



**WFB  
MAGAZINE**  
17,000  
Subscribers



**DIGITAL  
SOLUTIONS**  
600,000+ Total  
Annual Visits



**CUSTOM  
EMAIL**  
48% Average  
Open Rate



**SOCIAL  
MEDIA**  
45,475+  
Followers

## OVER YEARS OF POSTING VIDEOS, WE'VE NOTICED TRENDS IN WHAT CAPTURES ATTENTION AND WHAT DOESN'T IN SPONSORED VIDEOS.

### SUCCESSFUL VIDEOS HAVE INCLUDED:

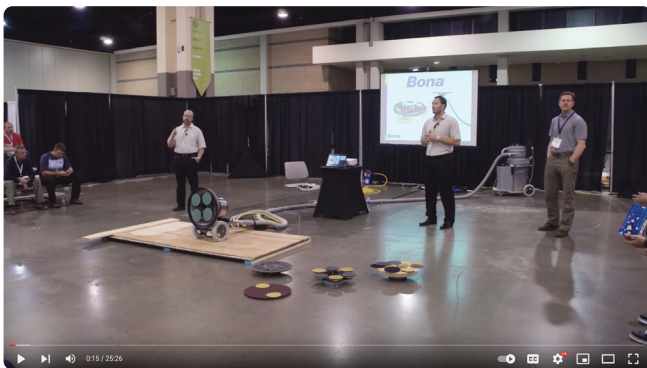
- Profiles of interesting installations where products were used
- Technical demonstrations/tips for using products
- Stories directly from customers
- People talking to the camera instead of a voice-over
- Keep it fun. Entertaining, funny or novel content generates the most engagement.

### LESS SUCCESSFUL VIDEOS HAVE INCLUDED:

- General company overviews
- Anything that sounds like a commercial
- A length more than 1 minute long

### ADDITIONAL TIPS:

- The first frame of the video should be a compelling image (not your logo).
- Include a hook in first 3 seconds. FB auto-plays video as people scroll through their newsfeed—give a reason to stop and watch.
- Focus on one clear message and craft an attention-getting title.
- Include a clear call-to-action (e.g., visit our website, comment, click URL in description for more info)
- Keep it short. 60 seconds is great, 45 seconds is even better, 30 seconds or under is ideal!
- Keep it fun. Entertaining, funny or novel content generates the most engagement.



**READY TO GET STARTED? CONTACT:**

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