

HOW TO MAKE MY DIGITAL VIDEO CONTENT MORE EFFECTIVE

oohla hoop
DIGITAL | CREATIVES

VIDEO FOR DIGITAL MARKETING
NEOTRADE WEBINAR SERIES
NOV 24, 2021



WHY

oohla hoop

DIGITAL | CREATIVES



A **play** on words—creative use of traditional tools



Toy but also to get in shape—**fun** while working



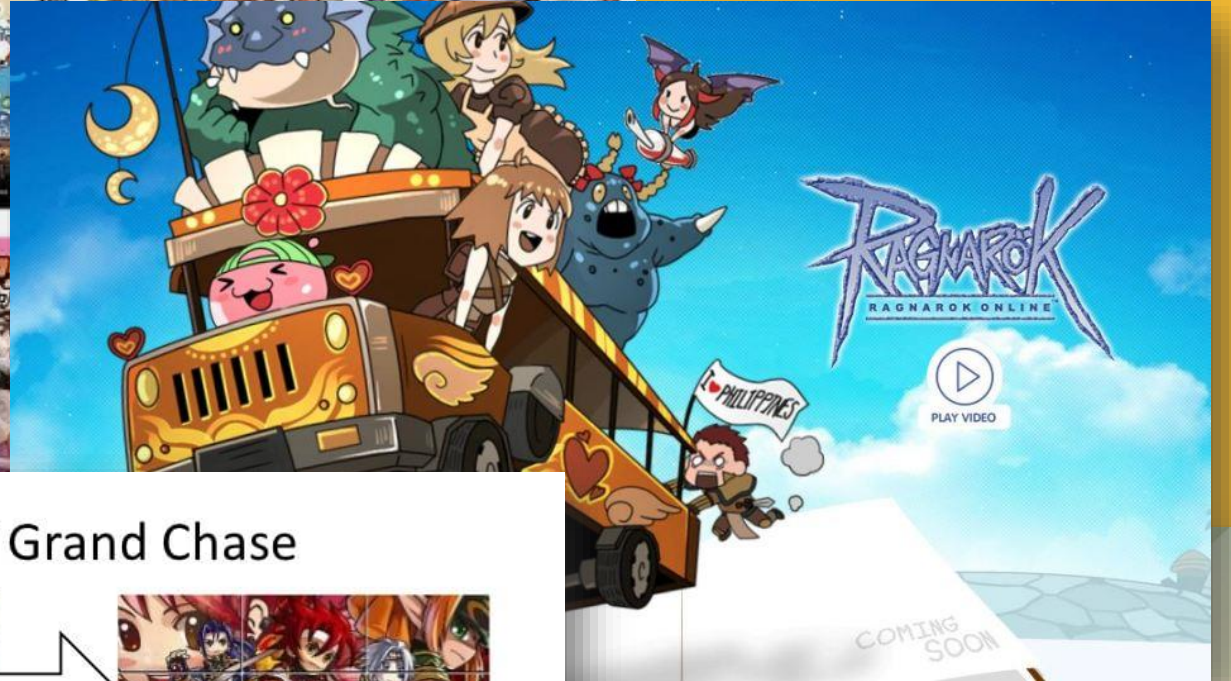
“**Ooh**” from OOH (Out of Home Advertising)



FROM DOTCOM TO DIGITAL TO CONTENT MANAGEMENT



ADVERGAMING AND BUSINESS DEVELOPMENT



Slurpee / Grand Chase



Purchase a 22oz. Slurpee
Grand Chase-themed Flavor



Add P2.00 and get 1 of 9
Collectible Item
Redemption Cards



Get these awesome In-Game items!

Find the Slurpee /
7-Eleven NPC
within Grand
Chase and enter
your code



Winner of DigitalFilipino Social Networking Awards 2010 (Virtual Worlds / Gaming category)





MINECRAFT



TOM CLANCY'S
RAINBOW SIX SIEGE

THE LEGEND OF
ZELDA





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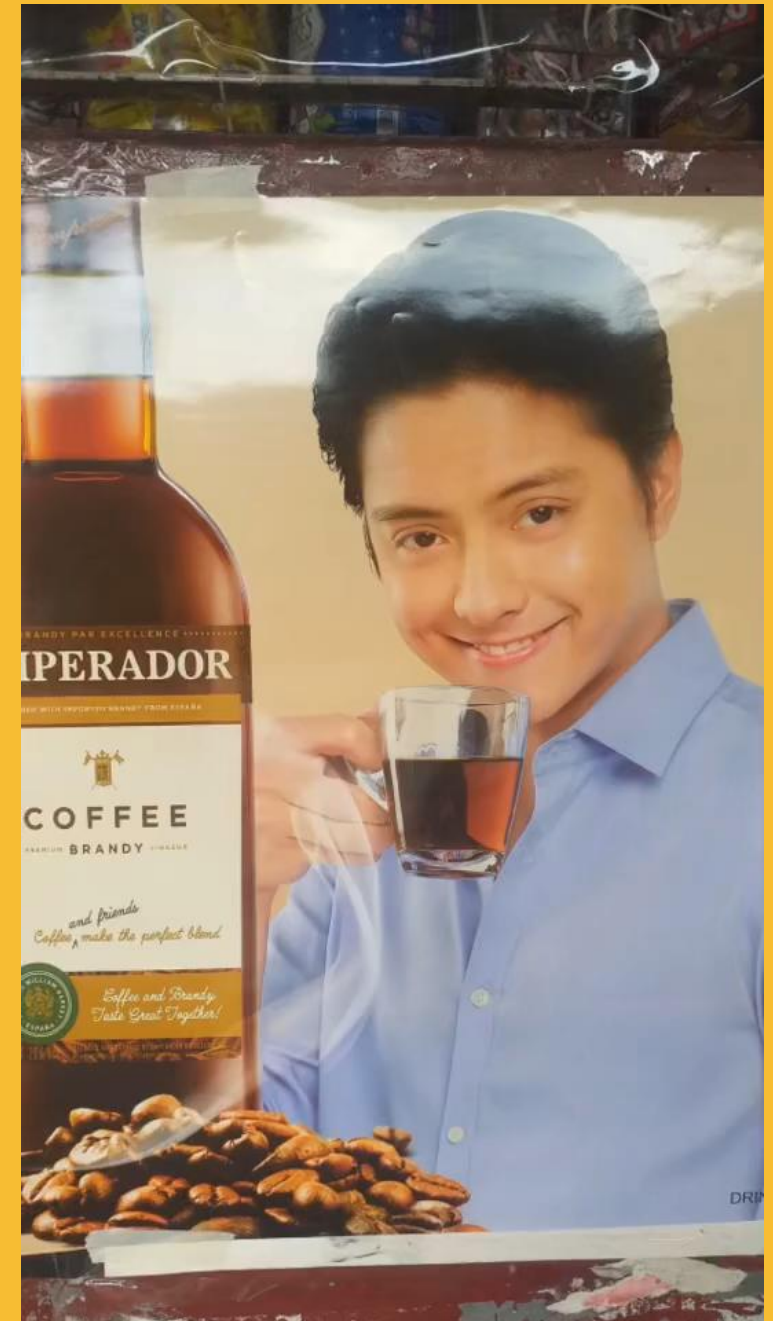
DIGITAL TRENDS

What else has changed over the course of the pandemic? What should we be looking out for?



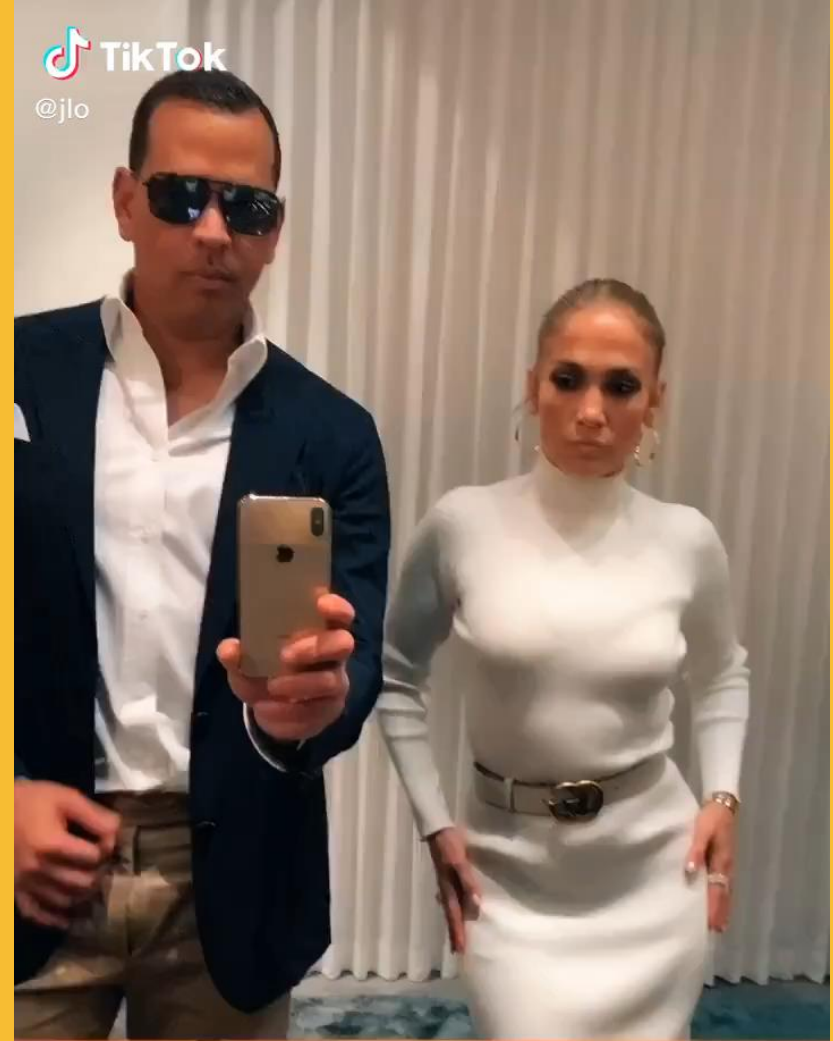
TikTok DATA

- 1B Active Users as of Sept 2021
- 78% of TikTok users are aged 16 to 34
- 35+ Year Old Bracket = fastest growing Creator Category
- TikTok users spend an average of 58 minutes per day
- TikTok users open the app 8 TIMES daily



ENGAGEMENT IS THROUGH THE ROOF

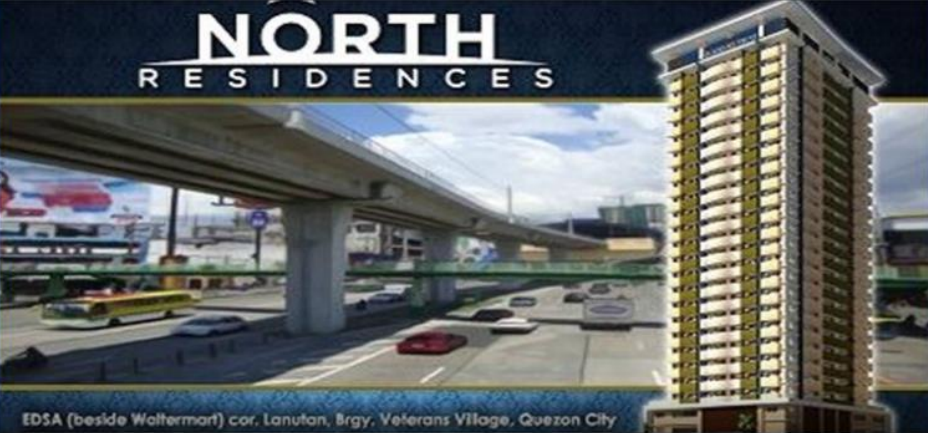
- Video was released on TikTok (8M followers) and Twitter (45M followers)
- Uploaded back in March
- Twitter – 1.8M views, 87K likes
- TikTok – 134M views, 10.8M likes



PEOPLE ARE ENGAGING MORE WITH THEIR LOCAL COMMUNITIES VIA DIGITAL CHANNELS

- Local communities on digital platforms
- Facebook groups, Viber
- 'go-to' hub for reliable content and commerce






NORTH RESIDENCES

EDSA (beside Waltermart) cor. Lanutan, Brgy. Veterans Village, Quezon City

Cityland North Residences Community

Private group · 385 members



SM Jazz Residents

Private group · 2.0K members

Bright Place Group
103 members

1/3/21



Hello. Baka po may gusto merienda.. Available po tomorrow 3pm.
Message lang po sa mga oorder ❤️

Milky Cheese Donut 12pcs 200
Milky Ube Cheese Donut 12 pcs 230
Mix (half cheese/half ube cheese) 12pcs 240

Message lang po ❤️
Happy New Year!

Converge ICT Community
38,304 members

Yesterday

We apologize for a...
Thank you...
For more informational videos, please subscribe and watch on our Youtube channel <https://bit.ly/ConvergeOnYT>

7:50 PM

We detected connectivity issues affecting our subscribers in Candelaria, Quezon at 10:40 PM of January 13, 2021.

For more informational videos, please subscribe and watch on our Youtube channel <https://bit.ly/ConvergeOnYT>

11:45 PM

CONVERGE SERVICE ADVISORY

We detected connectivity issues affecting our subscribers in Candelaria, Quezon at 10:40 PM of January 13, 2021. If you belong to the affected area, a service ticket is not required. Our technical team is already working to resolve the issue in the soonest possible time and have your connection restored.

We apologize for any inconvenience this may have caused. Please visit this Viber community for updates.

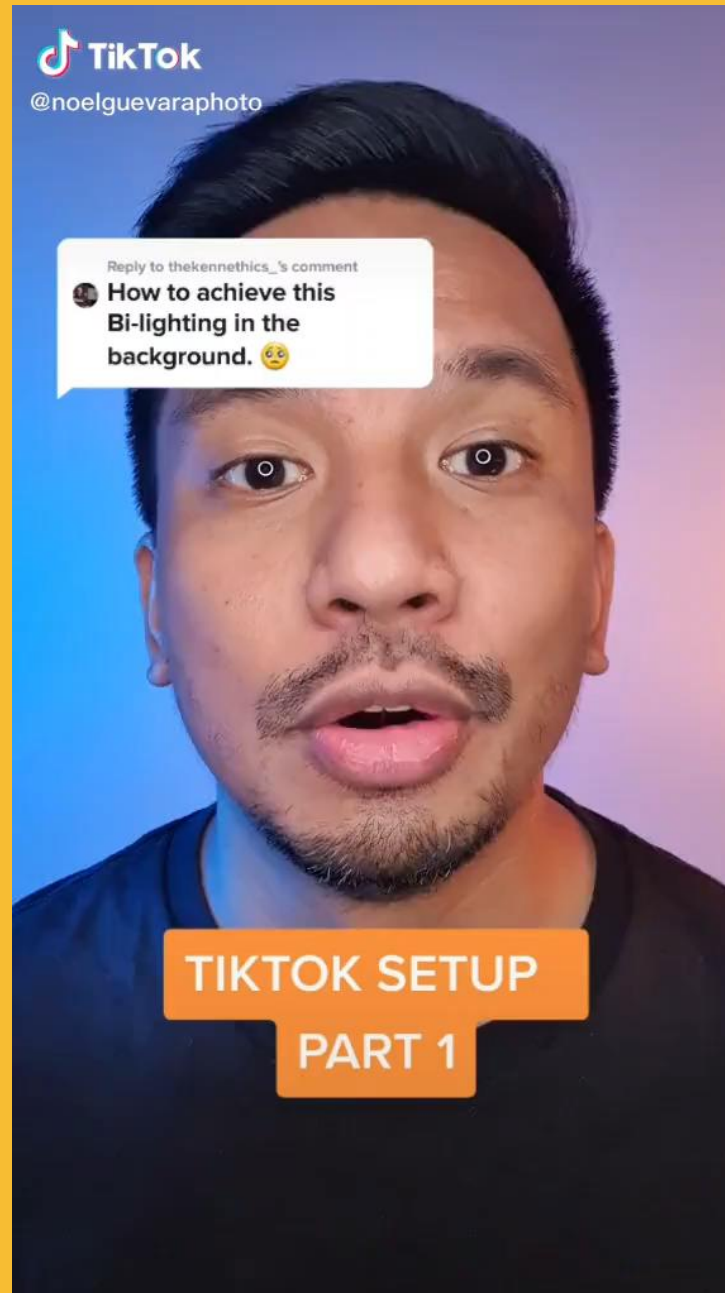
Thank you for your patience and cooperation.

For more informational videos, please subscribe and watch on our Youtube channel <https://bit.ly/ConvergeOnYT>

11:45 PM

PEOPLE ARE FOLLOWING RESPECTED EXPERTS FOR FREE ACCESS TO KNOWLEDGE

- Noel Guevara @noelguevaraphoto
- Krizzle Luna @lunakrizzle



PEOPLE ARE ATTENDING SCHEDULED DIGITAL EVENTS

- Live content = new stage for creators
- New role of social media = a place for gathering








What You Need to Know About Telemedicine

Oct. 26, Mon. • 7-8PM  LIVE @ Johnson's Baby PH





Bianca Gonzalez
Host



Dr. Marthony Basco
Pediatrician







JOHNSON'S baby was live.


October 26, 2020 · 🌐

What You Need to Know About Telemedicine

What You Need to Know About Telemedicine in the time of pandemic. Join Mommy Bianca as she learns ev...

[See More](#)

 2.9K 703 Comments 302K Views



Comments Hide



Bianca Gonzalez
Host



Dr. Marthony Basco
Pediatrician





PPD
For Patients

Connecting Healthcare to Everyone

PEOPLE ARE SOCIALIZING AND HANGING OUT IN GAMES AND VIRTUAL WORLDS, NOT JUST PLAYING THEM

- Animal Crossing Blew Up
- 1M+ Members in Facebook Group Where We Pretend to be Ants
- New Twitch Category: "Just chatting"



A million people are pretending to be ants on Facebook – and it could be therapeutic

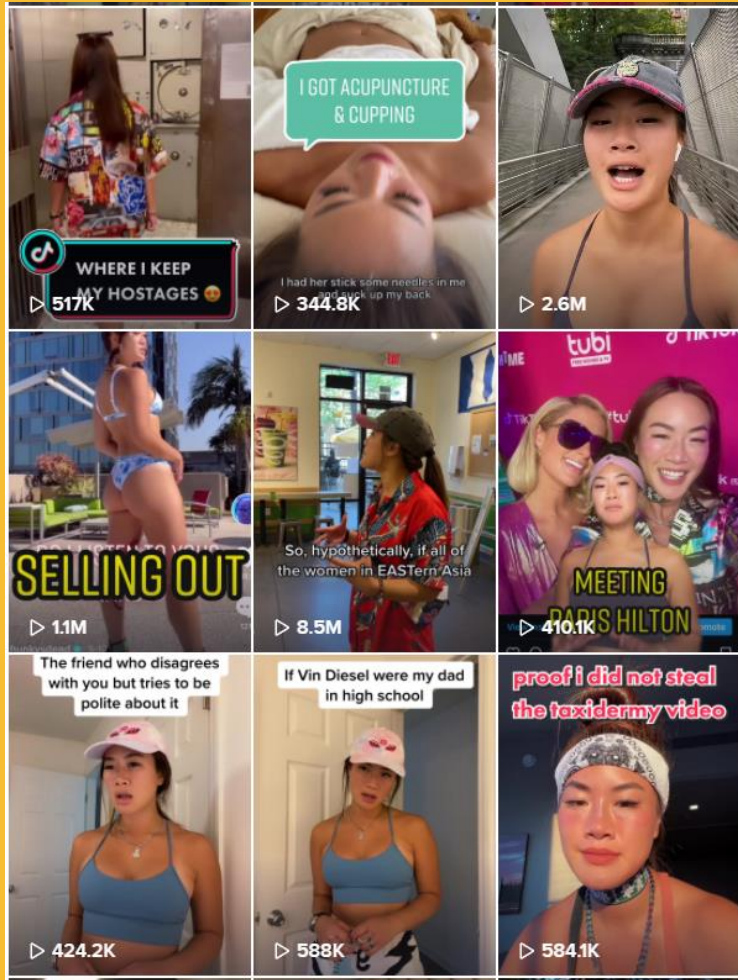
More than 18,000 Facebook users responded to a post of ants on ice cream, writing comments like, "NOM," "SLURP" and "LIFTTO.THE.QUEEN."





@xDogged

PEOPLE ARE PARTICIPATING IN "TIKTOK CULTS"



chunkysdead ✓
Melissa Ong · 1-6

Following

Reply to @ponchoww if you suffer from this condition, seek help
❤️ (but also slide into my DMs if you're my age)

🎵 original sound - Melissa Ong

202.3K 2024 Share to

<https://www.tiktok.com/@chunkysdead/video/6914462...> COPY LINK



ParisHilton ✓

That's hot

9-14 Reply 6294

Melissa Ong ✓ · Creator

i am screaming that you commented

9-14 Reply 3104

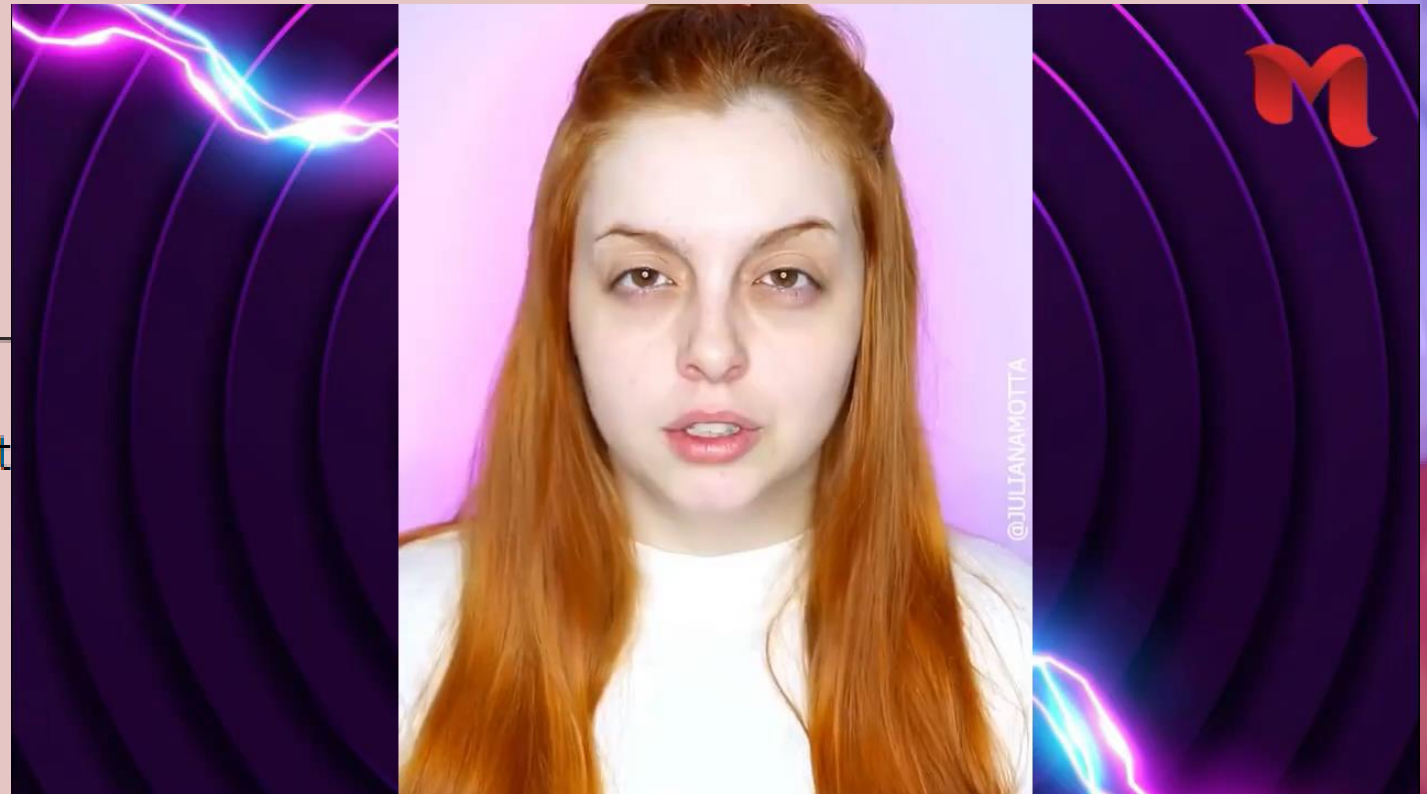
View more replies (25) ▾

**PEOPLE ARE REPURPOSING
#CHALLENGES AS EVERGREEN
CONTENT STREAMS**



THE LATEST “EUPHORIA” MAKEUP CHALLENGE ON TIKTOK IS MESMERIZING

Wat



SO... WHY VIDEO?





TikTok
@brittany445

Video Content is still Best

Videos get 60% more engagement than static posts - and websites are 60% more likely to get pushed up in rankings if there's a video on the home page



**Mobile video consumption
rises by 100% every year.**



By 2022, online videos will make up more than 82% of all consumer internet traffic – 15 times higher than it was in 2017.



6 out of 10 people would rather watch online videos than television

A hand is holding a black smartphone. The screen shows a social media post from a user named Grace Ko. The post features a video thumbnail showing a person in a room. Below the video are icons for 'Like' and 'Comment'. A comment from 'Lonnan Pell and Jeff Mar' is partially visible. The phone's status bar at the top shows 'No SIM' and '3:00 PM'.

78% of people watch online videos every week, and 55% view online videos every day.



81% of businesses use video as a marketing tool – up from 63% over the last year.



72% of customers would rather learn about a product or service by way of video.



75% of all video plays are on mobile devices.



59% of executives say they would rather watch a video than read text.

A woman with dark hair and glasses, wearing a brown trench coat over a white blouse and dark tie, is looking down at a device in her hands. The background is a blurred city street with buildings and cars.

54% of Senior Executives share work-related videos with colleagues *at least weekly*

92% of users watching video on mobile will share it with others.



POP QUIZ TIME!

- *Winners please give chance to others! :D*

1. What popular social media platform has extremely high engagement and influence?

Answer: TIKTOK

POP QUIZ TIME!

- *Winners please give chance to others! :D*

2. What platforms are people using to engage with their local communities?

Answer: FACEBOOK GROUPS AND VIBER

POP QUIZ TIME!

- *Winners please give chance to others! :D*

3. On Twitch, what is the new Category in which streamers don't game but chat with followers instead?

Answer: JUST CHATTING

POP QUIZ TIME!

- *Winners please give chance to others! :D*

BONUS!
**What is the name of
my youngest
daughter?**

**Answer: VICTORIA
EVERDEEN or EVIE**



Check the Classification



—



SQUARE VIDEO FORMAT GUIDELINES

- 1:1 Aspect Ratio
- Always have subtitles on
- Captions Add Flavor
- "Best experienced with sound"
- 3-Second Rule



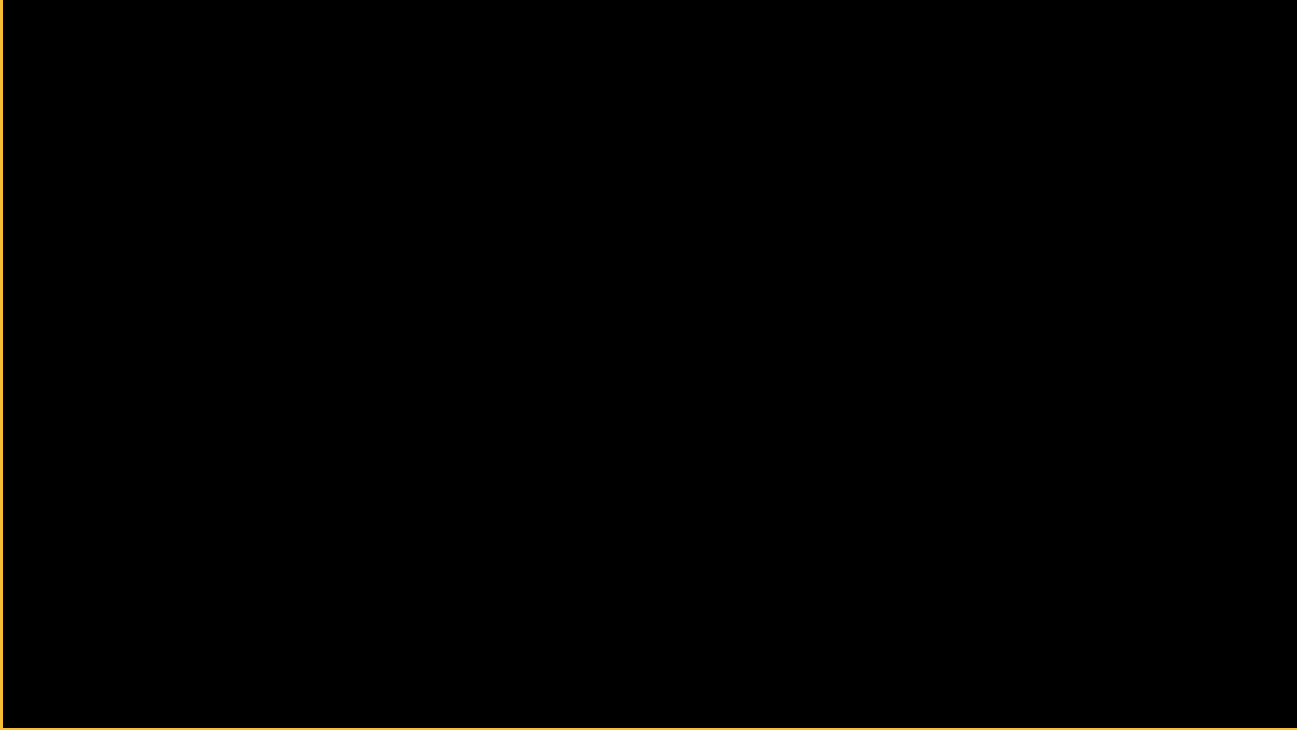
**THEY HATED EACH
OTHER WHEN
THEY FIRST MET**

TRY OTHER VIDEO FORMATS

- Vertical / Stories
- 360 / AR / VR



What's better? Reading a recipe? Or having this guy teach you how to cook?





Have a strategy for your Videos

- Don't just make videos because your competitor is doing it. There has to be a purpose.



**REMEMBER:
POPULAR SOCIAL MEDIA
PLATFORMS ARE PAID
PLATFORMS**

**EVEN FACEBOOK
THEMSELVES HAVE SAID
THAT YOU SHOULD TREAT
THEIR PLATFORM AS A
PAID MEDIUM**

You've got to pay to play



SO TRY TO WORK WITH OR INVEST IN LOCAL COMMUNITIES





GLOBAL EDUCATOR COLLECTIVE

educator to educator support and collaboration during school closure

#SchoolClosure KeepLearning2020

Group by Global Educator Collective and Supportedu

Global Educator Collective

Private group · 127.7K members

About Discussion Units Announcements Members Events Media Files

129,000 educators who are members in it.

ohleap



JOIN US TODAY!
fhmoms.com

Supported by:

parenting Johnson's Baby
invideo Canon SHOPBACK
etoro eon PaVaneer PHILIFE UK
ESKWELABS FIESTA

WHAT'S IN IT FOR YOU?
UNLIMITED LEARNING

Group by Filipina Homebased Moms and 3 other pages

FILIPINA HOMEBASED MOMS (FHMOMS)

Private group · 234.6K members

About Discussion Units Announcements Members Events Media Files

What's on your mind, Dyem?

Anonymous Post Photo/Video Tag People

Unread Announcements · 67 See All

Filipina Homebased Moms
Admin · September 17 at 11:26 PM ·

WE HEARD YOU. 3 MASTERY COURSES WILL HAVE CLASSES FOR THE REST OF THE YEAR!!!

Ang dami naming nare-receive na messages and requests na sana maka-enroll pa for mastery courses...

Para magawa natin ang dalawa nating goal na ma-improve at mas mapaganda pa ang e-learning services natin at mag continue ang learning ng mga mommies; una, tuloy na tuloy pa rin ang major...

Enroll in FHMOMS Courses
HOW TO ENROLL IN THE CLASS?

About
Filipina Homebased Moms (FHMoms) is the first and the biggest parenting, freelancing, entrepreneurship group for Pinay moms in Philippine... See More

has over 200,000 members, used our platform to pro

**OR TRY WORKING OR
COLLABORATING WITH
INFLUENCERS**

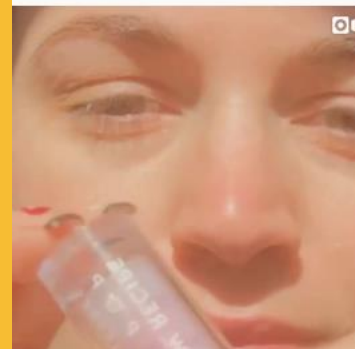


@ZACHKING

TikTok
@zachking



@REALGLOWGANG



A young man with dark hair and a surprised expression is looking at his smartphone. He is wearing a green t-shirt and has his hand on his head. The background is a solid red color.

**OR WORK WITH PLATFORMS
THAT HAVE HIGH ENGAGEMENT**

Like LinkedIn or TikTok

A top-down view of a wooden desk. On the left, a silver laptop is open, showing a keyboard and a trackpad. Next to it is a white mug with a green handle, filled with dark coffee. In the bottom right corner, a person's hands are holding a newspaper. The newspaper has a main headline that reads "FACEBOOK, TWITTER, AND LINKEDIN CONTRIBUTE 90% OF SOCIAL TRAFFIC TO B2B BLOGS AND SITES. LINKEDIN WAS RESPONSIBLE FOR HALF OF THAT." The newspaper also features other headlines like "THE WINNER", "BACKPACKER", "FOLLOW YOUR DREAM AND MAKE IT HAPPEN", "EXPEDITION", and "UNPLUGGED".

**FACEBOOK, TWITTER, AND LINKEDIN CONTRIBUTE
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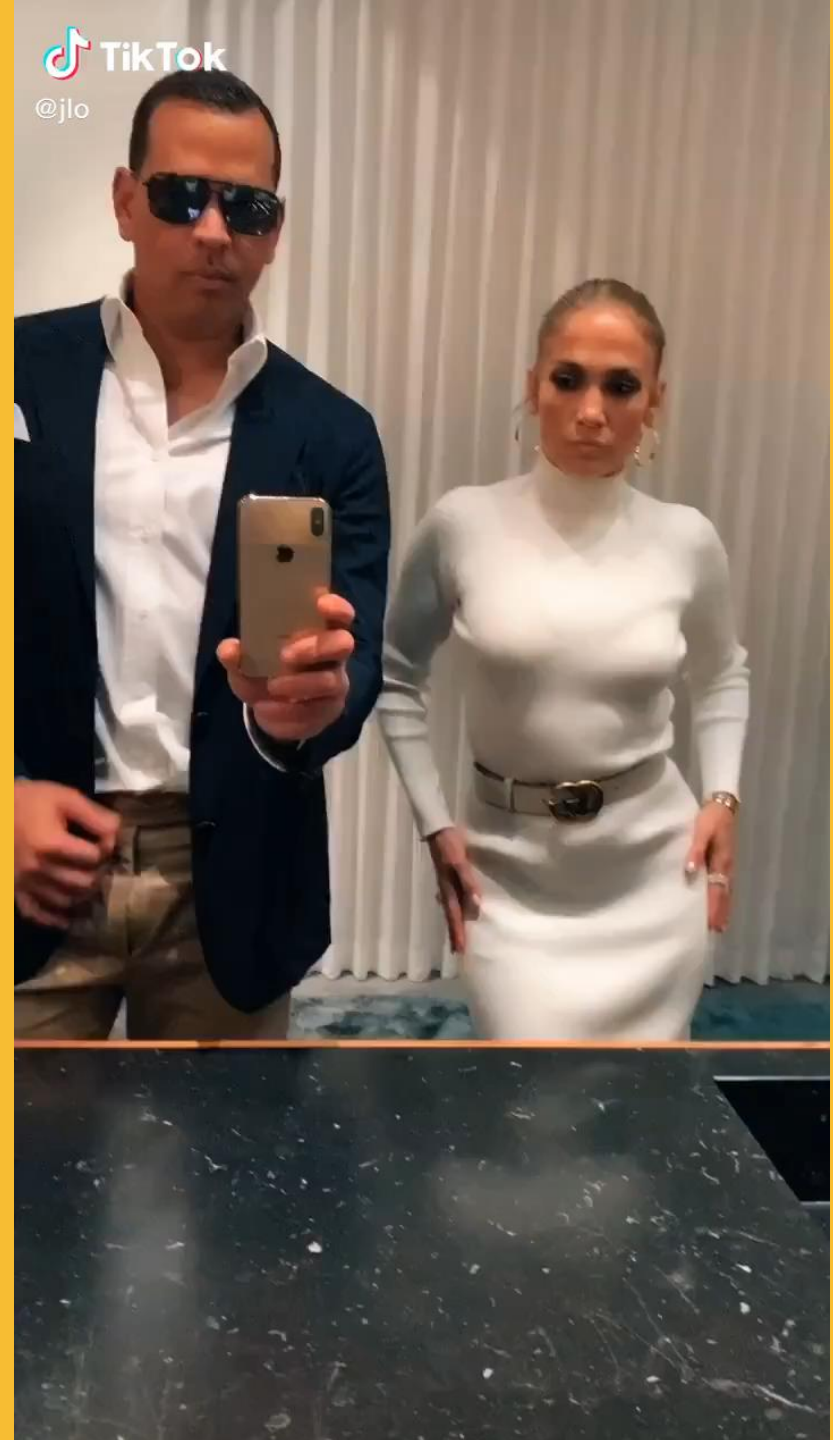
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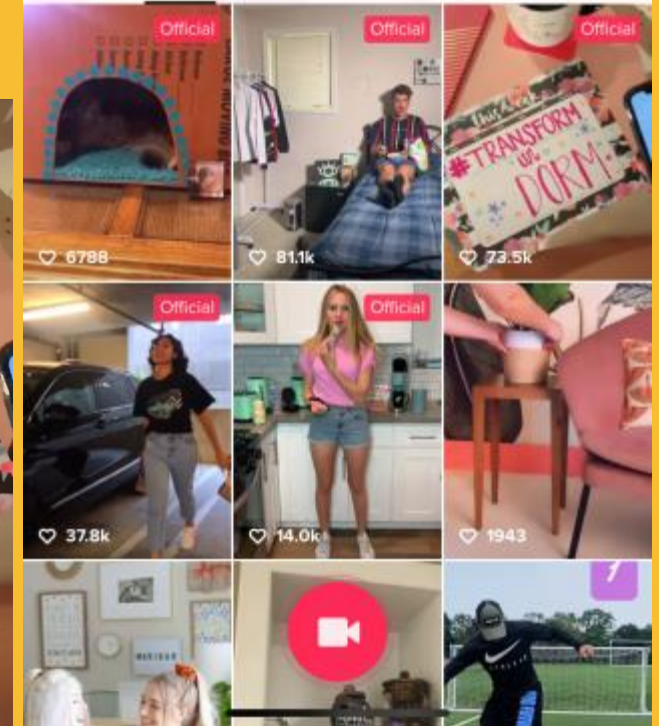
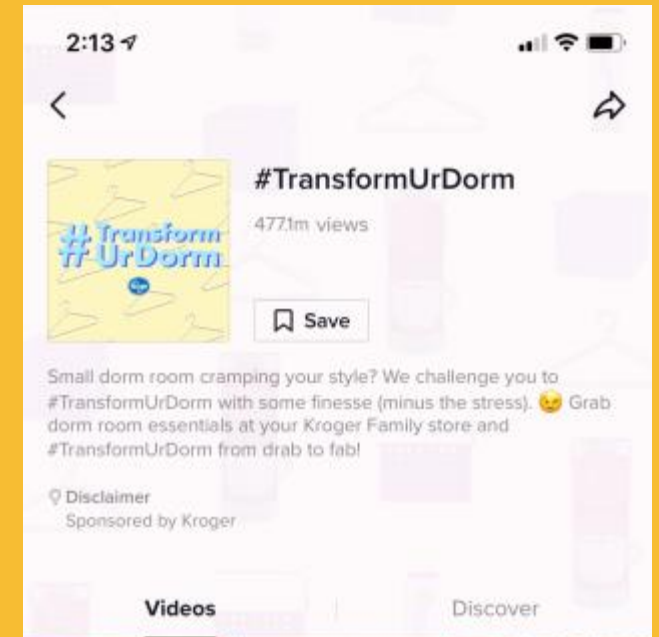


A man wearing a white hoodie and a black beanie is sitting and holding a sign. The sign features a crown logo in the center and text around it. The background is dark and out of focus.

There once was a ship
that put to sea
The name of the ship
was the Billy of Tea

TIKTOK'S NEW FEATURE: HASHTAG CHALLENGE PLUS

- Kroger was the first brand to try out the new feature globally back in August via the #TransformUrDorm challenge
- Tapped GenZ Influencers
- End of Two Month Campaign: 900M+ views



OISHI'S HASHTAG CHALLENGE PLUS

Oishi used the #HOTtawChallenge, garnered 308M+ views



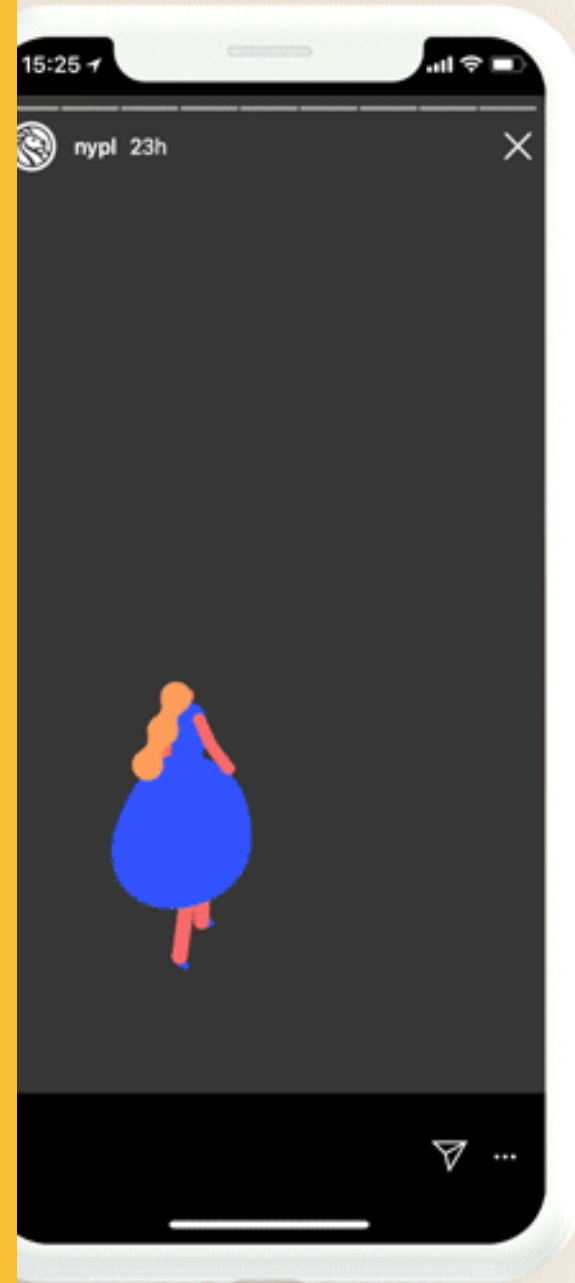
MAKE YOUR VIDEO CONTENT 'UNUSUAL' AND THEREFORE 'SHAREABLE'

Try working with the platform's strengths or
creating unique content



INSTA NOVELS

- How else can you make content exciting for the digital generation?



The
New Yo
Public
Library
**Insta
Novels**

Budjette Tan
May 30 at 10:06 PM · 🧑🏻

Have you spotted #TRESE in your city? Here are photos from the people who shared and tagged us 👍👍
(And special thanks to Alan German for taking a video of t



Trese
Glenn Ferrer · 5 hrs · 🌐
Spotted today on the way to Silang, Cavite



👍❤️ You, Tricia Camarillo-Quiambao, Brian Gatus and 40 others

Jason Inocencio
June 15 at 5:19 PM · 🌐

For those curious about the billboard campaign that was all launch of Trese on Netflix. 😊



ADOBOMAGAZINE.COM
Campaign Spotlight: Vandalized Trese billboards from June 11 launch on Netflix - adobo Magazine Online

👍❤️ 4

👍 Like

💬 Comment

💬 Comment

GMA News
June 6 at 8:35 PM · 🌐

LOOK: Ilang billboard ng upcoming Pinoy-animated series ng Netflix na Trese ang tila "sinira" ng mga hindi pa nakikilalang "masasamang elemento." BASAHIN: <https://bit.ly/3vZuh5l>

Sa Facebook post ng Netflix, ipinakita nila ang ilang billboard na vandalized at may ilang mga punit. May caption itong— "What kind of monster would do this??? If you see something, say something — we're going to find out who did this."

Mapapanood ang "Trese" simula June 11 sa Netflix.

📺 Netflix



😱👍❤️ You, Tin Dieron, Olive Uy and 22K others

5K Comments 6.1K Shares

😱 Wow

💬 Comment

🔗 Share



**Billboards for Trese
have been vandalized.**

Videos courtesy of Trese Facebook group

ONE CHARACTERISTIC OF
GREAT CONTENT IS: **IT CAN
SPAWN MORE GREAT IDEAS**



**TRIGGER WARNING: ANG SUSUNOD
NA PALABAS AY NAKAKA-TRIGGER**



MAKE SURE YOUR CONTENT IS 'MEANINGFUL'

Causes and advocacies are a good way to not only capture your audience attention, but buy their unending loyalty





ON CONTENT AND STORYTELLING:
"If you know what's at the core
of your story, that's the story
that you're going to tell."

- BUDJETTE TAN (@BUDJETTE)

Creative Director, The LEGO Agency and Co-Creator, TRESE

A young man with a surprised expression is the central focus of the image. He has light brown, wavy hair and is looking slightly to the left with wide eyes and an open mouth. The background is a blurred crowd of people, all illuminated by a strong blue light, creating a vibrant, energetic atmosphere. The overall scene suggests a public event or a social gathering.

"MEANINGFULNESS"

Relevant, Timely, Engaging, Authentic

**MEANINGFUL CONTENT
IS MEANT TO EVOKE A
POSITIVE REACTION**

Because Positivity trumps
Negativity every time



'WORLDS APART'

FREE ASSESSMENT WORTH \$200.00

First **FIVE (5)** attendees to email ahoy@oohlahoop.com will receive an ASSESSMENT and RECOMMENDATION of their DIGITAL MARKETING efforts (worth \$200.00)--**FOR FREE!**





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THANKS!

ahoy@oohlalahoop.com

Download link: [Oohlalahoop.com/talks](https://oohlalahoop.com/talks)

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