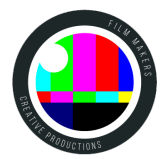




THE FILM YARD

YOUR GUIDE TO 'VIDEO MARKETING FOR ART GALLERIES'



THE FILM YARD

Increase Your Reach On Social Media

And Get More Visitors In Your Art Gallery

HOW DOES FACEBOOK ADVERTISING WORK?

With FB acquisition of Instagram, advertising on these platforms has become much easier and more affordable than conventional digital advertising. However, the biggest advantage is the precisely targeted advertising that FB offers on its platforms, enabling you to get your content in front of just the audience you want to engage with.

WHY USE VIDEO ON FB?

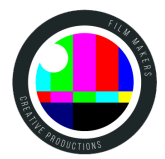
Not only is video the medium that conveys the most information at once, it can also help bring art to life. Video is also the NR.1 medium to engage audiences with on social media and it now comes with a FREE BONUS! Facebook is battling with YouTube to become the NR.1 video platform, so it is pushing FB video content to the front, giving you a free boost.

WHAT OTHER BENEFITS DOES FB ADVERTISING OFFER?

In addition to letting you target specific audiences by; interests, job, income or location, in any combination that suits you, FB gathers detailed information about your audience that you again can use to re-target to increase your ROI on future campaigns.

WHEN SHOULD I START FB ADVERTISING?

Just as with Google ad-words and pay-per-click, this won't stay cheap forever in 2017 the CPC increased by 136%, so the time to take advantage is NOW.



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HOW DOES TWITTER ADVERTISING WORK?

If you know that your target audience uses Twitter then Twitter is a great marketing channel for driving traffic and generating leads. In fact, 42% of Twitter users follow brands or companies, which means they expect companies to share information with them. Just like on FB it's important to customise your audience to be a good fit for your company and your message, and that way you're only paying for clicks from folks who might have some interest in learning more about your exhibition, art and artist.

WHY USE VIDEO ON TWITTER?

Videos spread like no other content type out there because its content that people like to engage with. On Twitter, video is the most shared media type. In fact, Tweets with videos are 6x more likely to be Retweeted than Tweets with photos and 3x more than Tweets with GIFs. But make sure the video is optimised for Twitter because as many as 93% of video views that happen on Twitter happen on a mobile device.

HOW DO I KNOW MY VIDEO TWEET IS WORKING?

Twitter offers a detailed analytics board which you can simply activate by going to <https://analytics.twitter.com/user/xxxxx>. This will give you all the insight you need to ensure that your video and tweets are performing optimally when utilising Twitter's advertising tool.

WHEN SHOULD I START TWITTER ADVERTISING?

Don't be surprised when I say the time to take advantage is NOW. Twitter CPC increased 27% in 2017 and just as FB is expected to catch up with Google ad words and Google's Cost-per-click.



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EXTRA BENEFITS

View Count

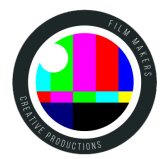
Compared to traditional internet advertising like banner and sidebar ads where views are measured by page visits, Facebook, Instagram and Twitter measure actual real views of your post. It will also differentiate between organic and paid views, so that you can see how your paid audience interaction results in 'free advertising'.

Personal Customer Data

One of the big benefits of FB and Twitter is that you own the customer data collected from your post and can use that for further targeted advertising.

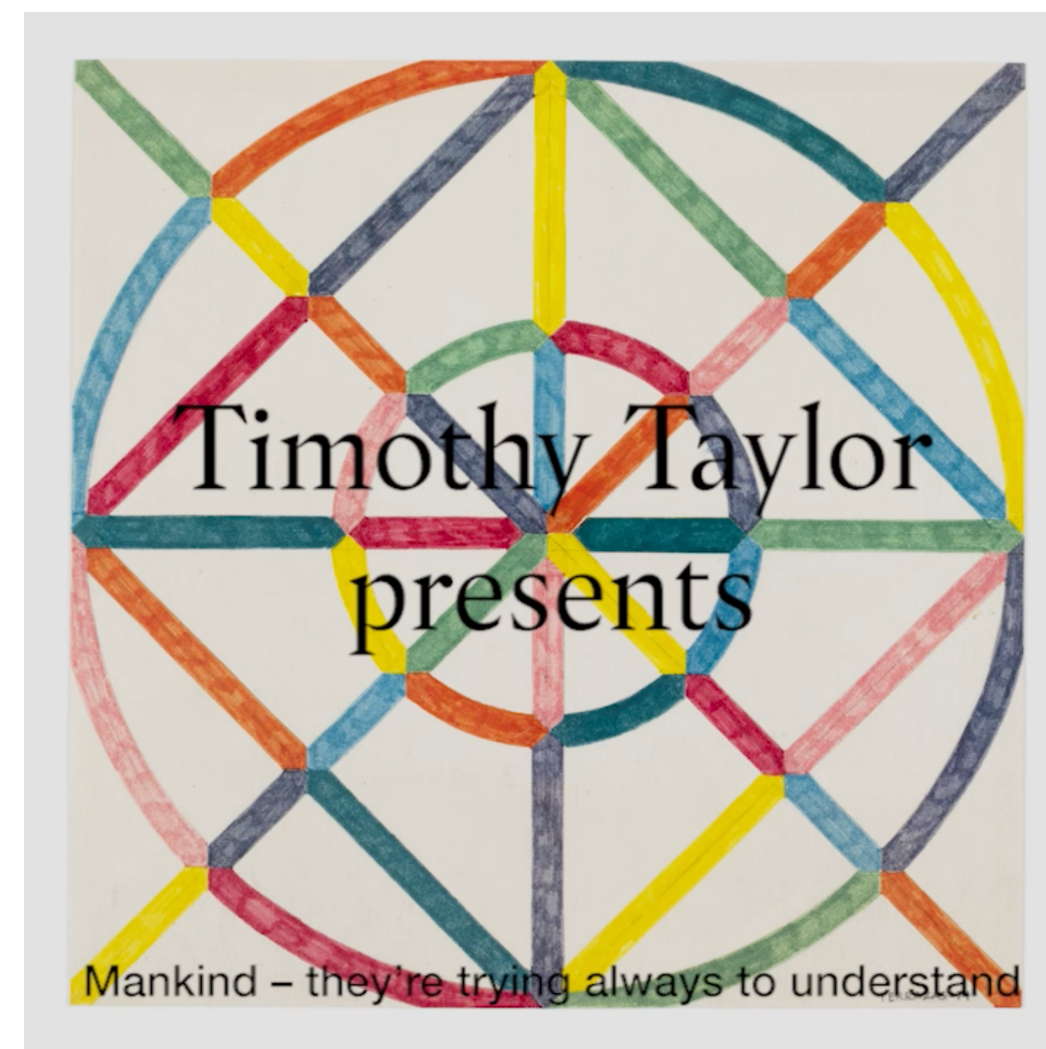
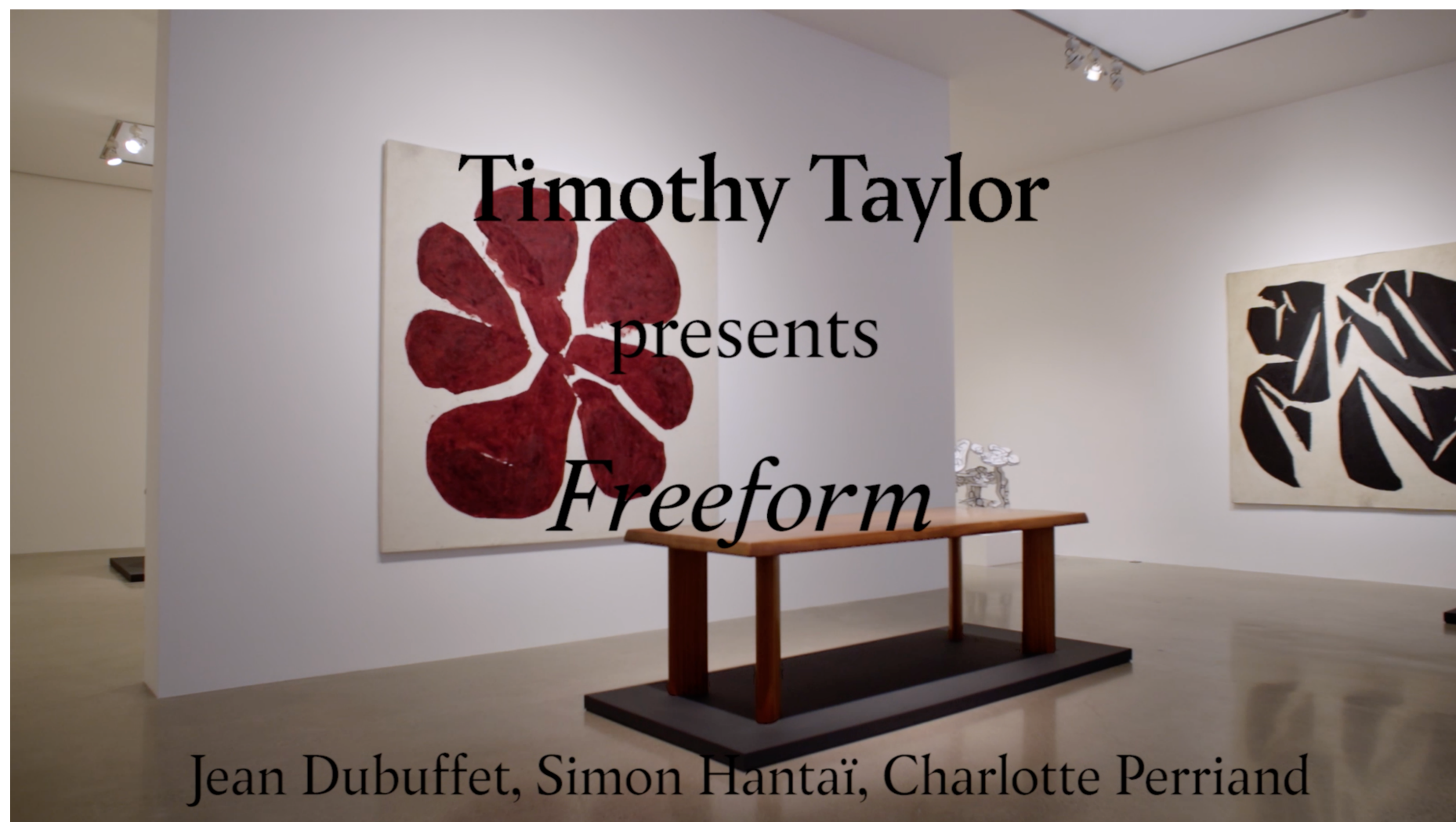
Statistics

FB video offers detailed insight into your customers' interaction with your content and how well your video is received.



VIDEO LENGTH AND ASPECT RATIO

It is important that you know the limitations and optimal video settings for the platforms you choose to advertise on. Facebook, Instagram and Twitter have all different preferred length and aspect ratio for video. You also need to consider where the audience will be viewing your content, for example, 49% of FB traffic is still being viewed on desktop, whilst Instagram and Twitter very much are mobile phone based platforms. So if post a video make sure you know if it should be 16:1 or 1:1 or 5:4 and if it can be longer than 1 minute. Also is your audience going to watch it with or without sound, as you might want to add subtitles to your video. Captions (opening titles) are also important to consider, FB does not like them, but it engages viewers. Should you also post to youtube remember that they want you to use their subtitling tool, so make sure you have exported a .srt file for youtube.





OTHER PLATFORMS

We just mentioned Twitter and Facebook (Instagram) on the previous pages, but there are more platforms that you might want to consider; Snapchat, LinkedIn, Youtube, Pinterest and tumblr is just some of them. Many brands now also uses podcasts to engage with their audience and give them additional information and insight into for example an artist life or a special art piece history.



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**“...producing content is now the baseline for all brands and companies.
It does not matter what business you’re in,
what industry you operate in, if you are not producing content,
you basically don’t exist”**

Gary Vaynerchuck - CEO of VaynerMedia, 4-Time NYT Bestselling Author



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NOW IT'S YOUR TURN

Connect what matters to them to what matters to you.



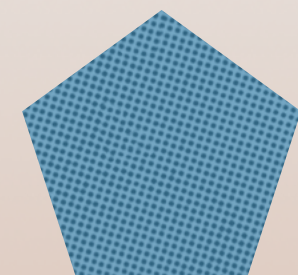


HOW DO YOU START



1. Define your audience and what matters to them

- Determine your business's purpose or appeal to your customer.
- Decide how your audience can benefit from your business.



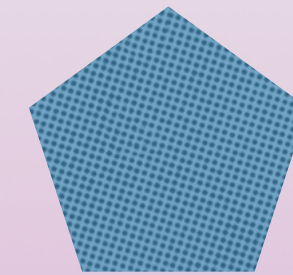
2. Design with the customer in mind.

- Show or talk about what your audience cares about.
- Consider what might appeal to them emotionally.



3. Share benefits, not just features

- Show images of people benefiting from or using your product, instead of just the product itself.
- Connect your benefits to your audience's needs and challenges.



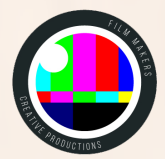
4. Be clear and concise

- Make it easy for people to understand exactly what you do and offer.
- Write your copy especially for your audience or customer - personalise it!



5. Inspire them to act

- Drive urgency with words such as 'today' and 'now'.
- Use your copy or a call-to-action button to motivate them to act.



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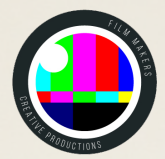
A BIT ABOUT US

The Film Yard is a video production agency based in London. We specialise in creating beautiful and compelling videos for wide range of clients for their internal and external communication.

The Film Yard covers all aspects of production from concept to delivery and we are experts at visual storytelling, creating engaging videos for social marketing campaigns.

We help brands use videos to retain attention and engage with their audience to create lasting customer relationships.

Our background from film making and years of experience producing high end corporate videos, has given us the experience and insight to produce videos that will engage with your target audience.



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WHAT THEY SAY

‘Jonas was recommended to us and we haven’t been disappointed. He helped a relatively inexperienced team develop the concept and delivered an excellent result; he was flexible and appreciated the tight deadlines that we were working to. Always professional, with a positive approach he was a pleasure to work with and I would not hesitate in recommending The Film Yard.’

Philip Ling, Commercial Director Timothy Taylor



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OUR SHOWREEL

**WE HOPE YOU ENJOYED THIS FREE GUIDE TO USING VIDEO
ON SOCIAL MEDIA PLATFORMS.**

**IF YOU HAVE ANY QUESTIONS OR NEED ANY MORE
INFORMATION WE ARE HERE TO HELP YOU.**

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