



GUIDE

5 Social Video Secrets From the Creator of the Decade's Most Viral Ad

Related Resources

You can see the famous ad [here](#) and check out Travis's social video agency [here](#).

HOOTSUITE INTERVIEWED TRAVIS CHAMBERS, creator of the super-viral Turkish Airlines video ad featuring Kobe Bryant and Lionel Messi, about creating social video strategies that generate millions of dollars in sales.

Hint: it's not all about going viral.

Here are his top 5 tips.

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1. Build a social video funnel

"A lot of companies make really small bets on social. They create a few 15-second Facebook videos or boost a bit of content. But this quickly leads to content fatigue."

Don't just create one social video or a few pieces of content. Instead, create a sequence of content similar to how marketers build website funnels with a mix of top, mid, and low funnel content that can be segmented to different audiences via remarketing. For example, if a prospect adds a product to a cart because of a video they've watched, offer them a discount and serve them another video about financing options.

Your action

Before you shoot your video, make a list of additional scenes and mini videos to create. Make a video for everything you can think of, including product FAQs, alternative scenes, and even personal messages from stars of the videos. Then use them in marketing materials for every stage of the buyer journey.

2. Break best practices (and know how to sell)

"We're using humor but not apologizing that we're selling you really hard. We use engaging visuals. And we know that the longer we hold your attention, the better chance we have to sell."

Contrary to popular advice, you can advertise for both brand awareness and direct response (compelling a prospect to take a specific action). Find the middle ground between selling and advertising by using your brand voice and ensuring that your content is pleasurable to watch.

Your action

Use engaging visuals, a consistent brand voice, and quality storytelling to hold your audience's attention and sell to them. Don't be afraid to create longer videos either. As long as the content is engaging, people will continue watching. And the longer you hold their attention, the more likely they are to buy something.

3. Integrate influencers

“Facebook knows you’re publishing from a brand page. And they’d prefer you to buy ads, rather than give you free exposure. But virality can happen with an influencer or a publisher. So to earn favour with the algorithm, we use influencers and celebrities as spokespeople.”

Influencers and celebrities have loyal and engaged audiences on Facebook. If they share your video on Facebook, you gain traction in the News Feed algorithm and get your content in front of more new eyes. Once you’ve gained that traction, following up with paid promotion amplifies your content even further.

Your action

Don’t just ask an influencer to share your content. Involve them in the video production process as a consultant or a star and they’ll gladly help you spread the message to their network. But first, make sure they’re the right fit for your brand.

[More tips on working with influencers.](#)

4. Look beyond Facebook for true ROI

“Marketers make the mistake of looking at the Facebook pixel with a microscope. But to understand the impact, you can’t look at social as a separate revenue channel. The truth is it influences all revenue channels. You need to also analyze the impact of social on Amazon sales, retail sales, website orders, YouTube traffic, and lifts in branded searches.”

Only measuring the specific channel impact of social (e.g., how many orders were generated by a UTM code) misses the bigger story. To see the true impact of social on your brand, you need to analyze more than your Facebook analytics. This is how Chambers knows his social video campaigns have generated more than \$100 million in sales collectively.

Your action

Start measuring ROI by analyzing your Facebook analytics—but don’t stop there. Think about where else you can track your social video efforts and include those metrics in your report for a holistic view. Adjust your strategy for future campaigns based on the data you discover.

5. Combine exceptional creative with world class optimization

"People don't want to see ads. People value really quality writing and amazing content. If your ad isn't good or annoys people, Facebook and YouTube will de-prioritize you."

You won't have to worry that much about the Facebook news feed algorithm if you invest in quality writing and truly creative content that people will actually enjoy. They won't mind that your video is an ad if it is funny or informative and matches their interests. Optimizing with a strong call-to-action doesn't hurt either.

Your action

Spend money on the best creative talent you can find. Period.

Grow your social video strategy with Hootsuite.

Want to create your own million dollar social video funnel? Easily schedule and publish videos to all the major social platforms from the same dashboard. Plus, use valuable performance and audience insights to inform your strategy.

Give it a try