

## Short Video Formats to Promote your Dermatology Practice

People increasingly prefer videos over traditional text-based communication, and short video formats, such as Instagram and Vine, can be highly effective tools

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Over the last few years, videos have emerged as one of the most powerful forms of online promotion. People increasingly prefer videos over traditional text-based communication. While YouTube continues to be the ideal platform for longer videos, a growing number of people want to view succinct videos, which are efficient, crisp and directly make their point.

This is where short video formats, such as Instagram and Vine, can be highly effective. The attention span of the online audience is extremely limited, and short videos that would just last for a few seconds to deliver the message can make greater impact and provide a wider viewership.

### Vine Videos

The unique thing about Vine video platform is that the video content is limited only to six seconds. It is easy to integrate these videos with social media channels such as Twitter, which allows for social sharing in real time. You can use Vine as a marketing tool for your dermatology practice to introduce a new service or product and draw the attention of your target audience.

The video time is extremely limited, which means you will just have enough opportunity to arouse the viewer's curiosity by creating a teaser about your new service, product or feature. It will compel them to find out more information. Vine can also be used to provide quick answers to some of the common concerns and frequently asked questions by patients. Vine promotion videos can be used to announce any special discounts, rebates or launch of an event.

### Instagram

Instagram is a hugely popular social media network to share images and short video. With a growing base of more than 150 million users, Instagram offers an excellent opportunity for locally targeted exposure for your dermatology practice. Instagram allows you to create and share short videos of up to 15 seconds (nine seconds longer than with Vine).

With these short videos, it is possible to present your dermatology service, product or brand in a little more detailed manner as compared to Vine. To build a loyal viewership and create engagement, you can develop a series of innovative videos as a part of a cohesive campaign. Multiple videos around a common theme can be created for more impact.

## Video Development Tips

Follow these tips for a successful video marketing campaign with Vine and Instagram videos:

*Know your Audience Profile.* Evaluate the demographic profile of your target audience carefully and create your videos around topics that are most relevant and useful for this specific group.

*Personalize the Communication.* Deliver your marketing message through short videos in a personalized manner by addressing the audience directly. If the viewer finds a personal connection, they will be more inclined in favor of your practice.

*Aim for Shareable Content.* Create your short videos with a goal to achieve a high level of social sharing. The messages should be informative and creative so that the viewer is prompted to share them within their own social networks.

*Make the Content Visually Appealing.* Use graphics and other video development techniques to create visually appealing content. The popularity of short videos depends in good measure on how innovative and visually appealing is their presentation.



Naren Arulrajah is President and CEO of Ekwa Marketing, a complete Internet marketing company which focuses on SEO, social media, marketing education and the online reputations of dermatologists. With a team of 140+ full time marketers, [www.ekwa.com](http://www.ekwa.com) helps dermatologists who know where they want to go get there by dominating their market and growing their business significantly year after year. If you have questions about marketing your practice online, call 855 598-3320 to speak one-on-one with Naren.