

Market Your Practice with Innovative Instagram and Vine Videos

When used creatively, Instagram or Vine videos can produce immensely successful marketing outcomes for your practice.

BY NAREN ARULRAJAH WITH VIKAS VIJ

With the rapid growth of videos as an effective way to share information, businesses and professionals are increasingly incorporating them into online marketing strategies. The two most popular platforms are Instagram and Vine, both of which feature a short and crisp video format that's conducive to gaining large viewership and delivering maximum impact. Both platforms therefore offer dermatologists a wealth of possibilities for reaching their current and prospective patient bases.

VINE

Many online marketers are still intrigued by Vine, due in large part to how its video content is limited to just six seconds. The videos can be easily integrated with Twitter, which makes them shareable in social media in real time. Thus, the Vine platform is an ideal tool for a practice that wants to showcase a new product or service and bring it to the attention of the largest possible number of local people.

Since the time is limited only to six seconds, flashing a new product, service, or feature can pique viewer curiosity and lead them to find out more information. Simple how-to videos and quick answers to some of the most frequently asked questions can also be provided through



Vine. Announcements about any special rebates, discounts, or special events can be made with Vine promotion videos. Teaser videos that compel viewers to ask for more can be created effectively with Vine.

INSTAGRAM

While the Vine platform offers unique advantages, Instagram has effectively transcended the video-sharing platform. Instagram's introduction of 15 seconds of sharable videos has created new standards in online video promotion and marketing. Instagram leveraged the power and popularity of its images site and an existing base of more than 130 million users. It upgraded its platform with short videos, which are now among the hottest online marketing tools.

Since they offer an additional nine seconds over Vine, Instagram videos should be used to create slightly longer promotional campaigns where the dermatologist can present their product or service or brand in a slightly more detailed manner. To keep viewers continually engaged, a good strategy is to develop a series of short videos functioning as part of a cohesive online video campaign. One can even create a common theme with a few videos to present a well-defined brand personality for the practice.

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ASSESS YOUR TARGET AUDIENCE PROFILE

Before developing a marketing campaign over Instagram and Vine, the dermatology marketer should carefully assess the demographic profile of the target audience. A large part of the social media community that uses Instagram and Vine is comprised of younger folks in the 20s and 30s age range. Thus, it makes sense to promote products and services aimed for these age groups through these video platforms. Video campaigns and themed video series can be developed specifically targeting the average profile of the user of Instagram and Vine.

ADD A PERSONAL TOUCH

One of the inherent risks with short video platforms such as Instagram and Vine is that the viewer may not get an opportunity to form a personal connection with the promoting brand. Therefore, developing these videos to communicate a personalized, engaging message requires careful thought. If the target viewer feels gratified with the video, or gets interested to seek more information, then you have achieved your goal. Moreover, using these videos skillfully over various social media networks to encourage conversations around them can also help build personalization for the brand.

CREATE SHARABLE CONTENT

Amplified marketing impact with short videos can be achieved when users tend to share them through their respective online networks. The inherent advantage with Vine videos is that they can be integrated with Twitter. Instagram, on the other hand, is owned by Facebook and thus the platform syncs relatively easily with it. No matter which social media platform you are using, though, keep in mind that innovative videos showing behind-the-scenes activities, or what goes into making a product or service, or some very interesting or compelling aspect of the practice or the dermatologist, are likely to be shared among the targeted demographic.

PROMOTE INTERESTING CONTESTS

Very short videos can be used effectively to create quick and compelling contests that require the user to answer something in yes or no format, make a guess about a displayed image, or write a slogan, title, or comment. This is effective toward engaging and involving the target audience with the brand. The most appealing part of contests is that they are extremely brief. Whereas long-drawn video contests can put off viewer interest, a contest packed into a few seconds is likely to get a response from a large number of viewers.

USE EFFECTIVE CONTENT CREATION TOOLS

Creating eye-catching and innovative visual content lies at the heart of a short video marketing campaign over Instagram or Vine. It is important to use content creation tools that are inherently social, flexible, and intuitive. Both Vine and Instagram score high on this account. (A recent study, in fact, showed that users are four times more likely to share Vine videos on Twitter compared to other videos.) But in order to maximize these platform and gain popularity for your videos is to make them visually appealing and creative.

Developing a great video is never an easy task. Editing it can be even more difficult, perhaps more so with video so short. But, assuming you can pack some creativity into it, a short, compact, and punchy Instagram or Vine video can produce immensely successful marketing outcomes for your practice. ■

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 130+ full time marketers, Ekwa.com helps one doctor in an area dominate their market and grow their business significantly year after year. If you have questions about marketing your practice online, call Naren direct at 877-249-9666.



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