Using Short-Form Video to Promote Your District:
Workshop + Challenge

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NEW MEXICO MAINSTREET
Promotion
What is Short-Form Video?
any *vertical* video less than 60 seconds

Made popular by social media platforms:
- Tik Tok
- Instagram/FB Stories
- Instagram/FB Reels
- Snapchat
- YouTube Shorts
Why are they successful?

- **Attention spans** (or lack of)
  average human’s attention span is less than 8 seconds*
- Opportunity for **repetitive views**
If you don’t tell your story, someone else will.
Branding is Important

Everything contributes to the district brand

- Marketing (or lack of it), businesses and services, customer service, architecture, cleanliness, safety, beauty, events...

- **Perceptions** are reality
Places are sensory experiences!

What do you...

SEE
SMELL
HEAR
TOUCH
TASTE
Content Ideas

* hint hint: these are also ideas for static content!

- Business Spotlights
- Business/Maker/Artist Process, BTS
- Business Owner Interviews
- Business Owner Day in the Life
- Event Promotion
- Event Recaps
- Entrepreneur Tips
- How to volunteer w/ MainStreet
- Project Highlights
- Projects in Progress
- Vacant Building Spotlights
- Weekly Recap (This week on MainStreet)
- Executive Director Day in the Life
- MainStreet Business perks

- What is MainStreet?
- District/Downtown History (fun facts)
- Guess That Business (show products, closeups of buildings/signs)
- End of Month/Year Wrap-ups
- What's Happening this month/season?
- Menu items of the week (for restaurants, cafes, breweries, etc.) call to action: try this!
- New Business Opening
- How to spend a day in District/Downtown
- What did you buy? (customer interviews/reviews)
- Address FAQs
- Take a trend & remix it for MainStreet
- Sponsor/Donor Highlights
How to Repurpose Content

Recycle your previous work.
No need to reinvent the wheel!

- Photos ➔ Short-Form Video
- Make short clips from a longer video
- Short-Form Video ➔ Newsletter/Email Content
- Short-Form Video ➔ Social Media static posts
- Distribute them on all of your social platforms!
Apps! + InShot Demo

**InShot**
- Available for Apple & Android
- User-friendly
- Built-in music & filters
- Free to Download / Free version (watermarked exports)

**Pro Tiers available:**
- $3.99 one-time to remove ads, watermark
- $3.99 Monthly
- $14.99 Yearly
- $34.99 one-time purchase

**Splice**
- Available for Apple & Android
- Advanced features, Audio library
- Free trial, plans from $2.99-$69.99

**CapCut**
- Available for Apple & Android
- Basic features
- Watermarks (can be removed)
- Free

**iMovie, Clips**
- Available for Apple only
- Free
- Less editing capabilities

**Premiere Rush**
- Available for Apple & Android
- Syncs with Desktop app
- Can share directly to social media
- Free w/ Adobe Creative Suite
- $9.99 Monthly
Best Practices for Short-Form Video

1. Focus on the first few seconds

- Set Expectations
- Pull them in!
2

Shorter is Better!

- Attention Span
- Rewatchability
3 Consider Captions

- Accessibility
- Muted Devices
- Combats Sound Issues
Don’t overthink it!

- Experiment, make it fun!
- Format favors AUTHENTICITY over professionalism
5 Remember the ‘WHY’

- Call to Action?
- What is the desired outcome?
Challenge
IT’S YOUR TURN.

1. Make a short-form video about something while experiencing the conference.

2. Post it to social media with the hashtag #nmmsshortvideochallenge

3. Videos will be screened Friday morning; winner will be chosen and awarded a Video Challenge Prize!