

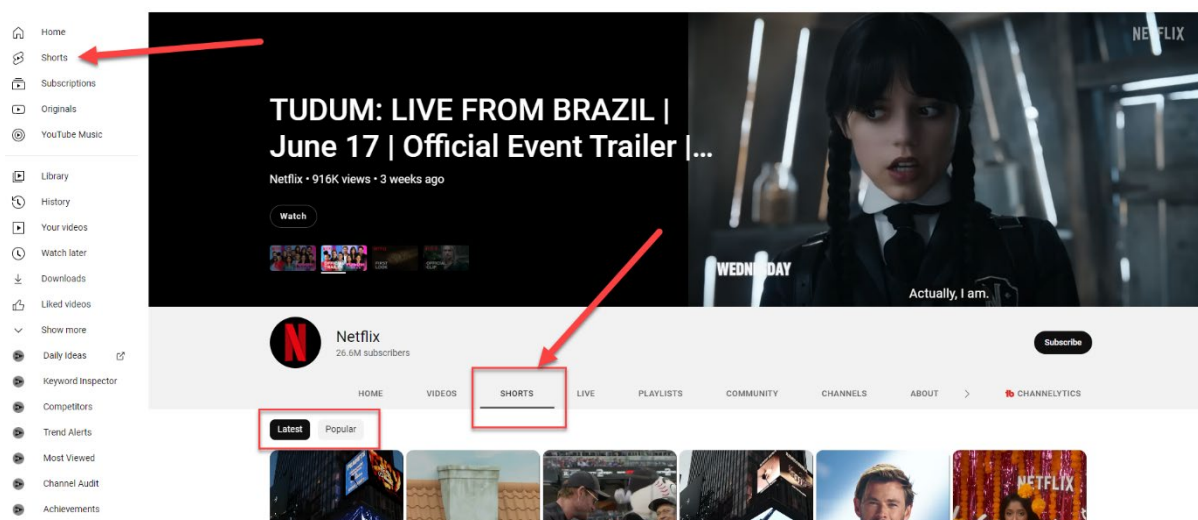
It's no secret that short-form videos have taken over social media and they are here to stay. In a recent survey, it was found that short-form video has the highest ROI of any social media marketing strategy.

Think back to the lesson in 'Content Posting' where we covered 'Repurposing Content'. While the focus in this lesson is on YouTube Shorts we will also be covering the power and potential of repurposing content on the second largest search engine in the world!

YouTube Shorts receives **15 billion** views daily... and YouTube Shorts are a great way to gain long-form subscribers. YouTube Shorts started as Google or YouTube's answer to TikTok and Meta's Instagram Reels.

The YouTube Shorts are vertical videos with a length up to 60 seconds. With the Shorts' creation tools in YouTube, you can make 15-60 seconds or bite-sized videos, add music, animated texts, and other elements, and upload the content directly on YouTube.

Creating video can be time-consuming, so getting the most out of each and every video you create by repurposing them on and off of YouTube? The more you can do with the content you already have, the more engagement and impact you can drive to your content and your business.



Benefits of YouTube Shorts for Business

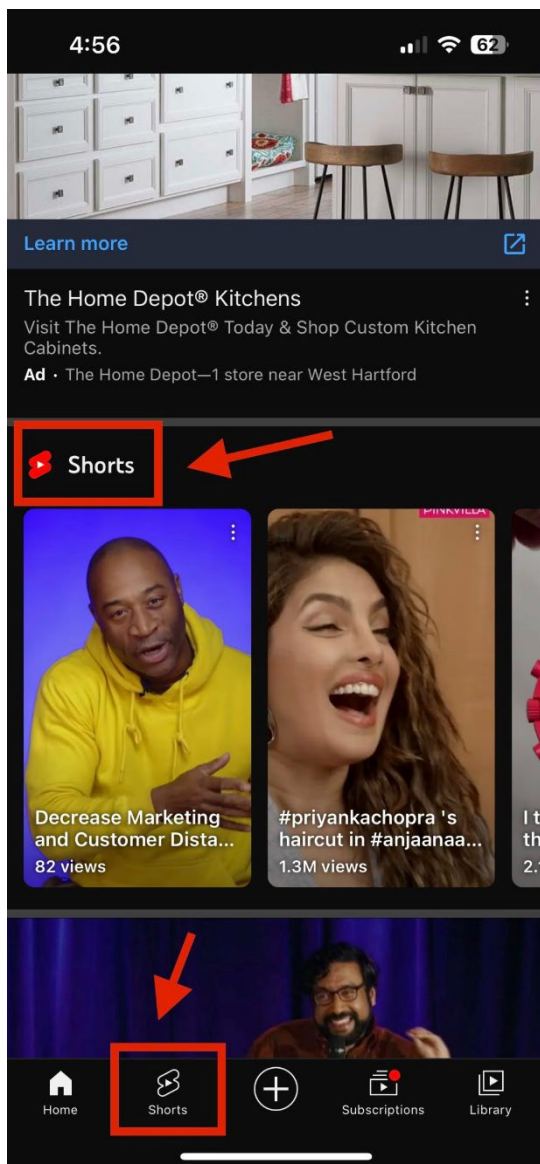
YouTube Shorts videos provide a unique opportunity to get your message in front of a captive audience in a fun, interactive, and entertaining medium. The short format videos allow your brand to experiment with new ideas that could be shared across social media and attract new followers and leads.

Easily Identify the Best Parts of Your Long-form Video Content to Create a Stellar YouTube Short

The first step to creating YouTube Shorts from your long-form video content is to identify the most engaging and informative parts of your video. These could be funny moments, insightful quotes, or visually stunning footage. Once you've identified these moments, you can use them to create short, impactful videos that capture your audience's attention.

Tips for creating effective YouTube Shorts

- Keep the length of the video between 30 to 45 seconds.
- Create original content that hooks the user within the first two seconds.
- Use text over the video to help the viewer understand what they are about to watch.
- Add value and ensure that the video has a goal.
- Showcase more personalised business content like company news and events, behind the scenes, and workplace culture.



Increase your YouTube subscribers (new leads)

Like its parent channel, Shorts on YouTube offer a simple way for users/viewers to find and watch videos by topics. And since people love watching bite-sized videos, YouTube Shorts will help you increase your subscriber database.

Every YouTube Short you post has a “Subscribe” button which automatically subscribes viewers to your YouTube channel. That way, whenever you publish a new short video, you increase your chances of getting more views and subscribers. Remember, new subscribers, are new leads and eventual customers.

Create YouTube Shorts by repurposing existing TikTok and Instagram Reel videos

Does YouTube Shorts “mind” you using these repurposed videos with TikTok and Instagram logos on them? Not at all. YouTube’s algorithm for Shorts have changed, and views on repurposed videos through the YouTube Shorts feed are increasing.

Instagram reels and posts

In a very similar way, YouTube Shorts can be and should be repurposed on Instagram as Reels. YouTube Shorts format already matches Instagram Reels 100% (both are vertical, under 1-min long). With that said, you may need to revisit hashtags and copy on Instagram and any additional platforms when repurposing YouTube videos. While YouTube tags are similar to Instagram hashtags, they aren’t exactly the same in terms of spelling, approach, and general usage.

Wrap-Up

YouTube Shorts video is beneficial for business growth because it allows you to produce and repurpose content on a number of different platforms.

Plus, YouTube is prioritising its new asset — Shorts, for performance and viewing. Therefore, producing Shorts on YouTube frequently will boost your brand reach to a larger target market.