

# ULTIMATE

∞ Meta FACEBOOK  
VIDEO MARKETING

# CHEAT SHEET

APR      MAY      JUN      SEP      OCT      NOV



*2023  
EDITION*



Facebook

# Ultimate Facebook Video Marketing CHEAT SHEET

## WHAT YOU SHOULDN'T DO IN YOUR POSTS

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Alluding to a disclosure as being a commercial promotion or offer:

**Remember FB is changing, it's trying to push away selling, it's trying to get back to what it built its power on which was friends and family.**

If you want to get real traction with your stuff you can't just try to sell.

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**"Code 50% off" does not work anymore.** It's only going to help push your ranking down on your page further.

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**Don't lead with your offer. Lead with connection.** Build trust first. You can ask for sales daily - but do it in a way that gives value first - be it a story, idea, tip or concept - give something then make an ask.

## WHAT YOU SHOULD DO WITH YOUR POSTS, VIDEOS & MARKETING

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### TALK ABOUT TRANSFORMATIONS

You transform lives. Use those transformation as the fuel for your posts and videos.

### BE EMOTIONAL

People buy emotionally. We then back that decision up with logic. Everything we do in sales is trying to connect emotionally.

### BE ENTERTAINING

We have been entertaining each other since the dawn of time. When we are entertained we leave our current reality for a brief moment. Entertain.

### BE INSPIRING

Inspire people to be better, think better, live better. Smile and the world smiles back.

### TELL STORIES

Everyone loves stories. You have 1000 of them. Tell stories that find middle ground with people. Look to find something in common immediately.

### BE FUNNY

Everyone loves a good laugh. If you can be any of the above and funny you will make a ton of fans. People will trust you easier to buy from you.

### TALK ABOUT THEIR PROBLEMS

Spend time knowing and understanding why people come to buy from you in the first place. When you can talk about their problems better than they can they will buy from you every time.

### PAY FOR ADS

That's the only way you are going to see traction with these posts. Organic reach is good but not reliable. Pay to play. It works when done right.

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## WORDS NEVER TO USE IN YOUR POSTS:

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- These words will tank your reach and engagement. Do NOT use them in your copy.
- Free - freebie - Giveaway - win - enter - Contest - Sweepstakes
- Nada, as good as it gets, slashed, slashed in half, get this now, make every penny count
- Like us - like this - comment - share- sign up - tag - tag a friend
- Know anyone who needs...
- Your thoughts? (HUGE BAD)
- Bookmark for later
- Buy - Discount - Code - Half Off - 1 Dollar Trial - Sell - Sale - %Off - Marked Down - Fire Sale -
- Grab it - get it - go get - don't lose this - score - gift - pick it up - HURRY UP (NO) Huge drop off

**Most of all HAVE FUN! Don't stress, make this something fun to do. Try different things. Read more, study more have more fun with it.**

## THINGS YOU DO SAY

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----- Will Make You ----- (The highest viewed and engaged saying by far on social media)

Discover ---

Learn about ---

Change your I's, me, my, our, we to you, or your, or them, or their

If you could ---

When doing X how do you Y?

Ask a question.

Use Emojis - especially one's not used often (Not too many)

Space out your text sort of like this.

Try to write with a cadence. Like this.

Use long sentences to tell a specific detail about something.

With short ones.

Like I just did over the last 4 sentences.

It's legible. And allows the reader to read easier.

## THINGS NOT TO DO:

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### **DON'T TALK ABOUT YOURSELF**

No one cares, no one wants to hear you. It's good to tell back story and personal stories, but don't brag.

### **DON'T HARD SELL**

Those days are over, the consumer is smarter than ever. Instead do exactly what I am doing here, give value.

### **DON'T BE A JERK - BE NICE TO PEOPLE**

This is the value your family taught you (I hope). Be likable.

### **DON'T DO CONSTANT PROMOTIONS**

Don't post about promotions too much. Use your accounts sparingly focus 80% on connection 20% on sales.

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## SOME STATS YOU NEED TO KNOW:

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- By 2025, 76% of all content consumed on social media will be video
- About 50% of viewers are watching on mobile
- Finite amount of social media space for all markets on FB
- Only engaging content gets shown
- We scroll the length of the Statue Of Liberty every day
- The optimized watch time for a video is 3 seconds

## IN YOUR VIDEOS YOU WANT TO DO THIS:

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- Entertain
- Educate
- Inspire
- Tell Stories

If you can do a few at once, even better.

Check out our [Epic Marketing Materials and Videos](#) at Dojo Muscle.

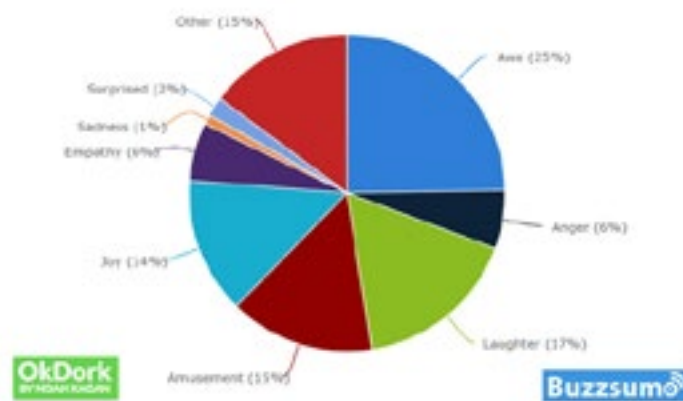
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## SOME STATS YOU NEED TO KNOW:

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- Awe (Top one)
- Laughter
- Joy
- Amusement

*When making any video - use these emotions*



## SOME TACTICAL THINGS TO KNOW

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- 1) Short videos work best. Keep them as short as you can and as long as you have to.
- 2) Vertical Videos are King now. Square videos are next.
- 3) If you can't make them square then put them into a square box and put titles on top and bottom - Same for vertical
- 4) Keep ads under 1 minute for optimal viewership
- 5) Repurpose your content to vertical and square
- 6) Don't be afraid to re-share old content. Most people have not seen your stuff.
- 7) When making videos make sure you bring the main point of the video into the mix in the first 5 seconds.
- 8) Use branding and logos at the end
- 9) Use flashy or jarring action footage to start your video so it snaps people out of zombie FB feed scrolling
- 10) Always use Lead Campaigns with Lead Forms - in Meta Facebook It will lower your ad cost
- 11) Try using open targeting just set your address, and 10 miles plus - let Facebook do the work.



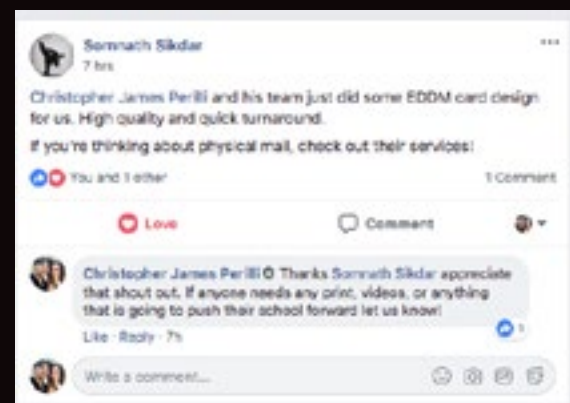
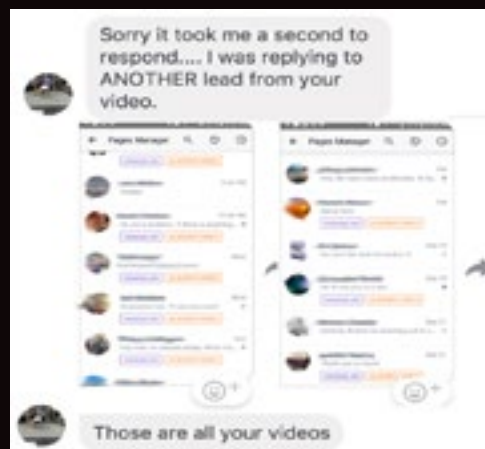
# GET MORE STUDENTS, KEEP MORE STUDENTS.

GET THE BEST MARKETING MATERIALS IN THE GAME.



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Get [Marketing Videos, Discounts, and Coaching](#) for 97 bucks a month - less than Starbucks daily. The best videos to run ad campaigns, use as content, or chop up to use with your own footage.



**Oliver Drexler** Christopher James Perilli Highly recommend the Quick Burst videos from Dojo Muscle. Never had such an success on Facebook (and i tried a lot). By the way i am a school owner from Germany. Trust me they work!

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