

Short Form Video



Overview

The explosive growth of TikTok - with its breakthrough "short form video" format - caused the other major social media platforms to stop in their tracks.

Here was a new platform with such strong **viral adoption and engagement metrics** that it created an existential threat for them!

Adapt and survive.

The major social media platforms quickly followed TikTok's lead and *restrategized* to give short form video (in the same 9:16 / 1080x1920px 'portrait' format) **massive** push. They implemented multiple features that would pull viewers into a funnel of binge-watching short videos.

The result? Short form video is now regarded as the most popular and effective social media content format, with popular shorts getting millions of views and new channels experiencing explosive growth, potentially gaining several thousand new followers per day.

The opportunities are absolutely insane for people who manage to crack this. Same formula as Youtube Automation – using multiple faceless channels and building a team to scale up.

Another crazy example of the power of short video, Teenagers making *silly money* with Snapchat shows:

Making \$500,000 A Month At 15

https://www.youtube.com/watch?v=KBFBcVMNu_M

Quality Content Still Rules

Although short form video seems throwaway and "easy", it is in fact an art form to create a truly compelling short.

High quality content is vital to engaging an audience on **any** platform. However we need to define specifically what a high quality short is:

1) It's vital to **hook attention** in the first few seconds, typically with anticipation / suspense

- 2) **Storytelling and compelling narrative** builds on that connection
- 3) **Emotional impact** / strong reaction is key.
- 4) **Skilled editing** to remove fluff, maximize appeal and get straight to the point
- 5) Adding **captions or subtitles** is essential, as many viewers will be watching with sound muted.

Growth Hacks

Your #1 growth hack by far is the **quality**, and then the **quantity** of your videos.

Quality > quantity - but having a large number of videos uploaded means more "*keyword real estate*" (your videos appearing in more search query results), more of your videos appearing in the sidebar of your own videos, greater session times and overall a bigger "value stack" that encourages viewers to subscribe.

Here's my list of **25 YT Channel growth hacks**. There are some brilliant ideas in this list including a few of my own innovations. Many of these apply to shorts - and most are applicable across other platforms than Youtube:

<https://wealthpowerboost.com/youtube-channel-growth-hacks-25-amazing-secret-tactics-to-blow-up-your-following-and-view-count/>

Visibility Rules: Multiply Your Distribution

Visibility is one of the absolute key factors in success for *any* business, but it is **mission critical** online. You can have the best content in the world but if nobody sees it, you will get no success. It's a critical error to assume that Google will show it to the world because it's great content. Assume that they will not!

On the other hand, you can be "good enough" but very widely distributed and achieve big numbers. Ask any supermarket or chain store with hundreds or even thousands of outlets! They don't necessarily serve the best coffee in the world, but it's good enough - and it's close by.

Never assume that “If you build it they will come”. I learned the hard way that this doesn’t work. You need to build it **and** put it in front of people.

It makes logical sense that the more platforms you are active on, the wider your "net" and overall visibility.

The great news for you is that you can run the same content on **multiple video platforms**, potentially growing a truly massive audience.

Virtually everyone is aware of the main short video platforms:

[Tiktok](#), [Instagram](#) (Reels), [Facebook](#) (Watch), [Youtube](#) (Shorts), [Snapchat](#) (Spotlight)

However numerous other platforms have implemented short form video.

[Triller](#), [Likee](#), [Pinterest](#) and others can potentially bring significant added exposure to your portrait format videos.

And then there are of course the other platforms for your 'normal videos' / streams such as [Twitter](#), [Rumble](#), [Vimeo](#), [Odysee](#) and of course [Twitch](#) for live streaming.

Here's an even bigger list, together with language of the audience base and "traffic rank" showing how popular the platform is:

https://en.wikipedia.org/wiki/List_of_online_video_platforms

Even more platforms:

<https://www.makeuseof.com/tag/top-12-sites-watch-videos-youtube/>

Everything You Need to Know About the Top 21 Online Video Platforms in 2023: <https://www.dacast.com/blog/online-video-platform-comparison/>

[highly detailed technical analysis of 21 top video platforms, including several that are business-focused rather than social. Some info needs updating i.e. Tiktok now permits up to 10 minutes.]

Huge opportunity here!

Don't worry about anyone "complaining" that you put the same videos on multiple platforms. I highly doubt that will ever happen. Years of social media have shown me that people tend to have their preferred 'hangout' – and remember that even if a million people see your video, that's only one in every 8,000 people in the world. **Nearly everyone has never seen it.** I've literally **never** had a single complaint about overlapping content in 10 years.

13 Ways To Monetize Short Form Videos

Monetization is the great challenge for many short video creators. It's often perceived as easier to build a following than to turn that following into money!

You need my secret hacks! :) Here you go:

1. Platform Ads

Some platforms have direct monetization:

Youtube divvies up the Short ad revenue pool according to view count. You need 10 million Shorts views in the last 90 days to be eligible.

YouTube Shorts monetization policies:

<https://support.google.com/youtube/answer/12504220?hl=en>

TikTok also has an ad system, which is reportedly less profitable than YT (but has a lower bar of entry with 10k followers and 100k views in the last 30 days). On the flipside, this might mean lower costs if you were to *run* your own Tiktok ads, meaning these might be a potential traffic source for ecom and other ventures. **TikTok Creator Fund Terms:**

<https://www.tiktok.com/legal/page/global/tiktok-creator-fund-terms/en>

Many other platforms do not have direct ad revenue, however I anticipate that they will follow Youtube's lead: All the platforms are competing for the content

creators and providing creating greater opportunity and empowerment for them will bring them to the platform.

2. Subscription Video On Demand (SVOD)

Users pay a subscription fee to watch your videos. A typical platform for this is Uscreen: <https://www.uscreen.tv/blog/video-monetization-platforms/>

3. Learn all the different options to *link out* from each platform - and utilize them all

Utilize your "bio link" (most platforms have this) and whatever other "link real estate" is available to you (varies by platform). For example on Youtube, you can place links in the **about box**, in a **pinned comment** and in your **“about this channel” page**. You may also be able to put a link in the first comment on your short videos, depending on the platform. If so, definitely use this feature because it is vital. Drive traffic to your own ad-enabled pages, affiliate promotions, products, etc etc.

4. Master the art of the “Call To Action”

An appealing call to action (essentially telling people what you want them to do) makes a **huge** difference to the traffic you will get from a link. Links should always have an accompanying call to action wherever possible. You can also implement a call to action at the end of your videos. Youtubers often do this to recommend a “next video to watch” or “check the about box for the _____” (freebie offer) for example. A further piece of real estate that should be used is the channel banner, which can promote a newsletter with for example “link in about page”/

5. Utilize “non-clickable links” and “two-step links”

This too is an art form. On many video platforms, your “link real estate” is highly limited. You have to get creative and there are numerous hacks to learn...

Two Step Links: Instagram for example only permits one link out; from the **bio** (homepage). You have to drive traffic “in two jumps” from your posts. You typically need to have the words “link in bio” (written or spoken or both) with a strong “call to action” (incentive) so that people click through to the profile and then to your link out. This is how you make a “two-step link”. A large number of viral posts, each with this type of “link in bio”, can drive significant traffic. On Instagram, make the bio link count. It should be your “silver bullet” - either your current offer, your very best performing offer, a link to a “node page” such as linktr.ee or to your own website’s homepage.

Links in pinned comments: Youtube permits these in short videos as well as long format videos. Make full use of these. You can also call attention to these links by mentioning them in the video itself.

You can include non-clickable URLs in any videos and images but people have to have a very good reason to use them because they will have to type them manually! Some TikTokers are saying “pause and read” in videos to drop important text and links for people to type.

Make **non-clickable URLs** as **short** and **memorable** as possible: Shorter, more memorable URLs get *much* more **type-in traffic** and return visits. There’s a strong reason why Elon Musk likes x.ai and x.com – not only for the “power and mystery” of the letter X but also because of its memorability and ease of type-in. Incredible branding masterclass! For the above reasons, “single letter domains” are now incredibly expensive – but do what you can. I’ve been able to pick up 3-letter “.life” domains for normal prices. A short, memorable linktr.ee/_____ or similar may still be available.

6. Use YT Shorts to promote an additional "Youtube longs" (normal Youtube channel) and monetize that (multiple options)

This one is a little more difficult than it sounds; because many people watching shorts would rather just scroll to the next short than take some other action: So

you have to incentivize viewers and motivate them to jump across. Use the pinned comment links, strong calls to action and high value / incentive.

From there, you are into your “normal” monetization options... Here are 18 ways to make money from a "normal" Youtube channel:

<https://wealthpowerboost.com/18-awesome-ways-to-make-money-with-youtube-with-or-without-making-videos/>

7. QR code + call to action (Get in ahead of the game on this one!!)

Nobody is talking about this!! You can include a QR code at the end of videos (as well as in **any** images) and these will get *some* traffic if the offer and call to action is good.

QR codes can now (with a special app) be scanned directly from your iPhone’s screen without needing a second device! <https://www.makeuseof.com/how-to-scan-qr-code-on-iphone-screen/>

I strongly expect that this “obvious” game-changer feature, which is now somewhat cumbersome and requires downloading a specific app and making a screenshot, **will become standard to all touchscreen devices within a few years** - and then everyone will be putting QR codes in their videos and images (wherever permitted, remember, some platforms can be greedy and not want you to leave!) QR codes have already seen mass adoption in some countries and this often signals that mass adoption is imminent in others.

You could try putting an end-screen with a QR code + call to action in all your videos. You can pitch whatever (legal of course) you wish that way, as far as I know – but use a linktr.ee with affiliate links to be on the safe side! I would start doing this now because in 3 years time when this feature becomes normal, you won’t be able to go back and fix up all your videos that are still getting traffic! Link the QR code to a long-standing piece of real estate such as a linktr.ee or your own site – because if for example you ran it to an Amazon affiliate offer, when that product is removed you are S.O.L.

9. Sponsored placements / shoutouts

Tons of options - and the bigger your *engaged following*, the better the opportunities. There are now marketplaces to buy and sell shoutouts and if you have a strong following you can outreach to brands (or they will outreach to you).

<https://collabstr.com/blog/how-to-get-tiktok-shoutouts>

9. Your Own Website

You can of course drive traffic to ad-enabled blogs, your own products, services and affiliate offers.

10. Affiliate promotions

“Direct linking” from most social media platforms to an affiliate offer is typically a no-no and can result in an account ban. Policies vary but I would stay safe: Use a **buffer** – for example linking first to your **linktr.ee** or your own website, and then from there to the affiliate promotion. Massive opportunity in affiliate promotions and I would regard this as a key monetization strategy for anyone with a strong social media following.

11. Email list

Use a “high value freebie” to drive traffic to an email list, then run your offers from the emails.

12. Review Amazon Products

Shorts can feature a quick product demo along with an “all links in bio” type call to action. Then have your bio link be linking to a page that hosts your full list of (affiliate) links where the products can be purchased. The most creative TikTok

“Amazon Haul” / “Amazon Finds” product reviews are racking up millions of views.

The typical way this is done is that the link in bio will go to a linktr.ee, with the “Amazon links” being the top button. Some linktr.ee accounts are full of product recommendations, almost being like a mini-store full of affiliate links. Example channel: <https://www.tiktok.com/@chandlerisaac>

13. Sell the channel

Platforms such as [Fameswap](#) (one of the better ones) facilitate trading in Youtube, Instagram, TikTok and other channels.

Short Video Creation Guides, Tools And Hacks

The Ultimate Guide to Short-Form Video Content (Influencer Marketing Hub) <https://influencermarketinghub.com/short-form-video-content/>
[fantastic primer that illustrates many of the key qualities a short form video should have for success]

Invideo/Pictory: Here's a great tutorial that shows how to make simple 'inspirational quote' videos very easily using Invideo or Pictory:

Best AI Video Generator Tool: Invideo vs Pictory - Which is Better?
<https://www.youtube.com/watch?v=PObSS61tkgY>

[Yes, it really is that easy to whip up short videos. Of course, this means that there are millions of them appearing all over the various platforms - and so you will still have to differentiate yourself in order to rise above the pack. But this is a "rising tide floats all boats" scenario in which just by showing up and consistently creating content that is "as good as the other content that is succeeding" - and you should achieve success.]

Pika: <https://www.pika.art> Ai text-to-video platform (beta)

Midjourney: If you are creating artistic-style slides for your shorts in Midjourney, include the code

--ar 9:16

in your prompts, in order to create graphics that are **close to** the correct ratio to be upscaled to 1080x1920.

Note that Midjourney 5.2's upscaled output will be 816x1456, which is not exactly the correct ratio but it is close, meaning that there will be minimal edge trim. More info: <https://docs.midjourney.com/docs/aspect-ratios>

Top Mentors

My current top pick here is [Digital Income Project](#) who has made over \$500,000 with “Faceless Instagram channels” as well as making some good revenue with YouTube Shorts. He has amazing and honest free tutorials on his Youtube, plus a further training program:

How to GROW TikTok Followers Organically (and monetize \$\$\$)

<https://www.youtube.com/watch?v=CTvsLW53zUI>