



17,000

MAGAZINE SUBSCRIBERS



600,000+

YEARLY WEBSITE VISITS



20,000+

UNIQUE EMAIL SUBSCRIBERS



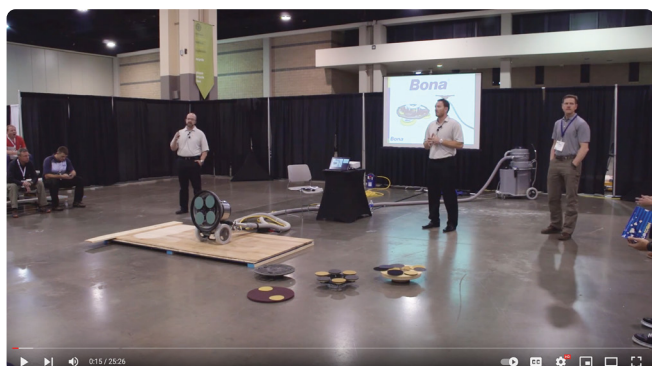
50,800+

SOCIAL 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!



READY TO GET STARTED? CONTACT:

JARED FISH

Director of Sales

(800) 722-8764 ext. 114

Direct: (608) 729-4220

jared@woodfloorbusiness.com



TECHNICAL QUESTIONS? CONTACT:

MARJORIE SCHULTZ

Digital Production Manager

(608) 729-4208

marj@woodfloorbusiness.com