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15 Useful Points for Social Media Video Creation in the Context of Business

- 1. Educate yourself first:** Understanding the intricacies of video scripting, camera settings, and production will help set you up for success.
- 2. Team support:** Surrounding yourself with experts, from camera professionals to SEO gurus, can elevate your video quality.
- 3. Clear intent:** Understand why you're venturing into social media. Is it for prestige, partnerships, sponsorships, or sales?
- 4. Offer value:** Be clear about what you're offering on social media and cater to the audience's intent.
- 5. Quality over quantity:** A dedicated and engaged audience can offer more value than just accumulating followers.
- 6. Monetization isn't directly tied to views:** Some creators with smaller followings can earn more than those with vast audiences if they understand their audience's value.
- 7. Business intent and strategy:** Use platforms that align with your goals and remember that social media reach is not equivalent to a sustainable business model.
- 8. Invest for the long term:** Focus on trust and consistent results rather than continuously chasing more followers.
- 9. Do what you love:** Passion for content creation is essential. Successful creators are driven by genuine interest in their field.
- 10. Organic reach vs. paid ads:** Amplify well-performing organic content with targeted ads.

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11. Deep fake vs. organic: While automation and deep fake content might see a surge, genuine and organic content will always have a lasting impact.

12. Constant iteration and experimentation: Gauge what works with your audience by consistently experimenting and analyzing results.

13. Emotional well-being: Avoid anchoring your emotional state to the success or failure of your social media endeavors.

14. Understand your demographics: Knowing where your target audience spends time can guide platform selection.

15. View social media as a tool: While it provides visibility, don't solely rely on platforms for success due to the unpredictable nature of algorithms.

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