

# 40

Social Media Videos  
to Empower Your  
Thought Leadership  
in Marketing

Bought to you by

**WAKSTER**



# Your Thought Leadership in Motion

**Welcome to a powerhouse for attracting, retaining,  
and converting attention.**

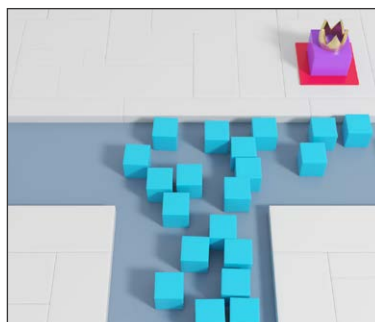
In this digital age, compelling storytelling, thought leadership and audience engagement are critical for your brand. However, creating consistent, persuasive, and cost-effective visual content can be a daunting task.

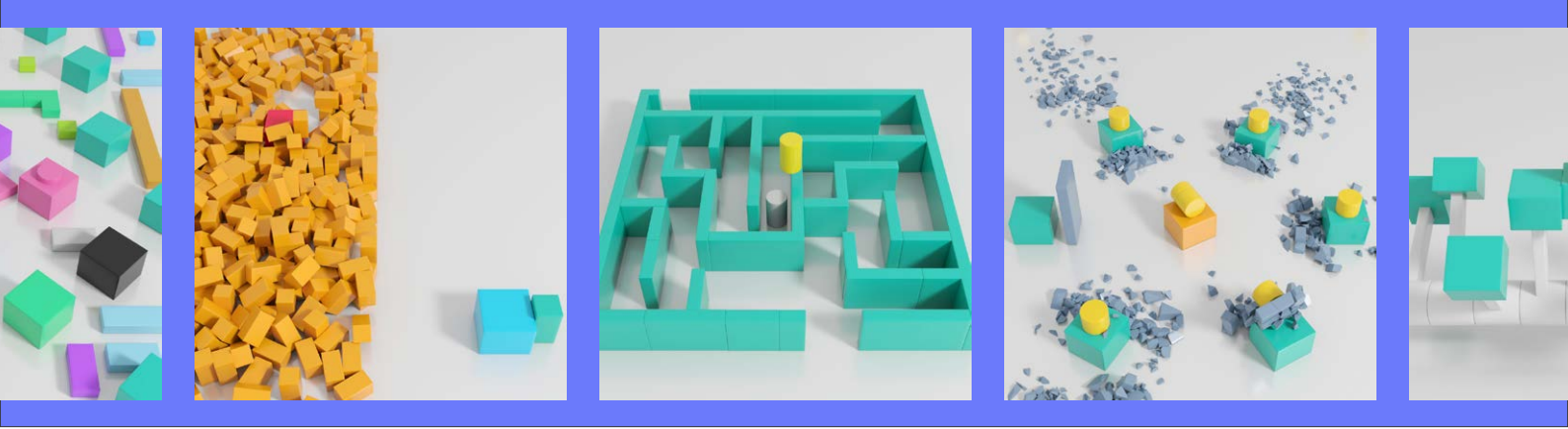
That's why we're thrilled to introduce our extensive collection of **40 short animation clips**, designed with your specific needs in mind.

Each animation serves as a narrative enhancer, a tool to amplify your message, and a **catalyst to spark engagement**. With a focus on core marketing principles and techniques, these clips allow you to showcase your expertise.

Our unique clips provide a time-saving solution, enabling you to effortlessly broaden your social media outreach and win more clients.

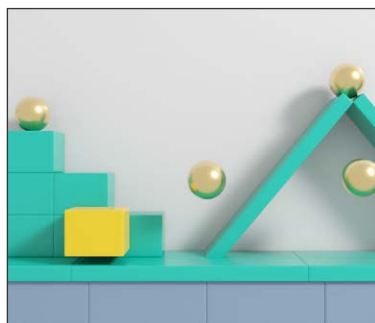
**This offer provides two months' worth of posts if shared Monday to Friday, or up to nine months' worth if shared once a week.**





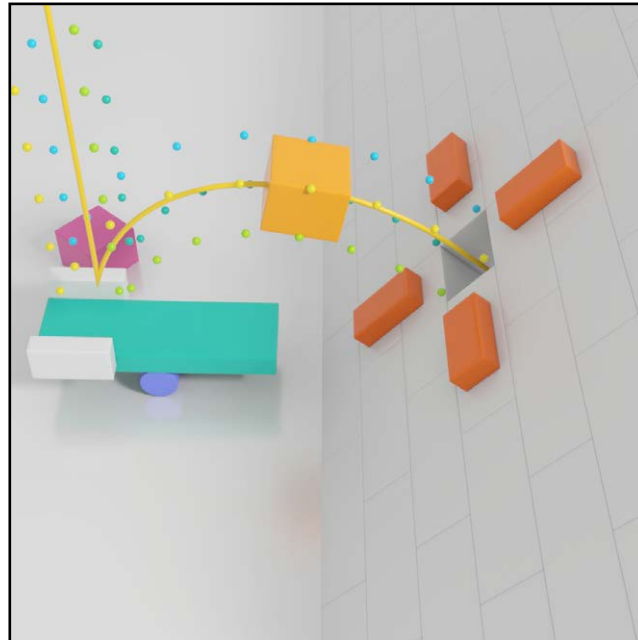
## Here's what these animation clips offer you:

- **Boost your thought leadership:** Each clip provides valuable marketing insights, enabling you to demonstrate expertise, build trust, and engage potential customers.
- **A wealth of content:** With enough animations to create two months' worth of posts if shared once per weekday, or up to nine months' worth if shared once a week..
- **Time-saving:** These 40 animations present a unified theme, enhancing brand recognition. You even have the option to personalise each animation with your branding.
- **Consistency in look and feel:** These 40 animations present a unified theme, enhancing brand recognition. You even have the option to personalize each animation with your branding.
- **Cost-effective:** Spare your in-house content creators the task of producing high-quality animated content and get it at a fraction of the cost of outsourced production.



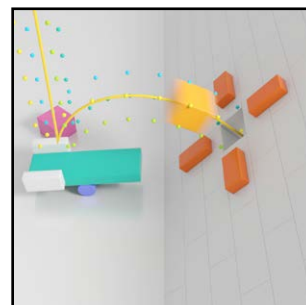
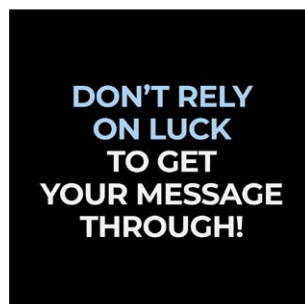
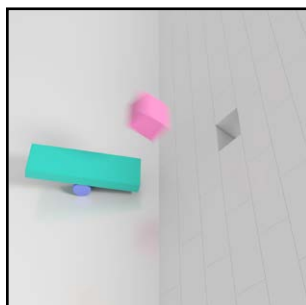
# Sample Content

**THEME:** Marketing Strategy



## ANIMATION

Each animation is ready for upload. They are each under 30 seconds long, with dimensions of 1080x1080 pixels, in .mp4 format, and are accompanied by a thumbnail. You receive two versions of the animation: one with text and one without. You're welcome to add your own branding or text. If you need assistance, please feel free to ask WAKSTER.



## HEADLINE SUGGESTIONS

- Reimagine Your Business with the Power of Strategic Marketing.
- Mastering the Chessboard of Modern Marketing: Your Next Move.
- Propel Your Success: Amplify Your Brand with our Proven Marketing Strategies.
- Transform Your Business Outcome: The Science of Strategic Marketing.
- Unveiling the Blueprint of a Robust Marketing Strategy.
- Elevate Your Brand: Achieve Unparalleled Growth with Strategic Marketing.

## TEXT SUGGESTION TO ACCOMPANY THE ANIMATION CLIP

Imagine trying to catapult your message through a tiny space that represents your target audience's available attention.

Without a carefully planned marketing strategy, you're relying on luck to get it through.

With a solid strategy, you have all the tools to get your message exactly where it needs to land.

Research from Harvard Business School has revealed that businesses with a robust, well-defined marketing strategy have a 56% higher chance of outperforming their competition.

We're here to help you craft that strategy. Our approach goes beyond superficial tactics. Instead, we delve into the essence of your business, aligning marketing initiatives with your core values and objectives. We transform your brand into a magnetic force, drawing customers to you effortlessly.

Let's consider Apple as an example. It wasn't just the design or functionality that made them a global phenomenon, but their strategy: they successfully sold an experience, a lifestyle, rather than just a product. Isn't that the kind of transformative marketing strategy you want for your business?

Your journey towards market dominance starts with us. Together, we'll explore the vast potential of your brand, understand your audience, and utilise cutting-edge marketing techniques to ensure your brand is visible and unforgettable.

What's your biggest marketing challenge right now?

Share with us in the comments, and let's start the conversation towards a more prosperous future for your brand.

[#StrategicMarketing](#) [#BrandAmplification](#) [#BusinessGrowth](#)

## TEXT VERSION 2: LESS THAN 500 CHARACTERS

Navigating audience attention without a strategy is like blind luck. We craft strategies, boosting your chance to outperform by 56% - Harvard confirmed. Our goal? Transform your brand, like Apple did, from just a product to an experience. Ready to dominate? Share your challenges. [#StrategicMarketing](#) [#BrandAmplification](#) [#BusinessGrowth](#)

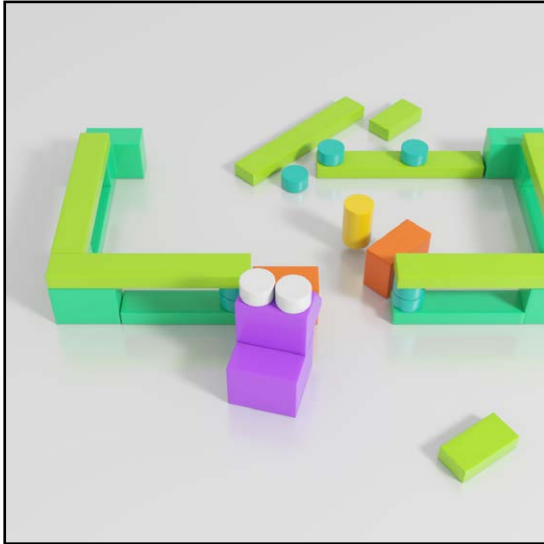
## TEXT VERSION 3: LESS THAN 280 CHARACTERS

Don't leave your message to luck. A robust strategy can boost your success by 56% - Harvard proved. Let's transform your brand into an experience. Ready? Share your challenges. [#StrategicMarketing](#) [#BrandAmplification](#) [#BusinessGrowth](#)

# Catalogue

Each animation depicts an idea. Our theme suggestions are just that: a suggestion. You are welcome to put your own interpretation on the animation to make it fit your unique selling proposition and creative flare.

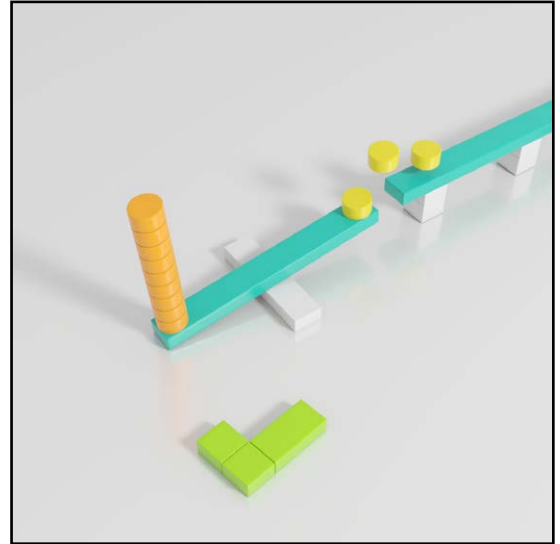
1



**Storytelling:** In marketing storytelling captures and holds attention.

**Message:** Use stories to share your brand's mission, origin, and core values.

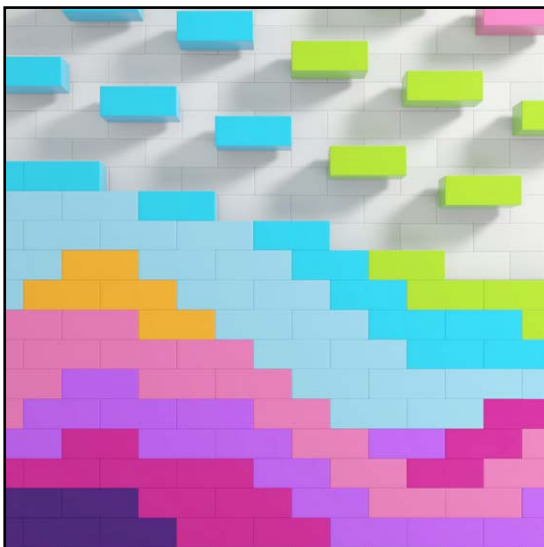
2



**Anchoring:** Setting things up for a positive outcome.

**Message:** What you say, show or do first can make what follows more appealing.

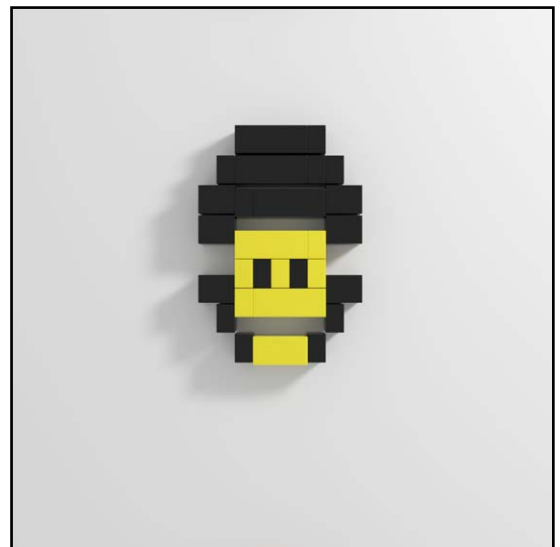
3



**Colour:** Colours affect brand perceptions.

**Message:** Use Colours wisely. They represent your values and attributes.

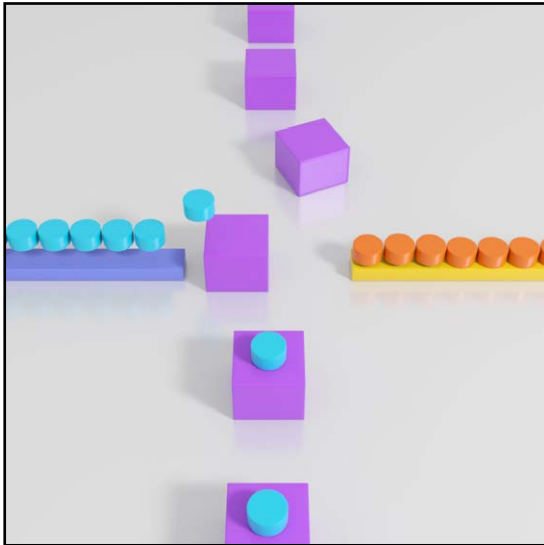
4



**Personality:** What personality does your brand have?

**Message:** Focus on: voice & tone, look & feel, story & engagement

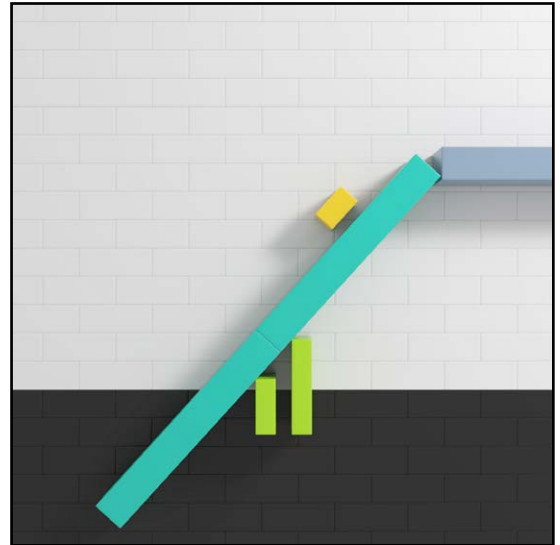
5



**Social Proof:** The opinion of others matters in marketing.

**Message:** Create proof! Use customer reviews, testimonials, case studies and social media influence.

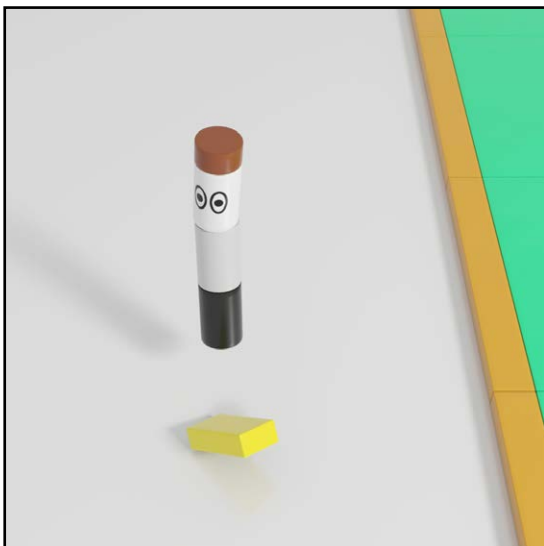
6



**The Contrast Effect:** Contrast elevates interest.

**Message:** Putting your brand in sharp relief will amplify its appeal.

7



**Entertainment:** Should marketing be entertaining?

**Message:** In marketing, entertainment creates a positive attitude and impacts memory retention.

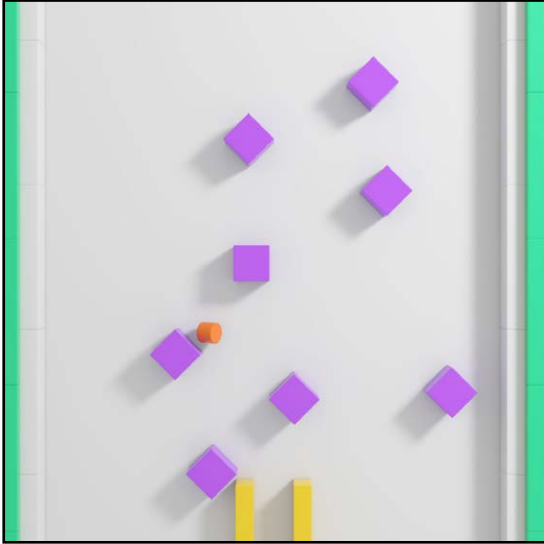
8



**The scarcity principle:** Less is more exciting.

**Message:** Scarcity boosts desire & higher conversion rates.

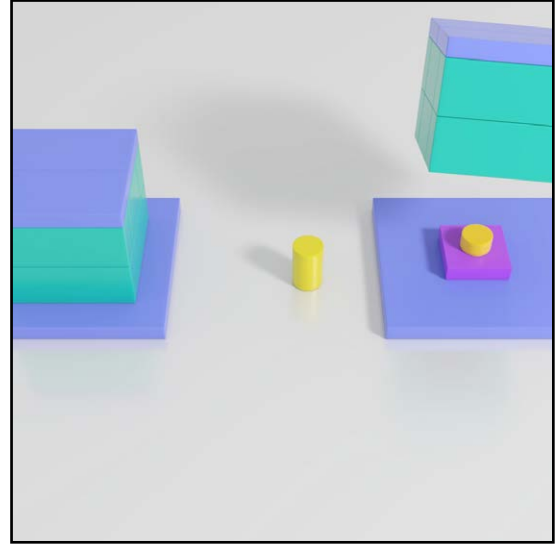
9



**Understanding:** Only when you understand decision-making can you guide it.

**Message:** Start by understanding your customers and their journey.

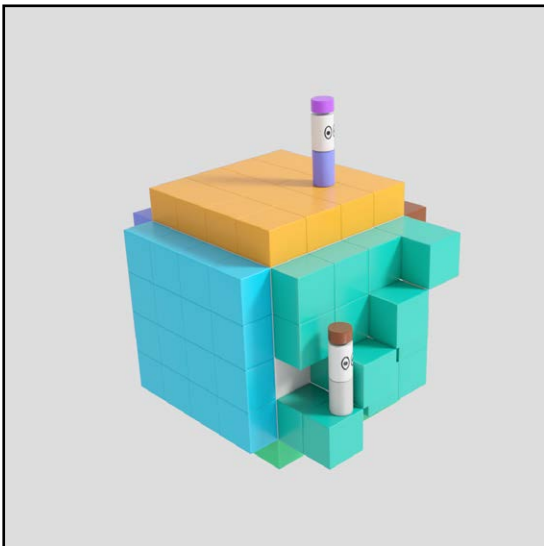
10



**Mere Exposure Effect:** Familiarity breeds conversion.

**Message:** Make your brand appear familiar: repeated exposure, consistent messaging.

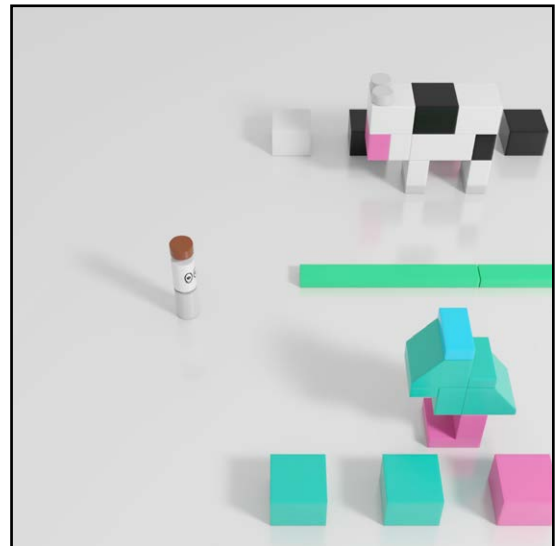
11



**Narrative transportation:** Stories engage and engagement boost sales.

**Message:** Stories captivate your audience and foster deeper affiliations with your brand.

12



**Priming:** Setting the stage affects the outcome.

**Message:** Ask: what do they need to think about before they think about my brand.



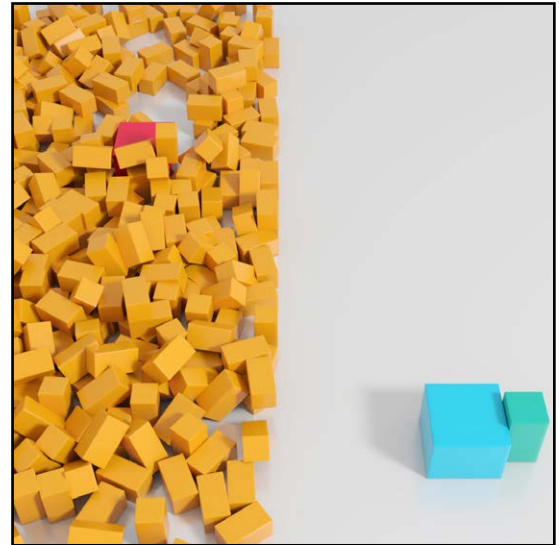
# 13



**Available Heuristic:** Make them remember YOU when they make a decision.

**Message:** Be memorable. Use storytelling, repetition and emotions.

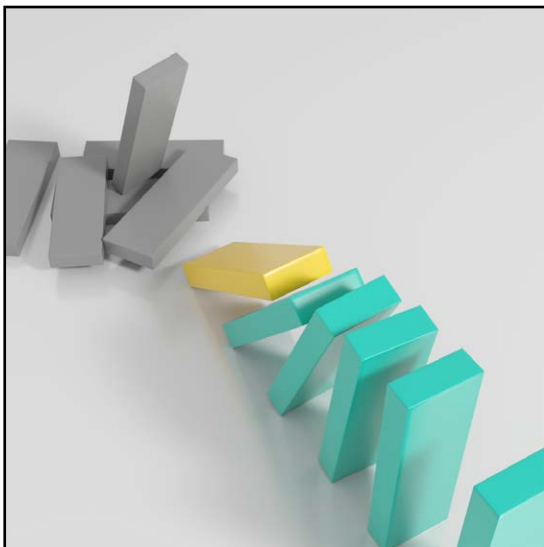
# 14



**Complexity:** Simplicity creates results.

**Message:** Start by being crystal clear about your value proposition.

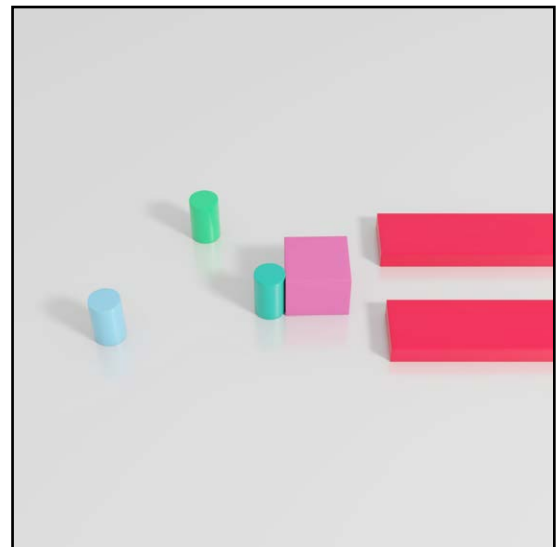
# 15



**Originality:** Boring conformity? Leaving it to change? Or originality?

**Message:** Originality stimulates interest, sparks conversations, and drives conversions.

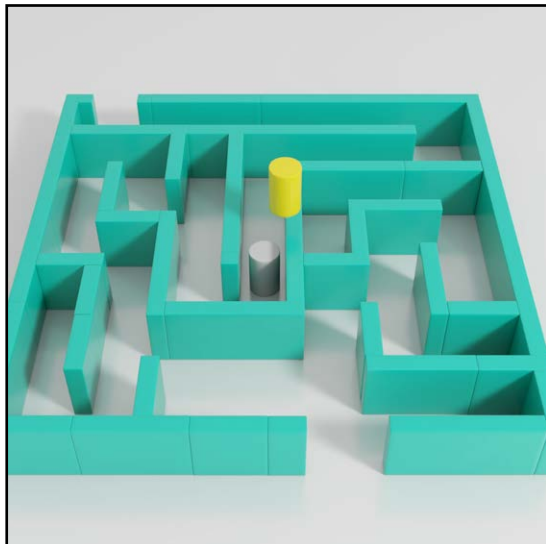
# 16



**Cooperation:** Collaboration improves outcomes.

**Message:** In the world of marketing, collaboration is a catalyst for success.

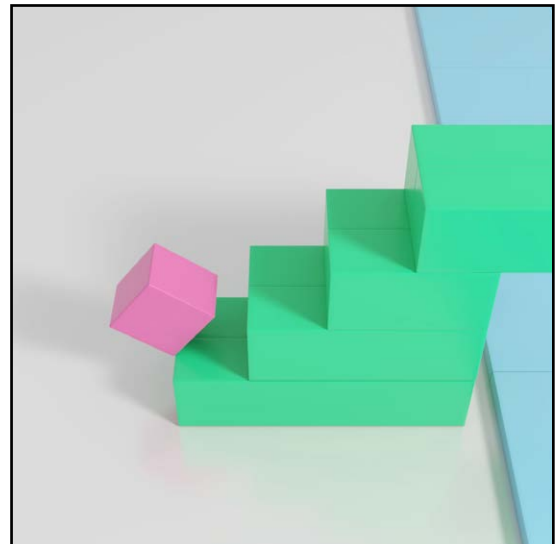
17



**Curiosity:** Curiosity drives more enthusiastic exploration.

**Message:** Creating curiosity captivates, engages, and drives conversions.

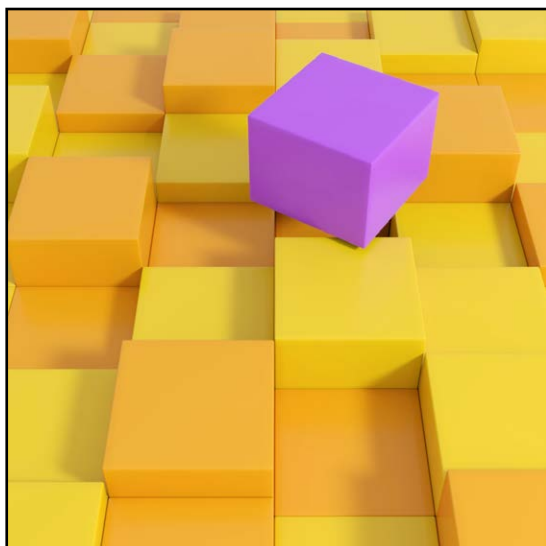
18



**Persistence:** Pays to be persistent.

**Message:** Stay consistent and be resilient in the face of setbacks.

19



**Attention:** Differentiation is not an option.

**Message:** If everyone is grey, be the colour. If everyone is colour, reposition yourself. If everyone repositions, act differently. Identify your USP. Leverage storytelling. Be distinct.

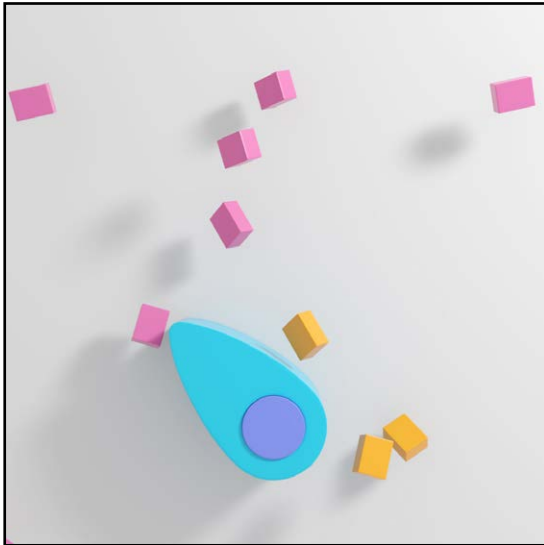
20



**Know the route:** Do you understand the decision-making journey?

**Message:** A clear understanding of the decision-making journey enhances your marketing.

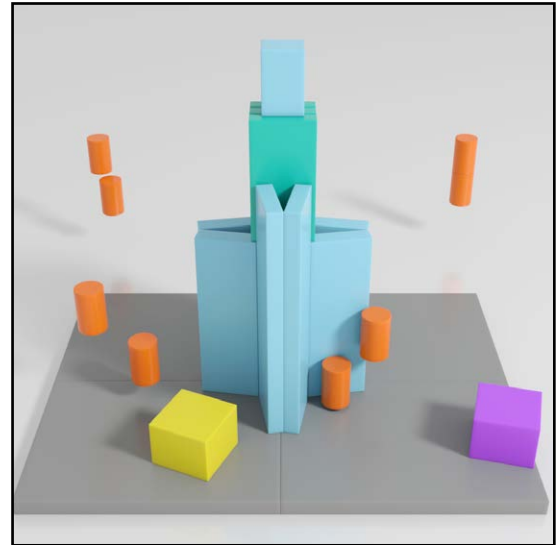
# 21



**How to get bumped towards YES:** Sway the decision-making dial in your favour.

**Message:** Harness the principles of persuasion: scarcity, authority, consistency, liking, consensus, reciprocity, and emotion.

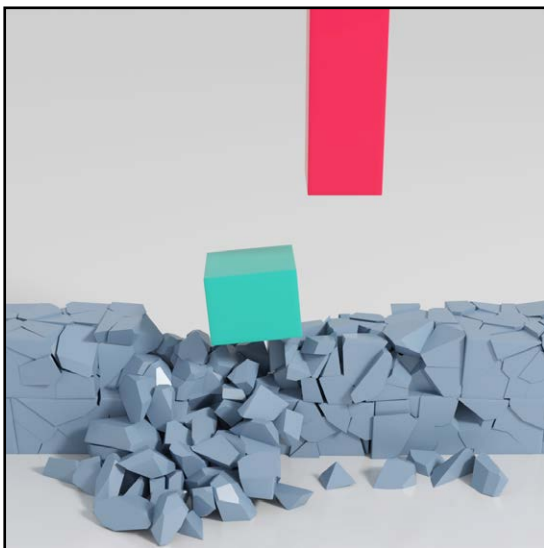
# 22



**Competition:** Don't fight the competition.

**Message:** Don't fight: innovate, outsmart and change the rules.

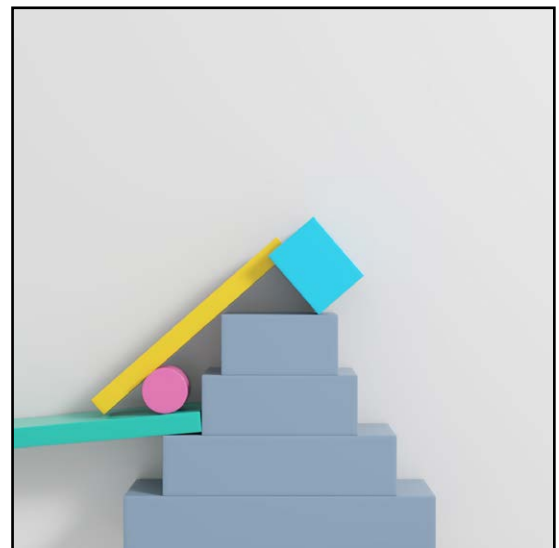
# 23



**Fear:** Fear stops progress.

**Message:** Embrace calculated risks.

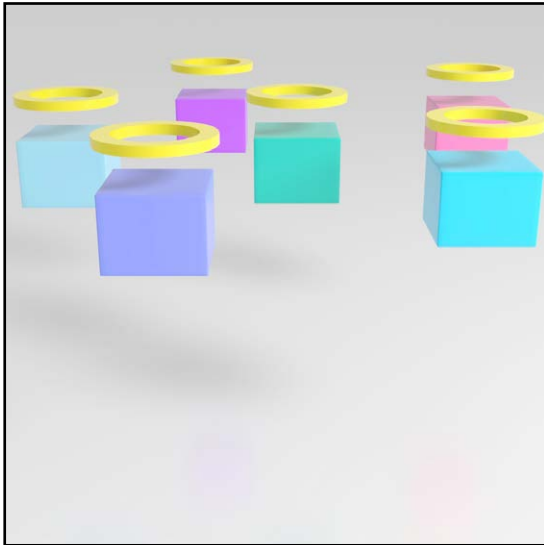
# 24



**Loss-aversion:** People fear what they might lose.

**Message:** Make it more about what they might lose rather than what they might win.

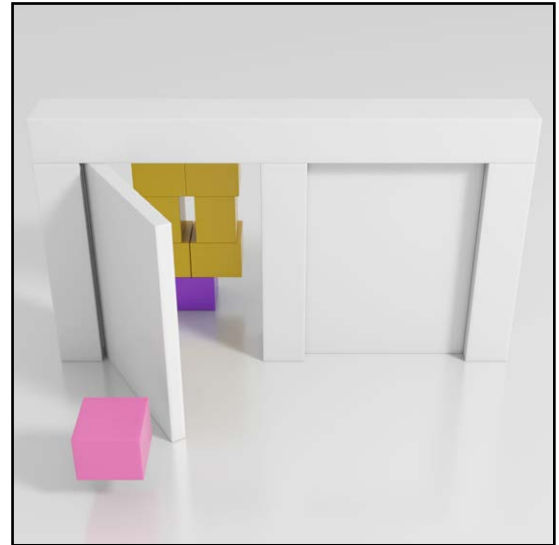
# 25



**Halo Effect:** The Halo Effect will amplify your brand perception.

**Message:** Ensure every touchpoint with your target audience radiates quality.

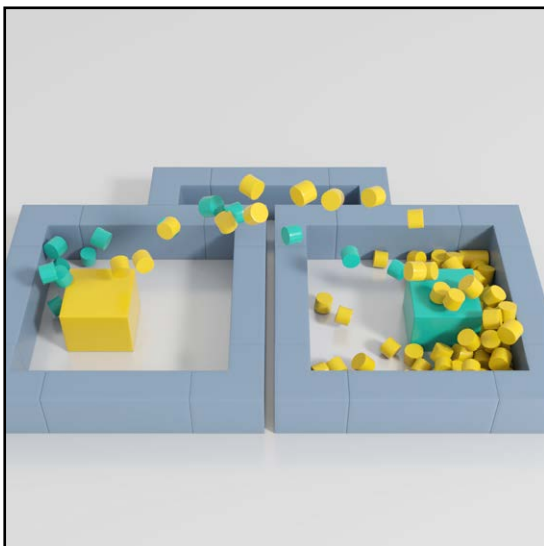
# 26



**Door In Your Face Technique:** The Door-In-The-Face technique.

**Message:** Make a large request (likely to be refused) followed by a smaller request (likely to be accepted).

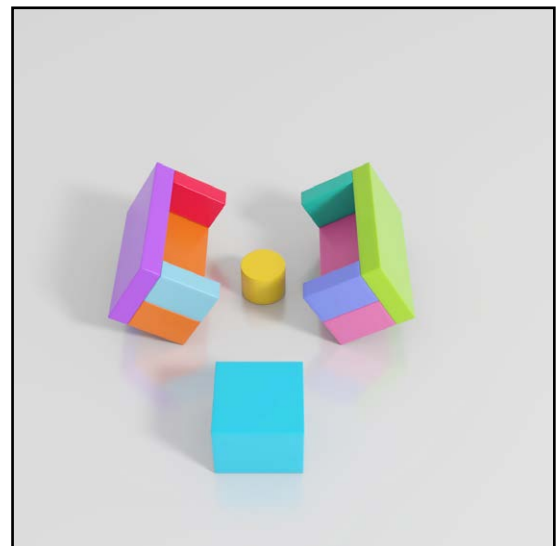
# 27



**Reciprocity:** Reciprocity: give to gain.

**Message:** Share valuable, memorable, and enjoyable experiences.

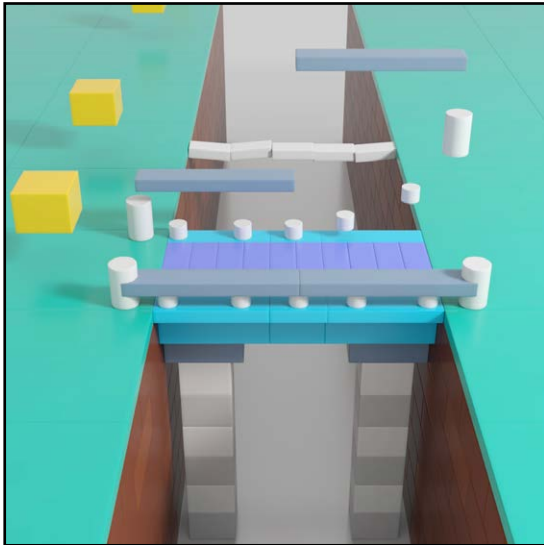
# 28



**Scarcity Principle:** People value what's hard to get.

**Message:** The psychology of scarcity is a compelling force in decision-making.

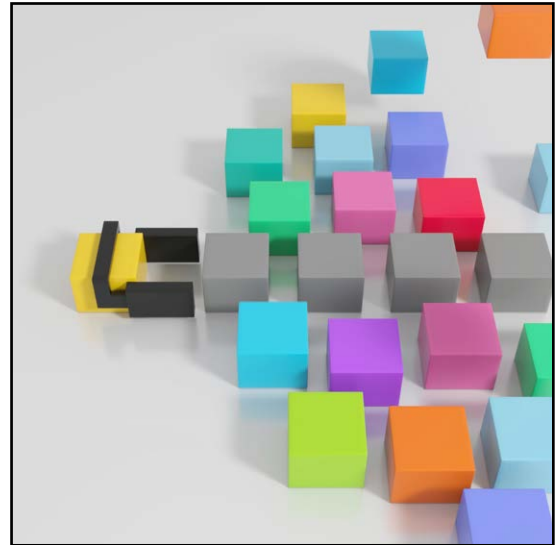
# 29



**Trust:** The perception of quality creates trust.

**Message:** Be authentic. Be transparent. Be consistent.

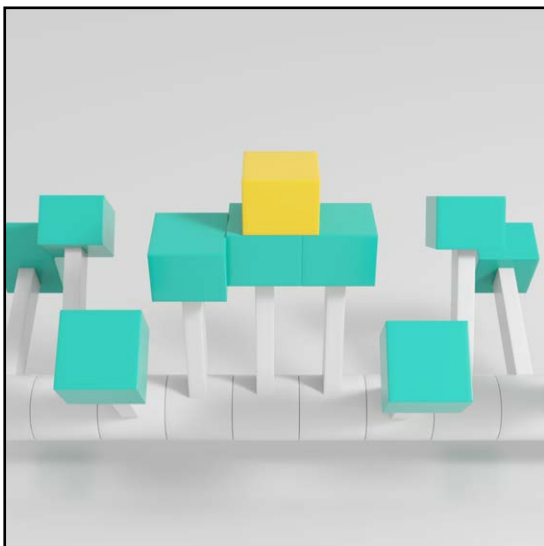
# 30



**First Impressions:** First impressions acts as a perception filter.

**Message:** Make your introduction pitch impressive, or everything else will appear less persuasive.

# 31



**Timing:** Getting the timing right can boost conversion rates.

**Message:** Timing is the heartbeat of success.

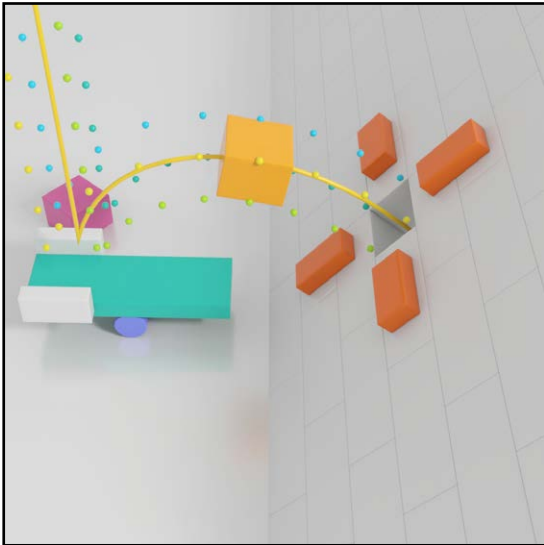
# 32



**Exponential Growth:** Organic growth: a marketer's dream.

**Message:** Achieve growth by sharing value, relevance, authority, credibility, emotions that resonate, appealing visuals, and stories.

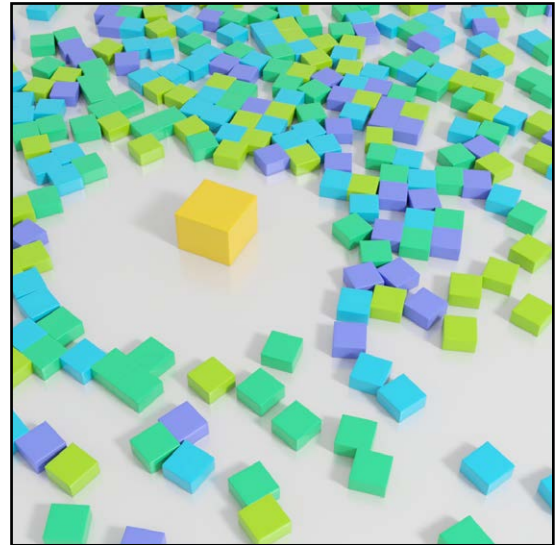
## 33



**Strategy:** Don't rely on luck to get your message through!

**Message:** Know your audience: what they want, where they are, their journey, what they like and why they say YES.

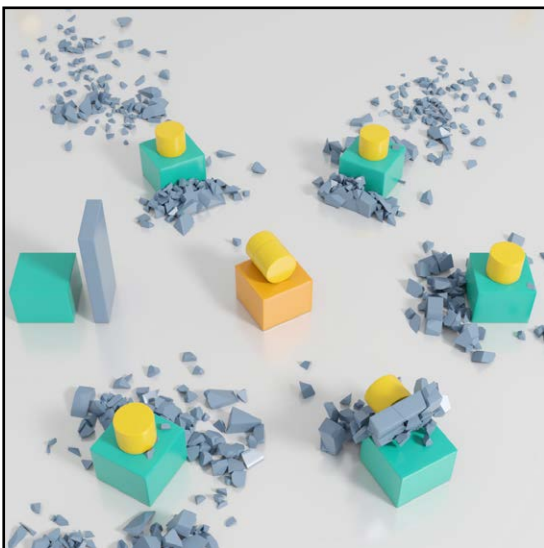
## 34



**Avoiding Avoidance:** Does some of your target audience seem unreachable?

**Message:** Overcome a reluctance to engage: be different, create curiosity, and keep it simple.

## 35



**Attention Barriers:** Punch through attention barriers.

**Message:** Be Unique. Evoke Emotion. Deliver Value.

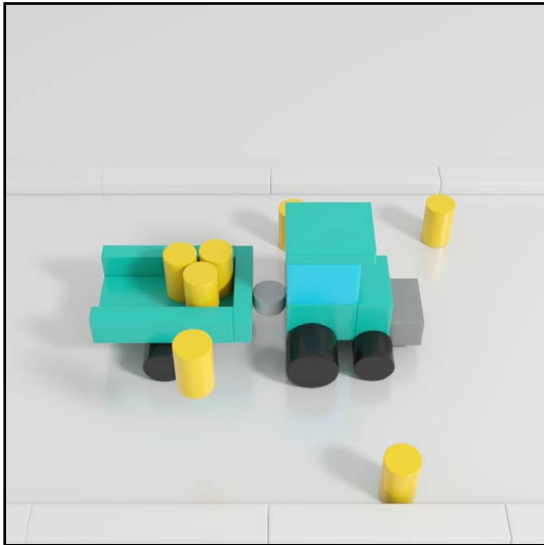
## 36



**Personalisation:** If your message doesn't fit your audience, they won't pay attention.

**Message:** Speak to your audience's unique needs and interests in a way that makes them feel special.

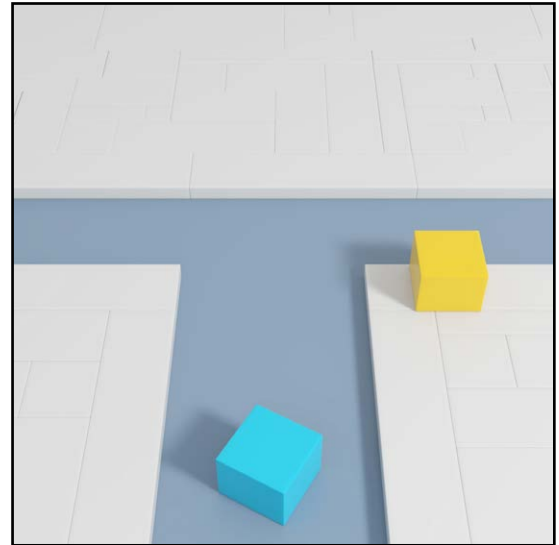
# 37



**The Bandwagon Effect:** Don't miss that bandwagon & don't let them miss yours!

**Message:** Get on board with what deeply resonates with your target audience.

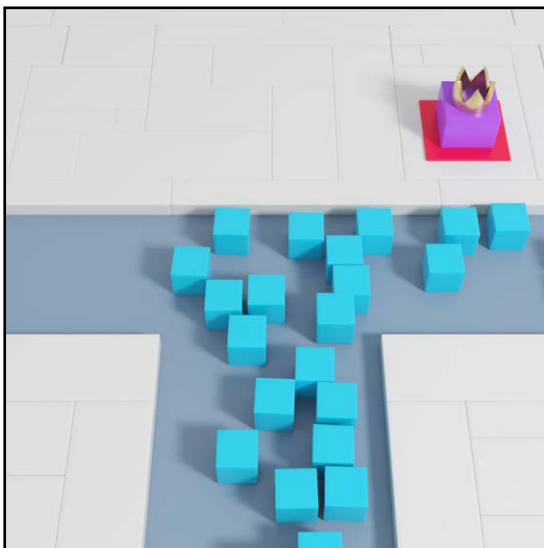
# 38



**Recency Effect:** Was yours the most recent message they saw.

**Message:** Increase brand recall with regular updates, careful timing and repetition.

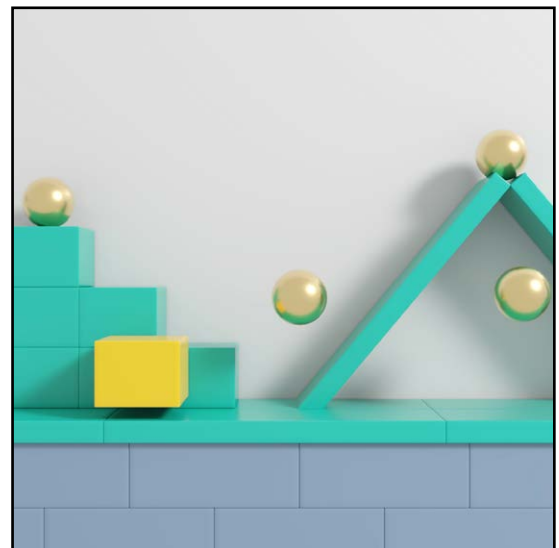
# 39



**Authority Principle:** Command attention. Sway with authority.

**Message:** Increase trust by effectively demonstrating your knowledge and skills.

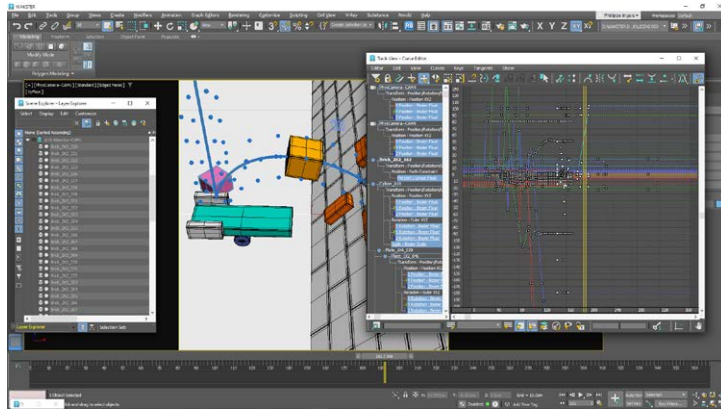
# 40



**Convenience:** Convenient matters.

**Message:** Make Information accessible and simplify the purchase process.

# And in conclusion ...



## Customisation

We understand that each agency's brand is unique, and you may want to customise these animations further to align with your brand identity or message. That's why at WAKSTER, we're more than happy to assist. Should you require our expertise in branding these animations with your agency's logo, colours, or other visual elements, or if you wish to modify the animated text to fit your narrative more closely, we're here to help. Feel free to reach out to us with your specific needs, and we'll work together to ensure your content stands out in the digital crowd. Remember, your brand's distinction is your power – and we're committed to helping you showcase it effectively. Please email me at [philippe@wakster.com](mailto:philippe@wakster.com)

Click here to see the animations ▶

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