



## Instagram Video Marketing

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## Instagram Video



You've probably heard of Instagram or are maybe even using it to share images. But did you know Instagram can also be used to create videos you can share. Instagram is fast and fun way to freely share the memorable moments in your life.

Instagram video lets you take a video and transform how it looks with several built in filter effects. You can instantly post those videos with your friends and family and to Facebook, Twitter, Flickr, Tumblr and Foursquare.

Instagram is an app available for both Android and iOS systems.

### How to install Instagram

If you haven't already installed Instagram, it just takes a few simple clicks.

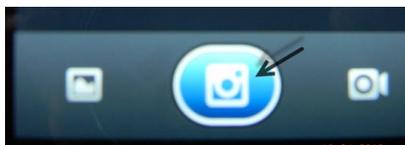
Begin by going to Instagram.com. Download the Instagram app for your iPhone/iPad from the App Store or download if for your Android in Google Play. Click on the install button.

Once you have the app installed on your device, tap it to open. Register your account and fill out the profile. Click done.

### How to Record a Video

You can begin recording video almost immediately after you download the app.

To record a video, tap the blue button at the bottom of the app and then tap the video button to switch from camera to video.



Press and hold the camera button to begin recording. When you are done recording lift your finger from the video button to stop recording.

Tap Next to add a filter and share your videos your videos. You can add your cover clip by moving the Choose Cover Frame slider to where you want it. Press the green arrow to save it.

Now you are ready to share your video.

## Sharing

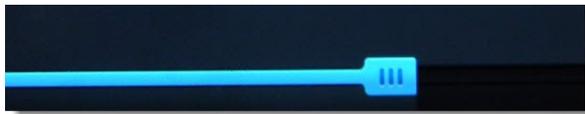
Sharing videos on Instagram doesn't have to be with new videos. You can share videos that you've previously recorded on your phone.

Upload a video from your phone to Instagram, by tapping the camera icon at the bottom of the app on your phone. Tap the video camera icon to switch from camera to video.

Tap the box in the bottom-right corner to show your phone's video album. Choose the video you want to upload. (On the iPhone, you need to tap the Next at the top.)

Choose the 15-seconds of the video you want to share by putting your finger on the video strip along the bottom and them sliding it to the left. This lets you set where you clip starts playing.

Drag the blue slider bar across the top of the video strip to set where your video clip will end.



Tap Add on the iPhone or the green next arrow at the top on the Android.

Sign into your social media account if needed, and click done.

For iPhone, you can combine more than one clip together to make a single 15 second video. Go back to your phone's video album and repeat the steps or record a new clip from the app.

## Marketing Idea

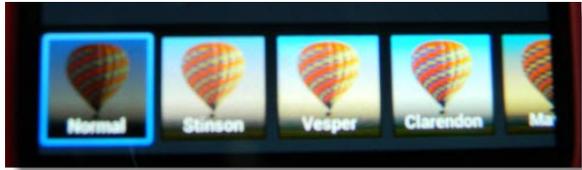
Use Instagram to create How-to tips and demos of your products. You're an expert in your product or field. Show samples of your expertise to tease your audience into wanting to see more.

Get your audience excited and involved in your brand by offering them a contest to enter.

## Add a Filter to Video

There are several filters you can use to make your videos stand out.

After your video is recorded, tap Next. There is Maven, Gingham, Ginza Skyline, Dogpach, Brooklyn, Moon, Helena, Asby, and Charmes available at this time. Select the one you like, tap Next to continue on to the share screen.



## Marketing Tip

Instagram videos can be up to 15 seconds long. In comparison to the Vine app which is only 6 seconds long, you can create a quick promotion that showcases different elements of your business such as a special offer, a new product, the footage from an upcoming event or even a live video of your tradeshow or conference booth.

Or how about showing the daily work life of your brand or business.

Short, 15 second bursts of video capture interest and hold short attention.

To get your point across in the brief videos while keeping your audience's attention, focus on images and create quick, interesting headlines.

## Miscellaneous Tips

Previous clips can be deleted by tapping the X and then tapping the trash can to confirm you want to delete.

Take multiple clips by lifting your finger off the record icon during the recording process. This pauses the recording. Tap and hold the button again when you are ready to move to the next clip.

The iPhone 4S and iPhone 5 come with the built in Cinema feature that allows you to stabilize your video after you have taken it.

## Sound

Sound can be set to play instantly or be turned off by default on your Instagram videos.

On the iPhone/iPad, adjust the setting by going into your profile by tapping the speaker in the bottom corner. Tap gear/settings icon in the right corner to access your settings. Swipe down and tap Mute. Choose to always play with sound or to turn sound on and off with your ringer switch.

On your Android, adjust the settings by going to your profile page and tapping the speaker icon in the bottom corner. Tap the three vertical dots icon in the top-right corner.



Swipe down to the sound setting. Tap the setting to turn the sound on or off.

If the sound is off you can turn it on for individual videos simply by tapping the top right of the

You're already using Instagram photo to share images. Now you can use Instagram to create videos to share. Instagram is a fun and creative way to freely share what is happening in your life and business.

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