

6 Ways Brands Can Use IGTV to Enhance Their Digital Presence

Instagram TV or IGTV is a vertical video platform that users can use to produce videos up to one hour long, organized into channels much like regular TV. Although it's still pretty new, IGTV is already making waves in the social media and video worlds. The new platform offers publishers a chance to engage viewers in a new, more intimate way. Let's consider six ways a brand can use IGTV to grow its visibility digitally:

1. Create Your Niche:

It goes without saying that a brand needs to introduce itself in front of the new audience. Built your videos around what you actually do, tell people who you serve and all the whats, whys and hows of your brand and its ideology.

2. Know Your Audience:

After your Brand introduction, get to know your audience. Select your demographics and always create content keeping in mind the style, tempo and the mood of your audience and always engage them with comments and adjust your approach whenever necessary.

3. Video Length:

Audience's preference should be given utmost importance. Typically, vertical video sparks more engagement. But a brand can experiment with the length too just be aware about customers' engagement and that can be achieved by looking at the IGTV insights, which include engagement and audience retention data and create videos accordingly.

4. Content:

Your content has to be suitable for vertical video as shorter vertical video brings more engagement and retains customers attention. Be creative about your approach, create schedule for video posting or upload 'how to videos' or Live Interviews with influencers or post testimonials of customers. Whatever is your content idea it should be engaging, fun and creative.



5. Optimize Your IGTV Videos:

You need to make the best out of your video. Add compelling titles to your videos, especially if the cover image doesn't clearly show what the video is about. Whether the title is in uppercase or lowercase, stick to 18-20 characters in the title. Incorporating appropriate keywords and hashtags in your descriptions enable people to find videos that matter to them easily and quickly.

6. Stand out:

Mixing Instagram stories and IGTV videos and rolling them into one interesting

video with music is one way to look quirky and unique. Or posting sneak peeks at the inner workings of businesses and brands can also help. Whatever approach you decide to connect with your customers always focus on creating more intimate and engaging presentation. Engage your audience with quick respond to common questions about a product or topic, or comment on current events when they occur or any future launch of product or services.

Geek Out!

I love pressing F5. It's so refreshing!



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