



## VERTICAL VIDEO GUIDE



**Creating compelling vertical videos is a powerful strategy for reaching and engaging with potential backers through Meta's rapidly growing Reels placement (on Instagram and Facebook).**

Don't stress; you don't need to be an expert content creator to produce high-performing Reels. Interestingly, more amateur-looking Reels have been shown to generate higher ad recall than those with a professional touch.

### **TO MAKE SURE YOUR REEL STANDS OUT, FOLLOW THESE STEP-BY-STEP GUIDELINES:**

#### **1. Gather Equipment:**

A smartphone with a high-resolution camera is sufficient.

#### **2. Plan Your Reels:**

Create a variety of videos that will resonate with a large audience, such as informative videos, videos that showcase your product being used and videos addressing common problems resolved by your project.

#### **3. Create Engaging Content:**

Keep it simple and highlight your message in the first 3 seconds to hook your audience. Hooking your audience soon enough is crucial for your video's success; consumer attention spans are very short. A compelling hook, achieved through exaggeration, questions, myth-busting, or attention-grabbing phrases, ensures immediate engagement.

### **Make your videos entertaining:**

Keep your videos fun and interesting by adding questions, cool visuals, or humor. This will keep viewers sticking around until the end.

### **Make your videos relatable:**

Show the day-to-day use of your project by various people. Including people in your videos helps potential backers to relate to your project. Reel ads with a human presence had a **25%** higher CTR than those that did not.

### **Make your videos digestible:**

Use text and audio to clarify what you're promoting and what you want your audience to do next. Use compelling voice-overs or captions to reinforce your message.

## **4. Edit Your Video:**

- Use video editing software or mobile apps, such as the Reel creator on Instagram, Invideo, Capcut, Videoleap, and more, to edit your footage.
- Use quick transitions to maintain viewer attention.
- Ensure a clear and compelling call-to-action (CTA) at the end.

## **5. Choose the Right Audio:**

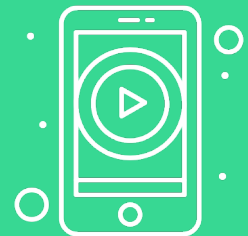
Incorporate hook audio and background music that complements the mood of your video, or use trending audio. Trending audio can lead to people watching your videos for longer and social media platforms showing your video to people who have interacted with that audio on other videos.

## **FORMATTING**

**Video ratio:**  
9:16 (vertical)

**Video resolution:**  
1080x1920p

**Video duration:**  
Up to 90 seconds



## **DON'TS**

### **✘ Don't make your viewer work hard:**

Be clear about what the product is from the beginning.

Don't use long texts without a narrator. Most viewers won't read it.

Don't use a narrator that is difficult to understand.

### **✘ Don't create reels with photos and videos in landscape mode:**

Visuals shot in landscape mode leave borders and a video/picture that is far away and hard to fully view in Reels format.

Don't overcomplicate it - Keep it fun and simple.

## EXAMPLES

### Videos For Beginners

<https://www.instagram.com/p/Cnww3bmNhCO/>

<https://www.instagram.com/p/Cx5bN5GPbCR/>

### Informative Videos

[https://www.instagram.com/p/CpVTu8\\_uDIh/](https://www.instagram.com/p/CpVTu8_uDIh/)

<https://www.instagram.com/p/Cv-NANcsXOq/>

### Videos Demonstrating the Product Being Used

<https://www.instagram.com/p/CnhuGVZtl-R/>

<https://www.instagram.com/p/Cy03kcIp5tK/>

### Videos Demonstrating A Common Problem And How Your Project Solves It

[https://www.instagram.com/p/CpVTu8\\_uDIh/](https://www.instagram.com/p/CpVTu8_uDIh/)

<https://www.instagram.com/p/CtOngg1LspD/>

### Videos With A Hook Audio

Use a scroll-stopping phrase to hook your audience in the first 3 seconds of the video. Hook examples:

#### Contrast Hook:

*"Ever wondered how to turn 'ordinary' into extraordinary in just 10 seconds?"*

#### Question Hook:

*"What if I told you there's a better way to solve that daily struggle you've been dealing with?"*

#### Curiosity Hook:

*"Stop scrolling! Discover the one thing you've been missing for a smoother, stress-free day"*

#### Bold Statement Hook:

*"Hold on tight! We're about to revolutionize the way you [solve a common problem]"*

<https://www.instagram.com/p/CwkqbSdula3/>

<https://www.instagram.com/reel/COZwgcuJYmX/>