



ELEVATE

TMSA CONFERENCE

LET'S GET REEL: A SHORT VIDEO WORKING SESSION



June 8-10, 2025, | Austin, Texas

ABOUT ME



MICHELLE LEBLANC, FOUNDER

Marketing a range of both local businesses and Fortune 500 brands for ~2 decades
Working with transportation and logistics companies specifically for 10+ years
TMSA Board Member
Occasionally opinionated on the internet

Founded drop & hook in 2018
Agency purpose built to serve the transportation and logistics industry with outsourced social media and content marketing services.

KENZIE COPELAND,
SENIOR ACCOUNT
MANAGER



TRACY NEILL
ACCOUNT
MANAGER



STACIE WIEGMAN
DIGITAL CONTENT
COORDINATOR

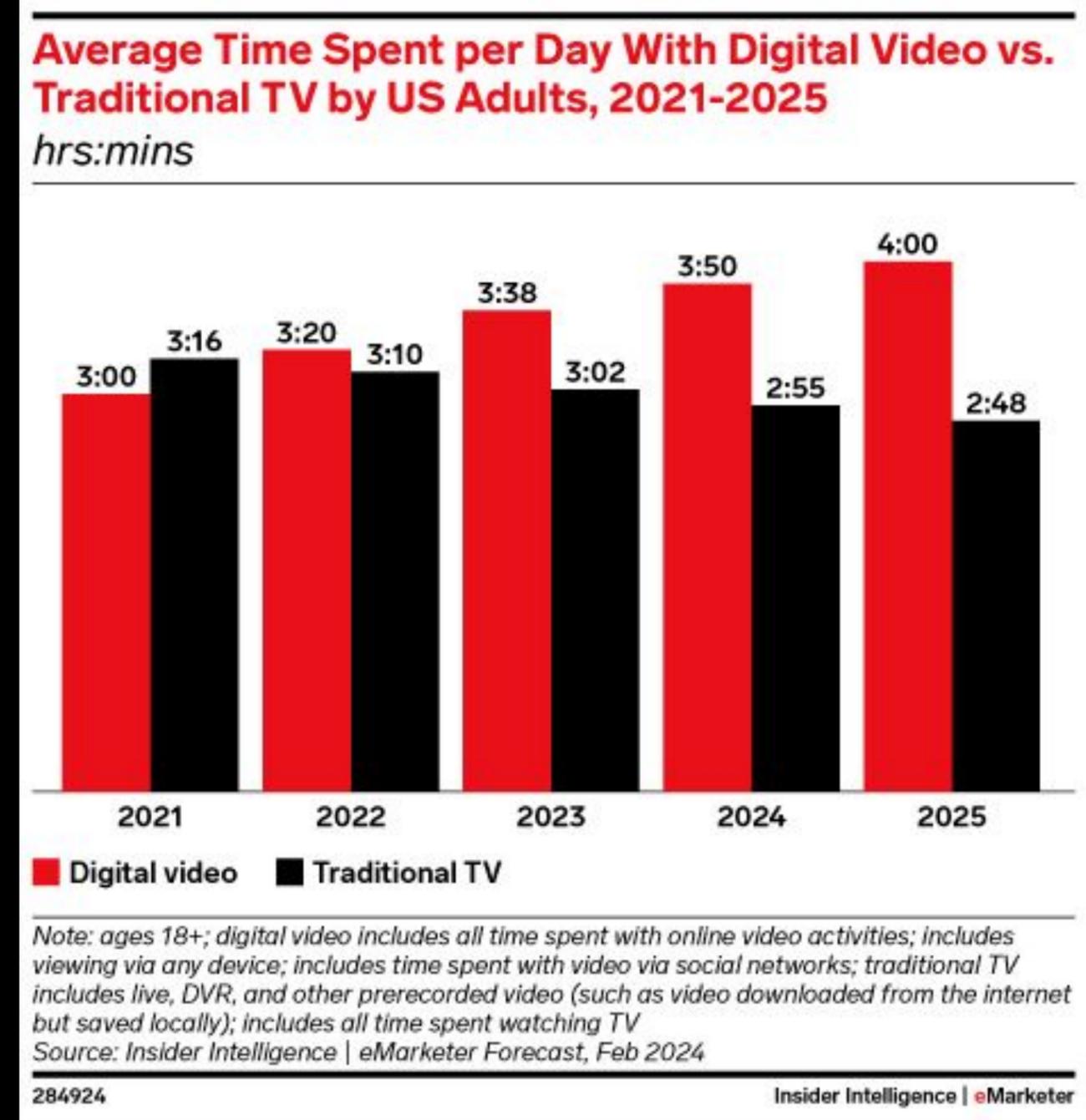


TAYLOR SZYMECZEK,
DIGITAL MEDIA
MANAGER



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WHY ARE WE HERE TODAY? THE RISE OF SHORT FORM VIDEO



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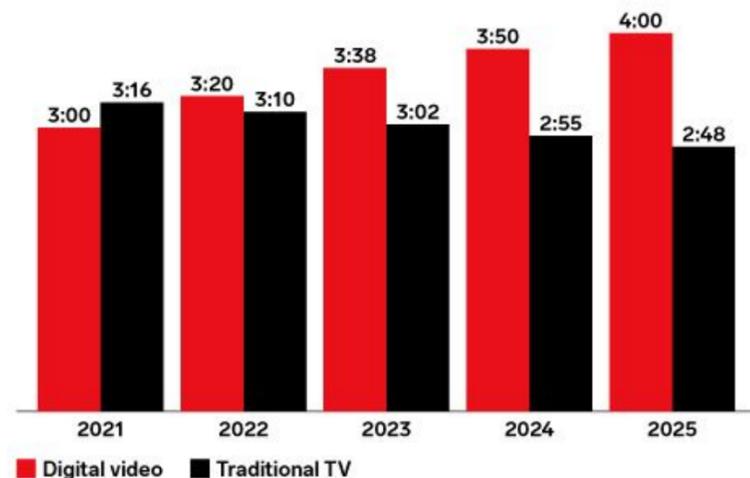
WHY ARE WE HERE TODAY?

THE RISE OF SHORT FORM VIDEO

BYTEDANCE is targeting 20% earnings growth in 2025 - tiktok's owner expects sales to increase to \$186 billion from \$155 billion in 2024



Average Time Spent per Day With Digital Video vs. Traditional TV by US Adults, 2021-2025
hrs:mins



Note: ages 18+; digital video includes all time spent with online video activities; includes viewing via any device; includes time spent with video via social networks; traditional TV includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); includes all time spent watching TV
Source: Insider Intelligence | eMarketer Forecast, Feb 2024

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Insider Intelligence | eMarketer



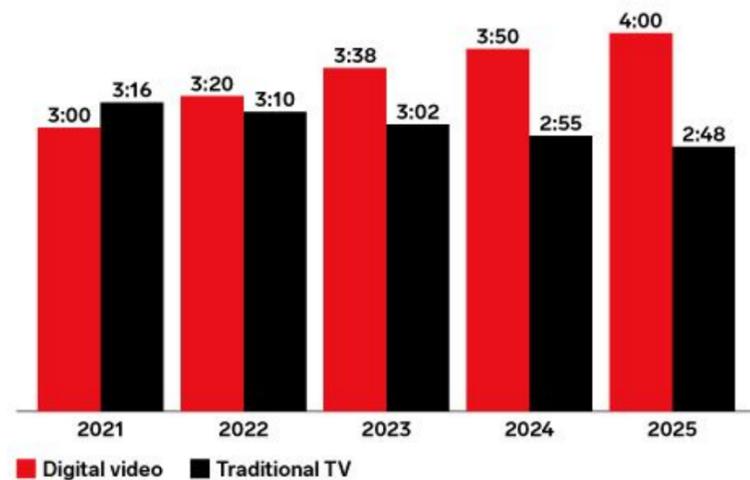
WHY ARE WE HERE TODAY?

THE RISE OF SHORT FORM VIDEO

META reported double digit year-over-year growth in video time spent by us consumers in q1 2025 earnings call.



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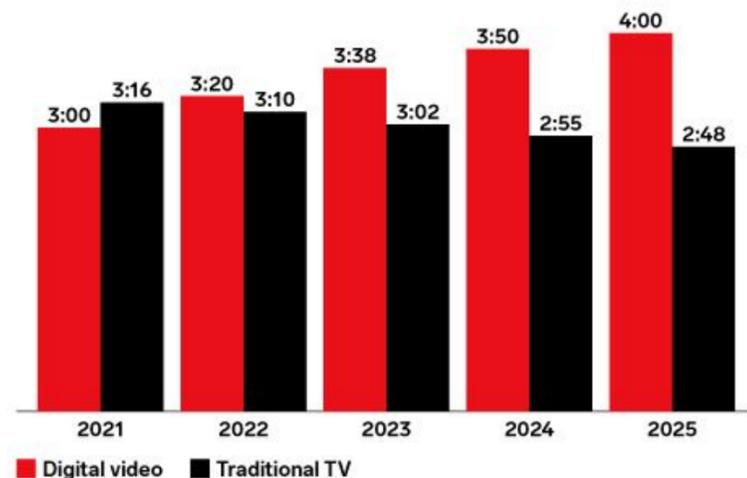
WHY ARE WE HERE TODAY?

THE RISE OF SHORT FORM VIDEO

YOUTUBE'S total advertising revenue reached \$36.15 billion for 2024, driven significantly by shorts.



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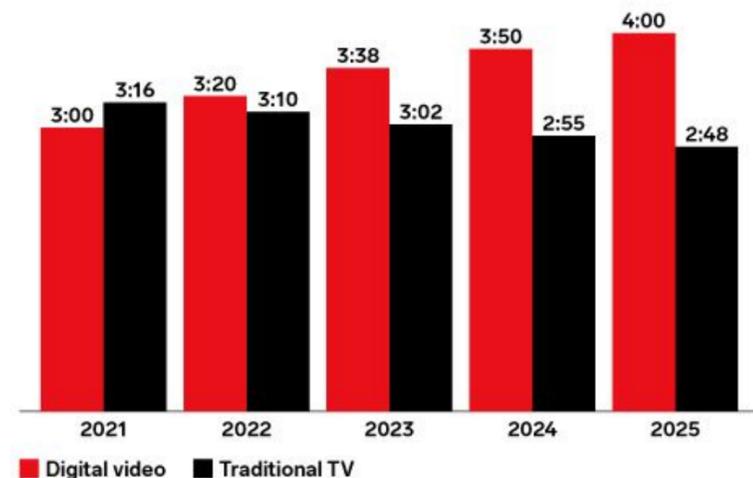
WHY ARE WE HERE TODAY?

THE RISE OF SHORT FORM VIDEO AND EVEN LINKEDIN!

- Video creation growing at 2X the rate of other post formats on the platform
- Video viewership increased 36% yoy between 10/30/24-1/29/25



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BUT REALLY WHY?



THE RISE OF SHORT FORM VIDEO

- AI-Powered Algorithms are delivering more personalized, relevant content
- Video is perceived as higher value, providing more immersive and engaging experiences
- Video educates on complex topics and supports engagement metrics like time on site.
- While AI-generated video is getting better every day, consumers still perceive video as more trustworthy and authentic



BUT REALLY, REALLY WHY?

Let's level set!



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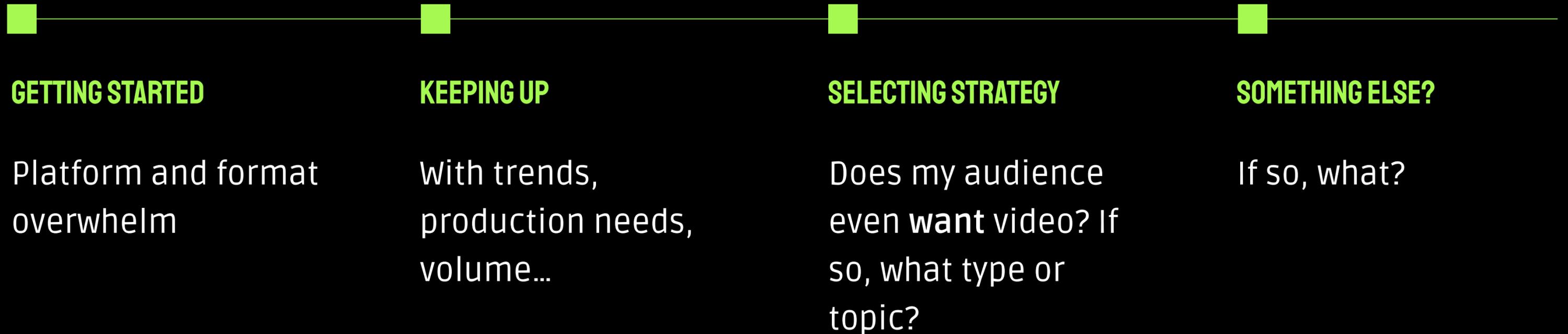


BUT REALLY, REALLY WHY?

Which of these challenges are you facing?

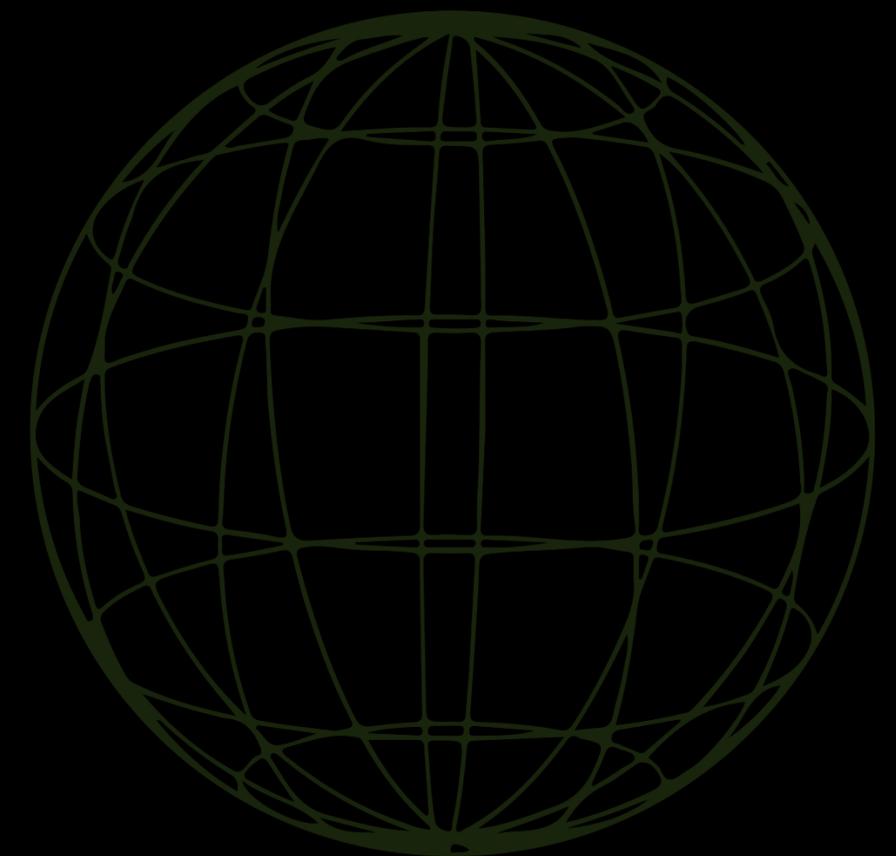


WHICH OF THESE CHALLENGES ARE YOU FACING?



**“LET’S START AT THE VERY BEGINNING, A
VERY GOOD PLACE TO START...”**

— Maria von Trapp



Who is my audience?

What is my goal?

What is my message?



PLATFORM SPECIFICS

Differences per platform and audience.



TIKTOK

WHY?

Shopping, brand discovery, research, connection, creator-driven, humor/entertainment

HOW?

- Performance is driven by **individual** video engagement - this is the ultimate “go viral” platform
- Prioritize a “hook” and short, engaging content
- Respond to comments quickly and encourage interactions, be present and engaged in the first hour after releasing content
- Create TikTok-native content
- You can dance if you want to (but no, you don’t have to)

META (REELS)

WHY?

Discovery, reach, community, lifestyle

HOW?

- While individual videos can now more easily reach the feed for non-followers, having a strong community engagement will increase performance
- Go longer with story-driven narratives where appropriate (e.g. 45-90 seconds)
- Be polished: quality lighting / visuals will enhance performance
- Don't be shy with stories - use reels in combination with other platform-native functionality to boost reach
- Run ads!

YOUTUBE (SHORTS)

WHY?

- Discovery, search, content longevity, education

HOW?

- Think about thumbnails, while Shorts autoplay in the feed compelling thumbnails and searchable titles are important for discovery
- Show up consistently, think about series and target overall watch time across all videos
- Use shorts as teasers and promotions for long-form content

LINKEDIN

WHY?

- B2B engagement, education

HOW?

- LinkedIn prioritizes meaningful conversations - think about what topics and trends your audience will be most likely to respond to
- Be present in the first hour after posting, video will be served to your most engaged page followers first
- Reposts are your most valuable engagement signal - encourage your team to engage behind the scenes to boost performance

CHASING TRENDS

“Should I try to use trending audio?”



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CHASING TRENDS

“Should I try to use trending audio?”
Probably yes!



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CHASING TRENDS

But it doesn't have to be the only thing.
Or even the most frequent thing.



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CHASING TRENDS

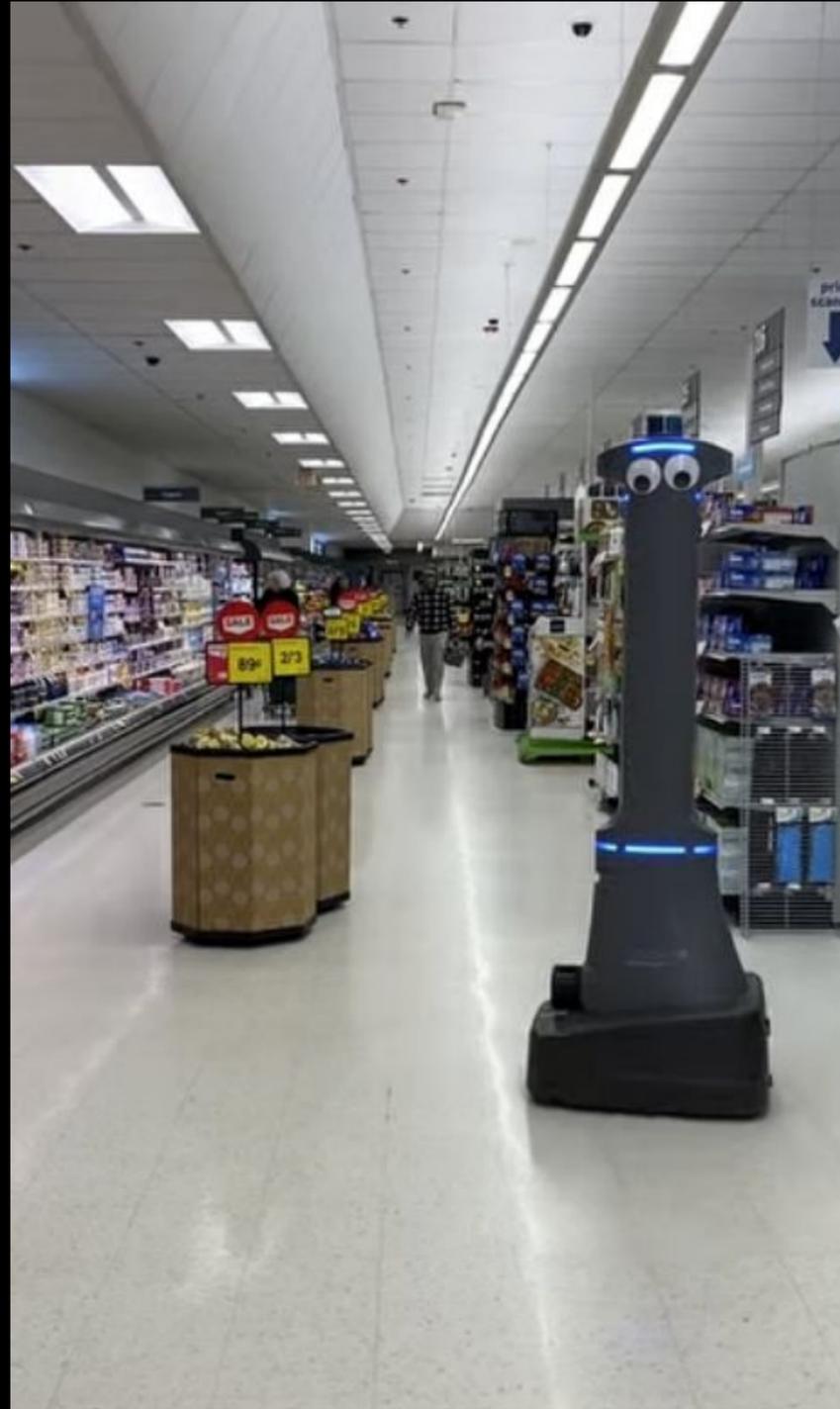
Know your audience and your goals first
and use that to drive decision-making.
Commit to consistency in delivery
above fleeting fads.



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COULD I BE A CREATOR?

“Should I be the face of the brand?”



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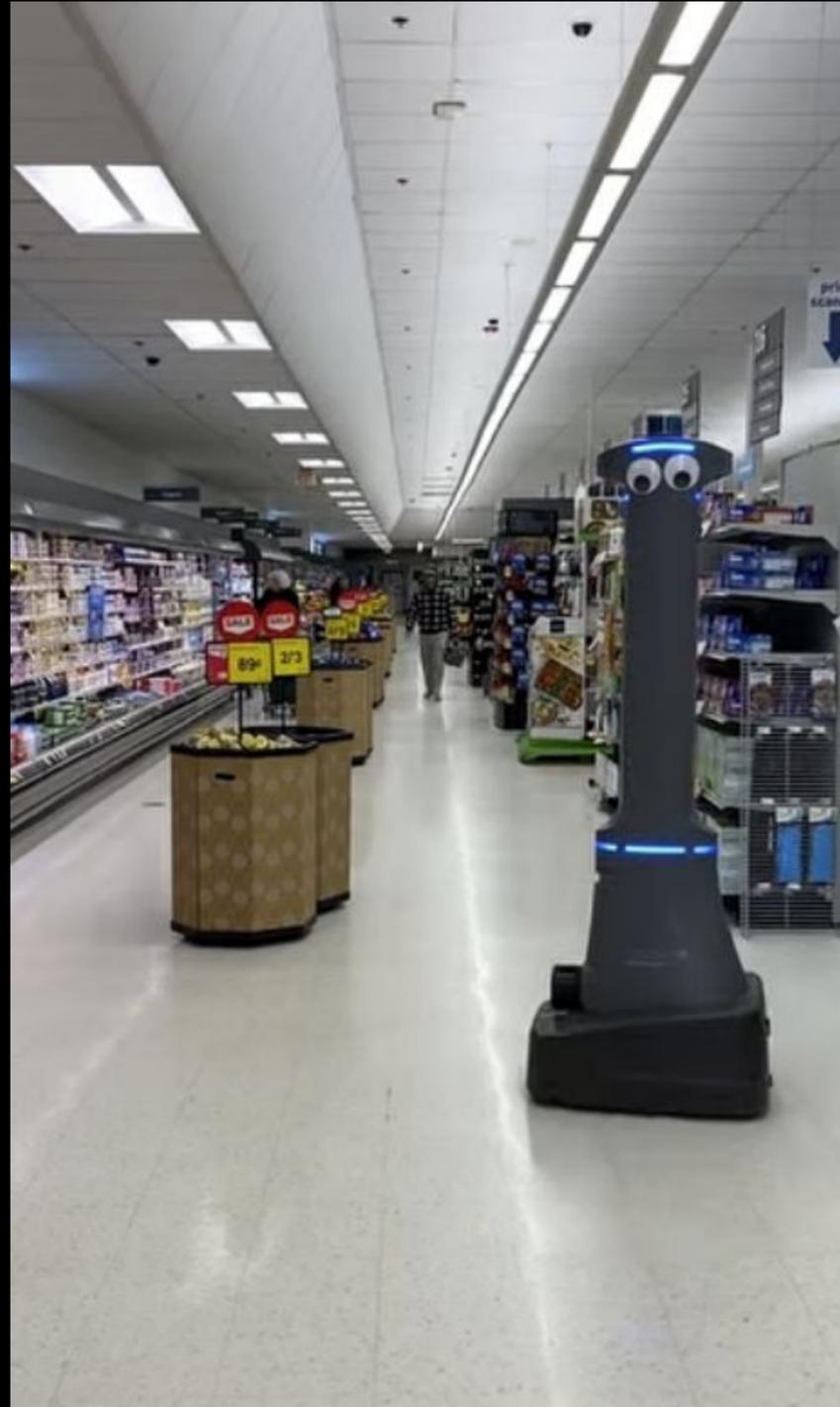
POV: I see another brand using this filter



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COULD I BE A CREATOR?

That depends!



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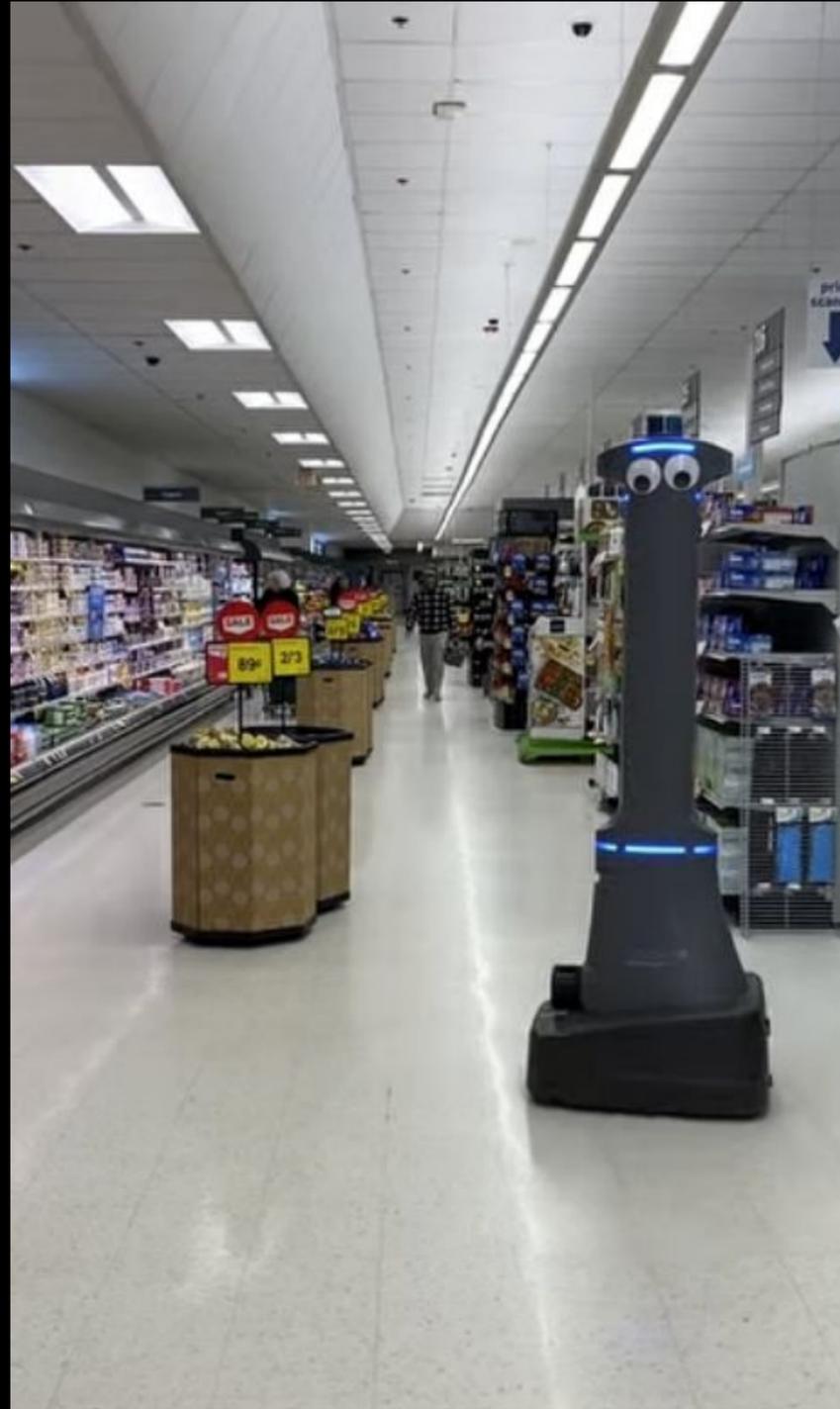
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COULD I BE A CREATOR?

As marketers we have options (for example, editing tools and platform native filters)



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POV: I see another brand using this filter



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IN CLOSING

Audiences are turning increasingly to video in large part because they are craving connection, authenticity and engaging experiences.

As marketers, we have more options than ever before.

But as always, a little time spent on strategy pays off in selecting platforms, building brand-appropriate content and reaching business goals.