

VIDEO ADS 101

How to edit High
Converting video ads



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WHAT SOFTWARE?

I recommend Camtasia Studio or ScreenFlow on Mac because they're beginner friendly!



LENGHT?

Between 30 and 60 seconds
including 5 sec of CTA at the
end!



STRUCTURE?

4-6 Seconds clips from different YouTube videos about the product (cut to the good parts) and add text to explain the product usability and why they need to buy it !



SPLIT TESTING

The first 5 seconds of a video advert is often referred to as a "scroll stopper" and it's important to test different clips and texts to see which one has a better CTR!



LAST WORDS

Thanks for buying my eBook and if you want to get better at video ads you should watch video editing tutos on YT related to the software you're using and just practice!

