haven't been uploaded recently.

Kawartha TV & Stereo

## Insights > Performance

### Opportunities

Based on the last 7 days

Dive Deeper

"Welcome To Peterborough" has the highest amount of engagement.

Welcome To Peterborough [See Details](#)

Last 7 days [View By: Posted](#)

Metric	Value	Change
Minutes Viewed	95	▲ 1.48% from previous 7 days
1-Minute Video Views	2	▼ 66.7% from previous 7 days
3-Second Video Views	401	▲ 26.5% from previous 7 days
Engagement	32	▲ 14.3% from previous 7 days



@123DigitalPower

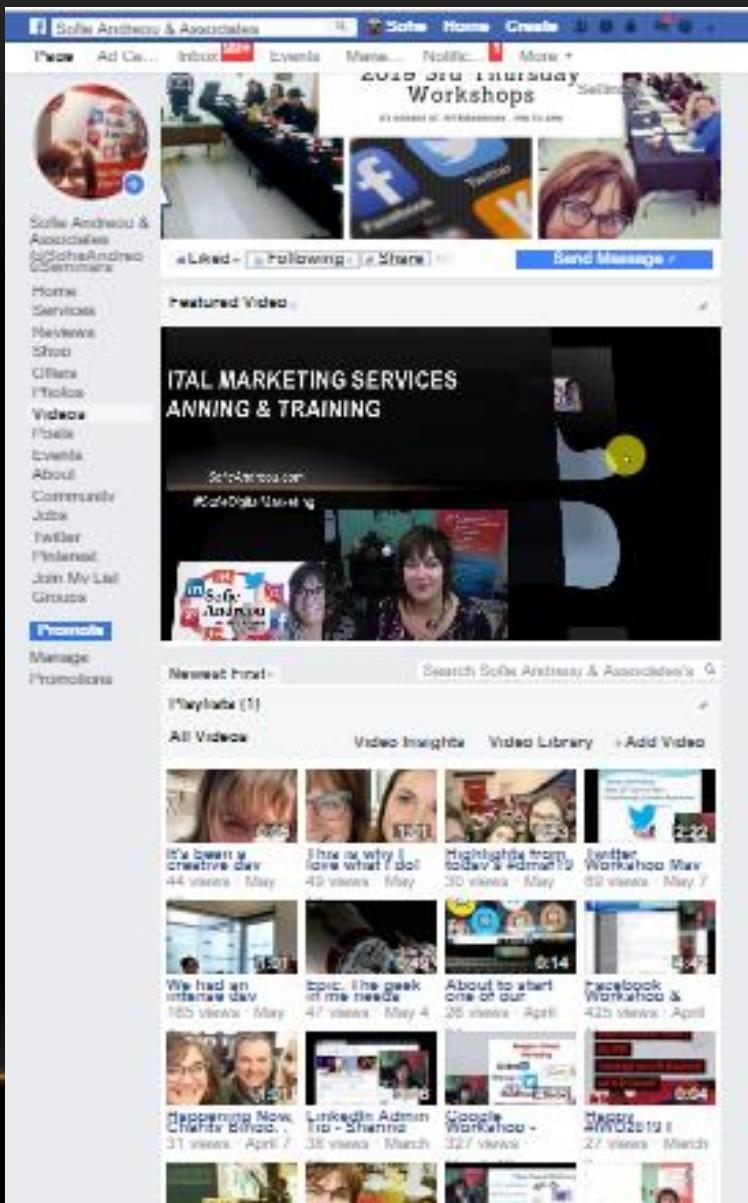
# WHERE DO YOU THINK THIS REPORT IS FROM? FACEBOOK VIDEO REPORTS.

The screenshot shows the Facebook Creator Studio interface. The left sidebar is titled 'Creator Studio' and includes links for 'Create Post', 'Home', 'Content Library', 'Insights' (selected), 'Performance' (selected), 'Loyalty', 'Audience', 'Earnings', 'Inbox', and 'Monetization'. The main content area is titled 'Kawartha TV & Stereo' and 'Insights > Performance'. It features a section titled 'Opportunities' based on the last 7 days. Two cards are shown: 'Dive Deeper' (highlighting 'Welcome To Peterborough' with 95 minutes viewed) and 'Increase Your Distribution' (videos at least 3 minutes long haven't uploaded recently). Below these are filters for 'Last 7 days' and 'View By: Posted'. Key performance metrics are displayed in large numbers: 95 Minutes Viewed (▲ 1.48% from previous 7 days), 2 1-Minute Video Views (▼ 66.7% from previous 7 days), 401 3-Second Video Views (▲ 26.5% from previous 7 days), and 32 Engagement (▲ 14.3% from previous 7 days).



@123DigitalPower

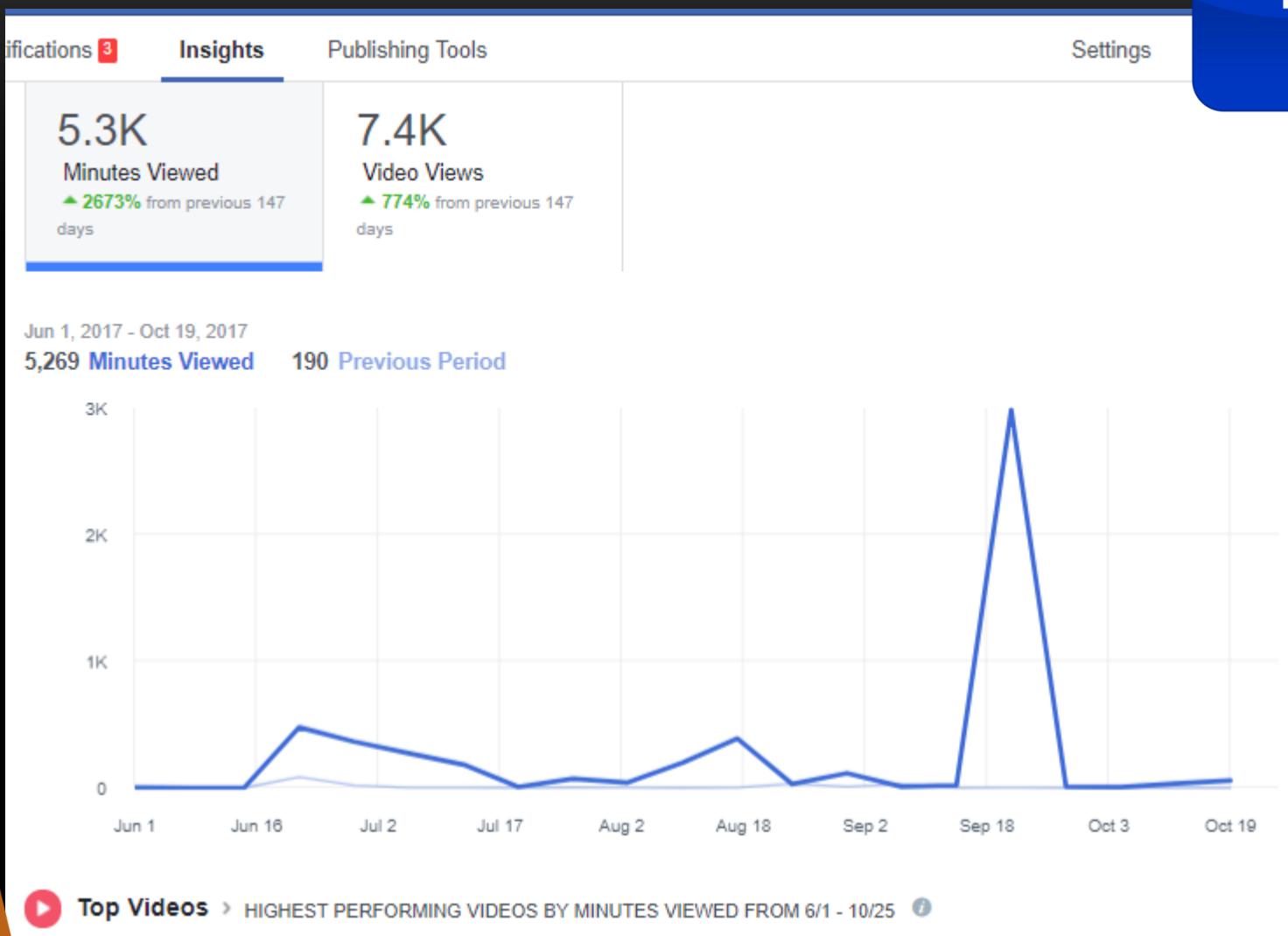
# FACEBOOK VIDEO CHANNEL



@123  
Digital  
Power

@123DigitalPower

# MEASURE OF SUCCESS VIDEOS



@123DigitalPower

# MEASURE OF SUCCESS VIDEOS



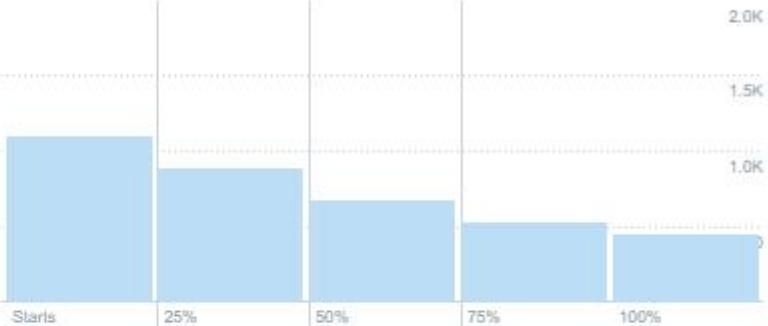
### Video details

Sofie Andreou @SofieAndreou



0:02 / 0:06

Retention



Starts	25%	50%	75%	100%
~1.2K	~1.0K	~800	~600	~400

Top Tweets with this video

Sofie Andreou @SofieAndreou · Sep 27  
He's our most talented #ptbo #ptbohuman! @neilmorton! He's actually #plaidtastic! #lovelocalptbo @Ptbo\_Canada @UnitedWayPtbo pic.twitter.com/WbipANPQS8 View

Views 615

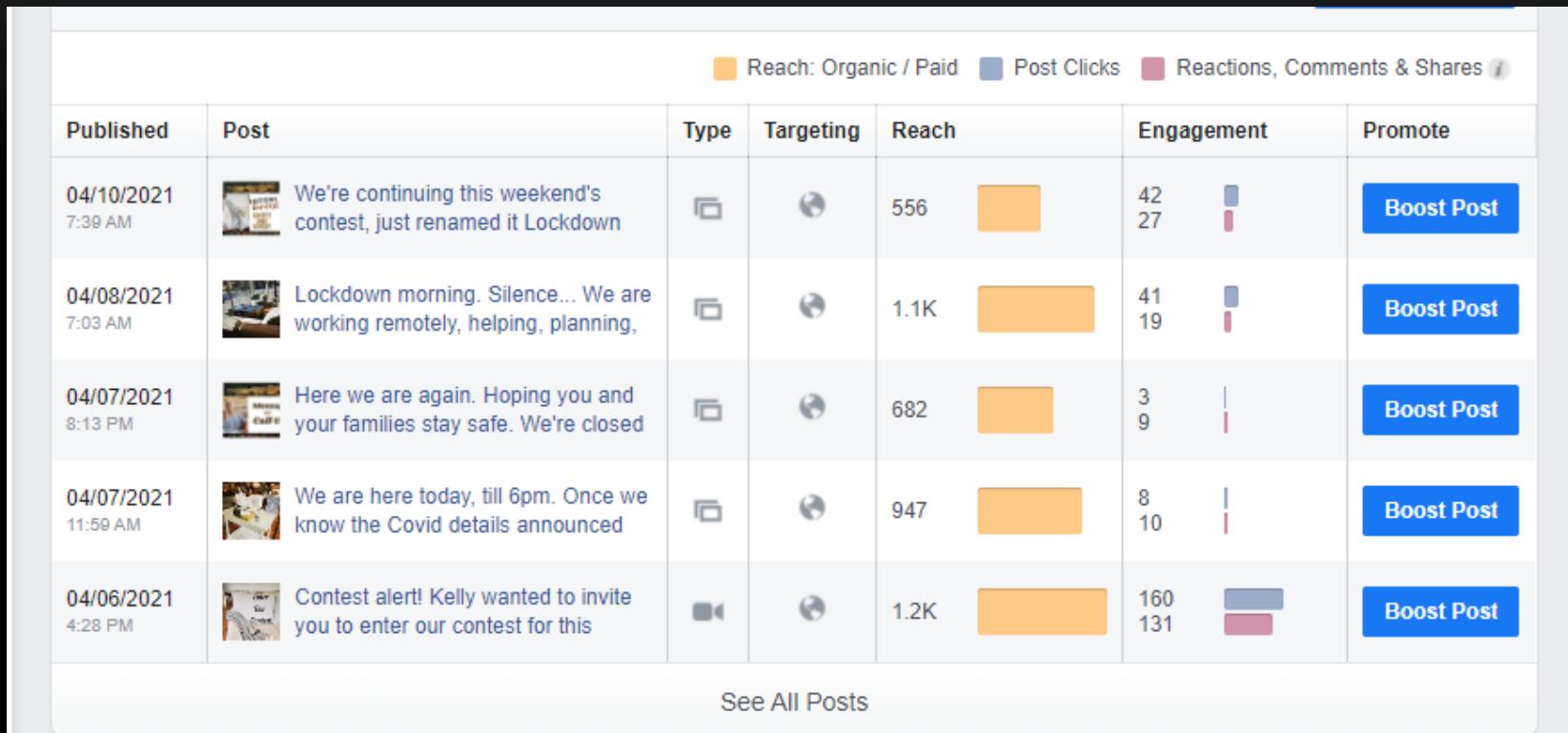
### Key metrics

Video views	Value
Number of times users viewed this video	610
Minutes viewed	Value
Total number of minutes users spent viewing this video	42
Completion rate	Value
Percentage of users who completed this video	40.6%
Call to action clicks	Value
Clicks on the call to action button in this video	0



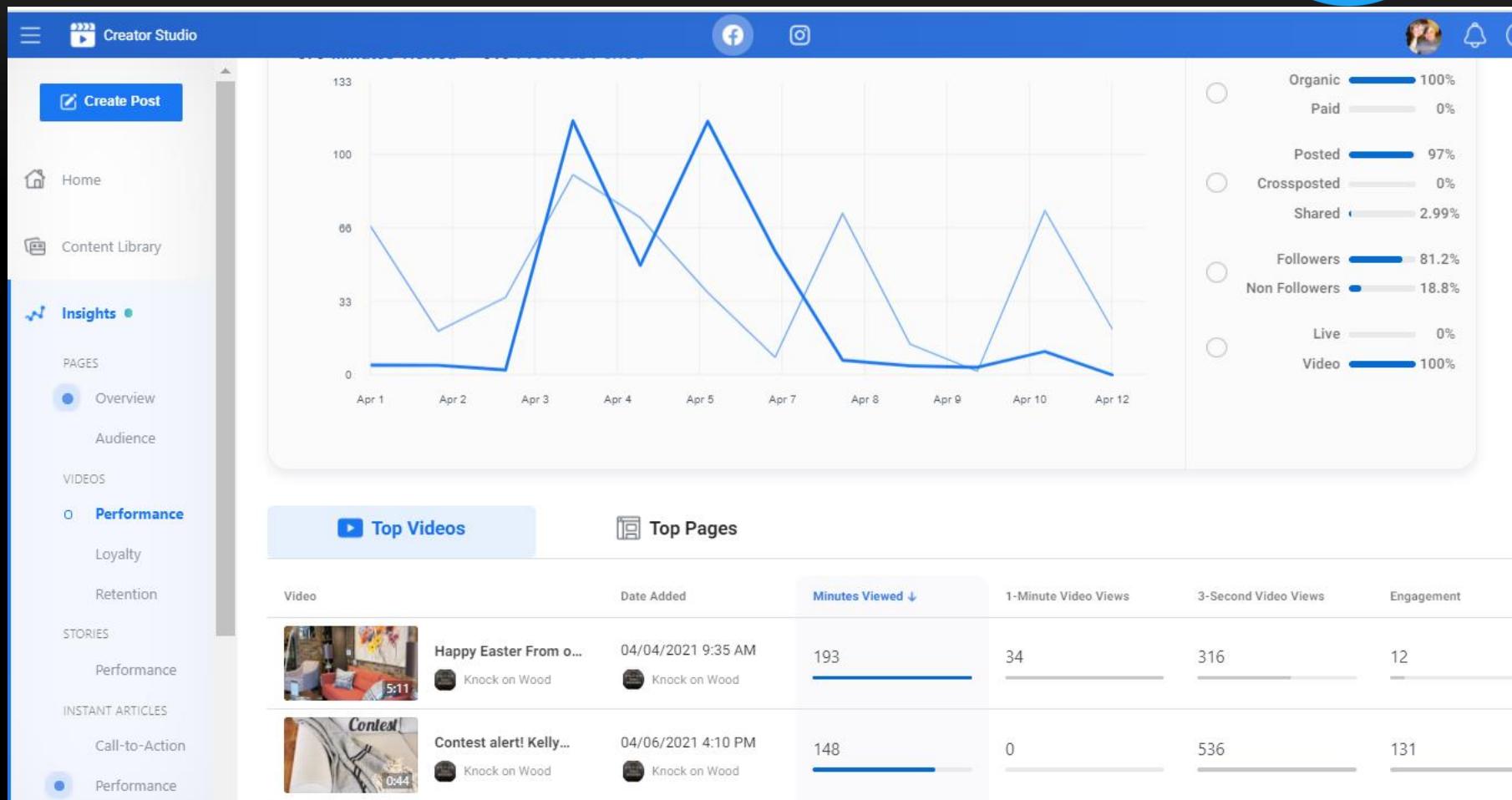
@123DigitalPower

# MEASURE OF SUCCESS VIDEOS



@123DigitalPower

# MEASURE OF SUCCESS VIDEOS

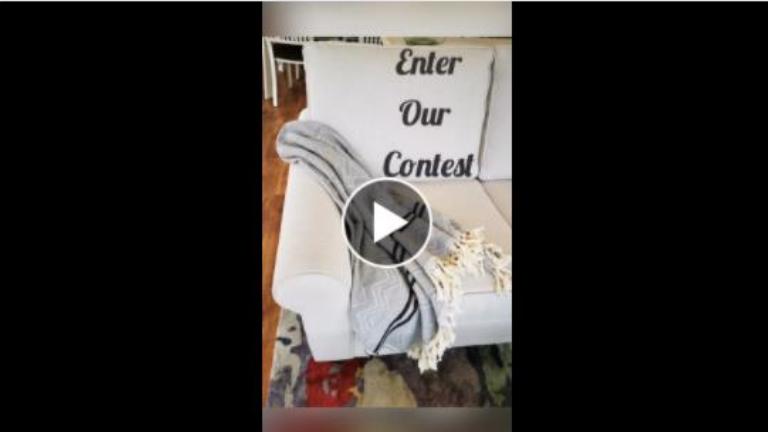


@123DigitalPower

# MEASURE OF SUCCESS VIDEOS



Video Details



**Knock on Wood...**  
Contest alert! Kelly wanted to invite you to enter our contest for this lovely throw she's chosen for you. Please enter by: 1) Liking our Page 2) Tag Friend(s) in the comments below, who you think might also want to Enter to Win! Every friend entered counts as one entry!

0:44 · Uploaded on 04/06/2021 · Owned · Appears Once · View Permalink · Copy Video ID

This video is used in 1 post

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
Knock on Wood	04/06/2021	1.1K	536	221	490	131	0:06 / 0:44

Total Video Performance

Metric	Value
Minutes Viewed	148
1-Minute Video Views	--
10-Second Video Views	221
3-Second Video Views	536
Average Video Watch Time	0:06
Audience Retention	
Audience and Engagement	



@123DigitalPower

# MEASURE OF SUCCESS VIDEOS



99 views



Jan M. Watson and 5 others liked your video



Embrace the unexpected and live in the moment!

1w

...

6 Likes

[See video analytics](#)



2 people from EY viewed your video

Trent University	3
Dowler-Karn Limited	2
Stewart Foodservice Inc.	1
Company of Women	1
iApotheca Healthcare Inc.	1
KURO Global Mobility	1
BMO Nesbitt Burns	1
Huntington National Bank	1



9 people who have the title Salesperson viewed your video

Business / Corporate Strategist	8
Marketing Specialist	5
Business Owner	4
Research / Graduate Assistant	3
Founder	3
Corporate Finance Specialist	3
CEO / Executive Director	3
Customer Service Specialist	2



Your biggest audience is from Ontario, Canada

Toronto, Canada Area	16
Greater New York City Area	4
Greater Philadelphia Area	4
Greater Chicago Area	3
Washington D.C. Metro Area	2
Calgary, Canada Area	2
San Francisco Bay Area	2
Cincinnati Area, KY	2

@123  
Digital Power

@123

# VIDEOS ON GOOGLE LISTINGS

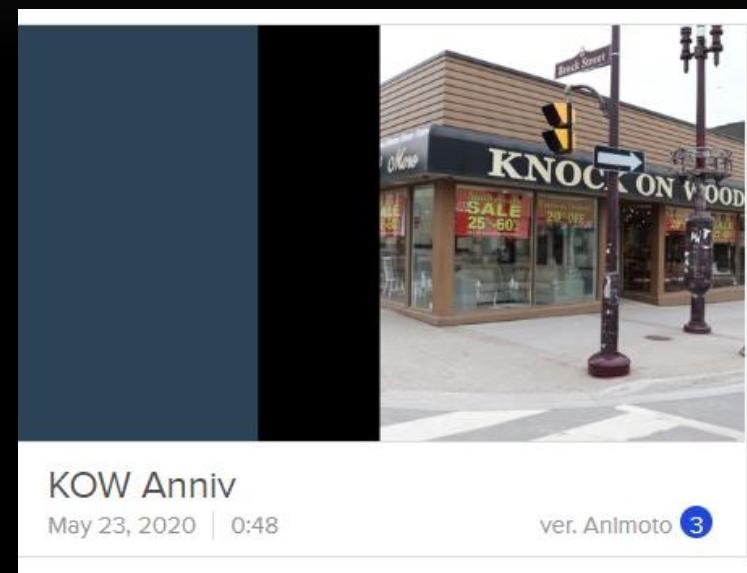
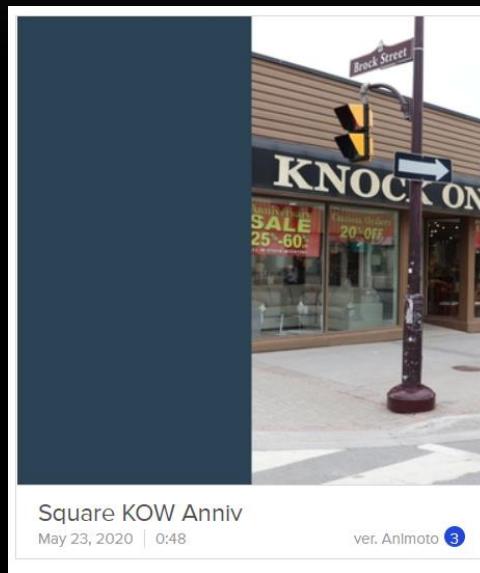
<https://business.google.com/posts/l/03755328699338059956>

The screenshot shows the Google My Business dashboard for "123 Digital Power, by Sofie Andreou & Associates". The sidebar on the left lists various sections: Home, Posts, Info, Insights, Reviews, Messaging, Photos (which is highlighted with a blue oval), Services, Website, and Users. The main content area is titled "By owner" and displays several video posts. The first post is a "Cover" video from 2015 showing a woman at a podium with an Esso logo, viewed 1.27K times. The second post is a "Logo" video from 2014 featuring a close-up of Sofie Andreou, viewed 186 times. The third post shows a group of people holding certificates, viewed 35w times. The fourth post shows a group of people posing together, viewed 55 times. The fifth post shows a group of people at a podium, viewed 35w times. The sixth post is a video thumbnail for Sofie Andreou & Associates, viewed 48w times. The seventh post shows two people in a boat, viewed 178 times.



@123DigitalPower

# ANIMOTO (CLOUD PROGRAM)



@123DigitalPower

# ANIMOTO

Rotor - Paint

File Home View

KOW Anniv Design Music Ratio Export ?

Media Library

PROJECT STOCK FAVORITES

Click or drag & drop to upload more

Anniversary Sale  
25% to 60% off

0:48 0:04 +

0:48 0:03 0:04 0:04 0:03 0:05 0:03 0:03 >

1920 x 1080px Size: 647.6KB 100% 7:52 PM 5/25/2020

The screenshot shows the Animoto software interface. At the top, there's a toolbar with various icons and a file menu. Below the toolbar, the main workspace displays two frames of a video. The left frame shows a dining room interior with wooden furniture. The right frame shows a similar setting with a large sign overlay that reads "Anniversary Sale" and "25% to 60% off". The timeline at the bottom shows several other video clips and images, each with a duration label like "0:03", "0:04", etc. To the right of the timeline is a media library containing a grid of preview images for other video projects. The bottom of the screen shows the Windows taskbar with various pinned apps and the system tray.

Digital Power

@123DigitalPower

<https://business.facebook.com/watch/?v=559538234756222>

# ANIMOTO

Design | Music | Ratio | ⌛ | ⌚ | Export | Search | Media Library

Add a Block

LAYOUTS

- Media only
- Text only
- Media + Text

SPECIAL

- Burst
- Logo

## Media Layouts

Showcase your photos and video clips in a dynamic layout.



@123DigitalPower

 Knock on Wood

Our 31st Anniversary Sale ENDS on Monday at 6pm!

Our 31st Anniversary Sale ENDS on Monday at 6pm! ... See More

...



Anniversary Sale

Ends Monday at 6pm

Like Comment Share

Jayne Mandic and 94 others - 21 Comments



@123DigitalPower

Instagram

Search

knockonwoodptbo

Edit Profile

689 posts 1,475 followers 572 following

Knock On Wood

knockonwoodptbo Knock on Wood

Sofa & Upholstery Chair Sale

Floor Startin

All Sofas and Upholstered Chairs in the store are marked down starting at 20% or more, and custom orders of any of our Sofas and Upholstered Chairs are discounted 15%.

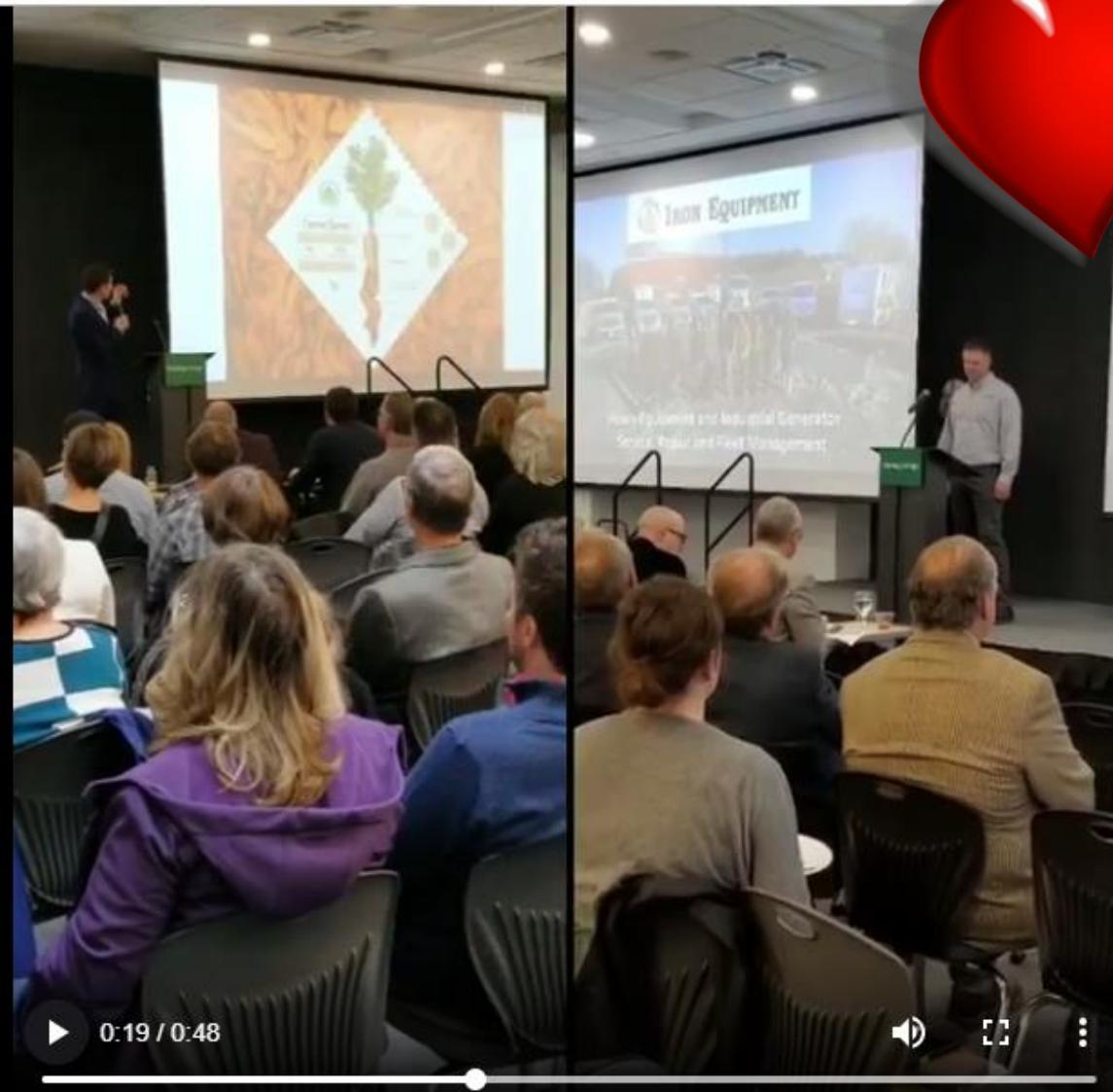
#sofasale  
#ptbo  
#ptbofurniture  
#bestfurniture

133 views  
3 DAYS AGO

Add a comment... Post

<https://www.instagram.com/p/CFzXpqkHLB6/>

# QUIK (APP)

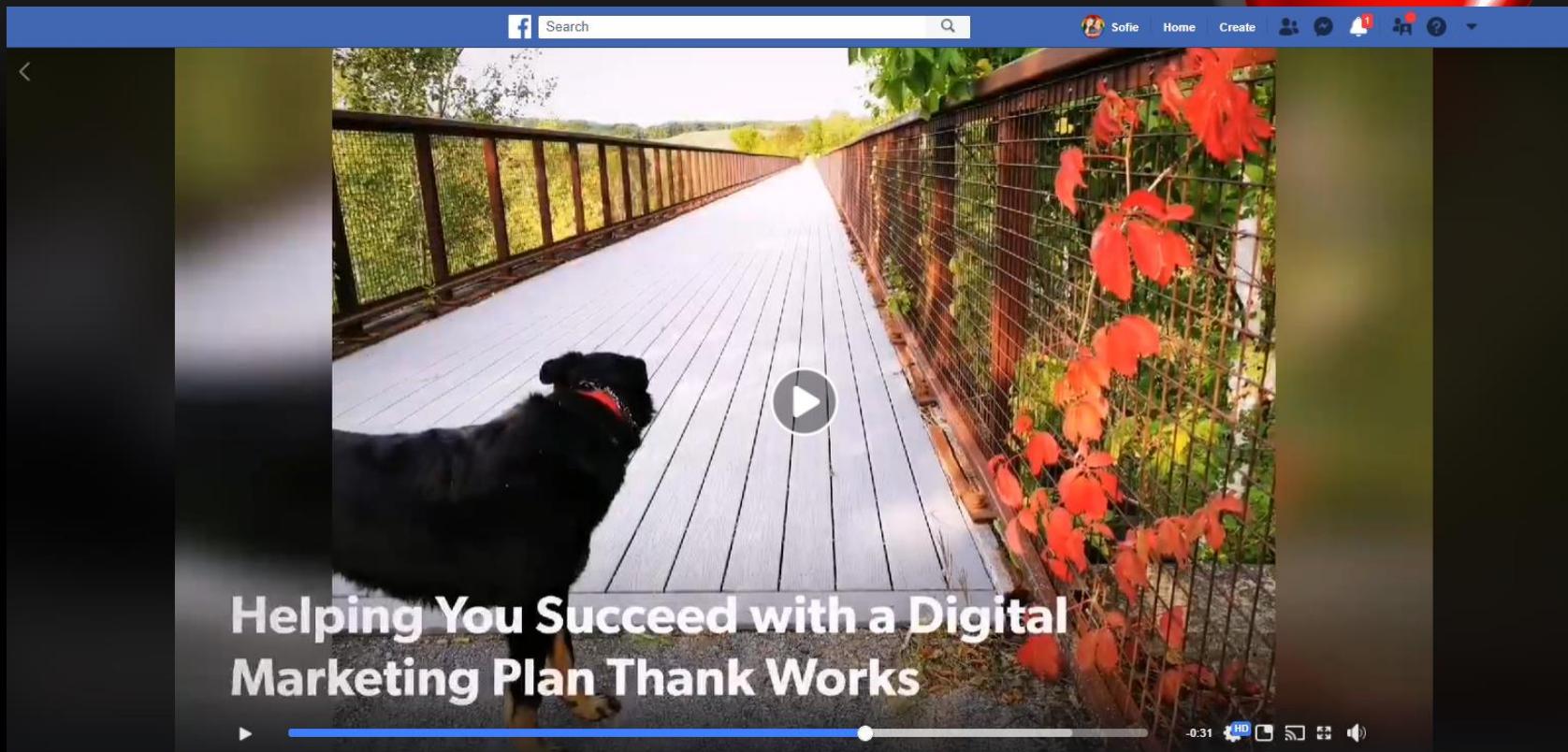


@123  
Digital  
Power

@123DigitalPower

<https://youtu.be/2lt3WiUp4uY>

# QUIK (APP)



@123DigitalPower

<https://www.facebook.com/123DigitalPower/videos/647943399192804/>

<https://youtu.be/2lt3WiUp4uY>



# UNFOLD

Sofas 37w



@12  
Digi  
Power  
  
Award Winning  
Canadian Made  
BEST Quality & Prices  
LeatherCraft

Seen by 170

KNOCHI  
the experts

Sofas 2d

...

YOUR TOP 3 SOFA CHOICES  
FABULOUS!

Seen by 119



@123DigitalPower

<https://www.instagram.com/stories/highlights/17958827416157130/>



The image displays a 3x3 grid of mobile screen prototypes. Each screen is labeled "A SHORT TITLE" at the top. Below the title, there is descriptive text and a large gray rectangular placeholder. The screens are arranged in three rows:

- Row 1:** Three screens. The first screen has a red border around its placeholder area. The second screen has a small "CS1" label at the bottom. The third screen has a small "FF2" label at the bottom.
- Row 2:** Three screens. The first screen has a small "RP2" label at the bottom.
- Row 3:** Three screens. The first screen has a small "CS1" label at the bottom. The second screen has a small "RP2" label at the bottom. The third screen has a small "FF2" label at the bottom.



# Website – Video Galleries

Home Jerry Baldwin Clients Digital Marketing Courses Services

Welcome to 123 Digital Power by Sofie An...

**12 Digital Marketing Courses**  
Optional Topic Specific Certification or  
Full Digital Marketing Certification

Each Course Includes Play Video  
1 Hour Live Virtual Class  
1 Hour Optional Live Q&A and Support.  
Access Self-Guided Optional On-Demand Videos  
Recording of your Course, Optional Certification Quiz &  
Additional Video Resources emailed to you within 24 hours.  
Invitation to Certification Quiz

09:17

**3) THE 3-STEP ONLINE REPUTATION INFLUENCE PLAN**

I. Know What You're Monitoring & Why Play Video  
II. Listen & Act  
III. Encourage More Reviews

13:56

Fall 2020 Courses

New 12 Digital Marketing Courses Plus Topic Specific Certification or Full Digital Marketing Certification Each Course Includes: 1 Hour Live Virtual Class 1 Hou...

Reputation Influence

As a Marketing Agency, we have become Reputation Influencer Experts! It's something we don't often speak about, but, it's the WHY we help you engage...

2020 Market...

Let me share with yo most effective Market



@123DigitalPower <https://www.youtube.com/watch?v=mrSaD2laS4s>

# Website – Walkthroughs



Proud to be offering you the best selection of high-quality furniture brands.  
Enjoy our current floor model sales and weekly arrivals of a range of new styles to suit your home.  
We are a friendly, no-pressure non-commissioned team.



@123DigitalPower <https://www.youtube.com/watch?v=mrSaD2laS4s>

# Website – Walkthroughs



Proud to be offering you the best selection of high-quality furniture brands.  
Enjoy our current floor model sales and weekly arrivals of a range of new styles to suit your home.  
We are a friendly, no-pressure non-commissioned team.



@123DigitalPower <https://www.youtube.com/watch?v=mrSaD2laS4s>

# Facebook Covers

KAWARTHA TV & STEREO  
KAWARTHA TV & STEREO  
KAWARTHA TV & STEREO  
KAWARTHA TV & STEREO  
KAWARTHA TV & STEREO

**Kawartha TV & Stereo**  
@KawarthaTv · Electronics

Home About Shop Twitter More Promote Edit Follow

Coronavirus (COVID-19) Update From Kawartha TV & Stereo  
Due to coronavirus (COVID-19), we've made changes to some of our policies, which may affect the services we provide.

Browse Groups to Join  
Find new customers and build community with businesses like yours. Pages that join groups get an average of 130% more visits a month.



@123DigitalPower

<https://www.facebook.com/KawarthaTv>

# Facebook Livestreams!??



Get MORE Reach than a Post

Planning..

1. **Let people know when it's happening**
2. **Test your audio, Wi-Fi and sound**
3. **By cell? Make sure your battery is full & Wi-Fi is strong!**
4. **A good livestream goes for longer than 10mins!**
5. **Test out live video using the "Only me" privacy setting.**
6. **Space out live videos with other Facebook posts.**
7. **Keep reintroducing yourself.**
8. **Make the video visually engaging.**
9. **Make it spontaneous.**
10. **Don't worry about mistakes or stutters.**
11. **Encourage viewers to Like and share the video.**
12. **Type in the description of the Livestream the Call to Action LINK**



@123DigitalPower

<https://www.facebook.com/KawarthaTv>

# Videos On Google Listing

- Posts
- Products
- 360 Photos!

[https://business.google.com/photos/l/145533172217  
55333032](https://business.google.com/photos/l/14553317221755333032)



www.SofieAndreou.com  
@123DigitalPower