

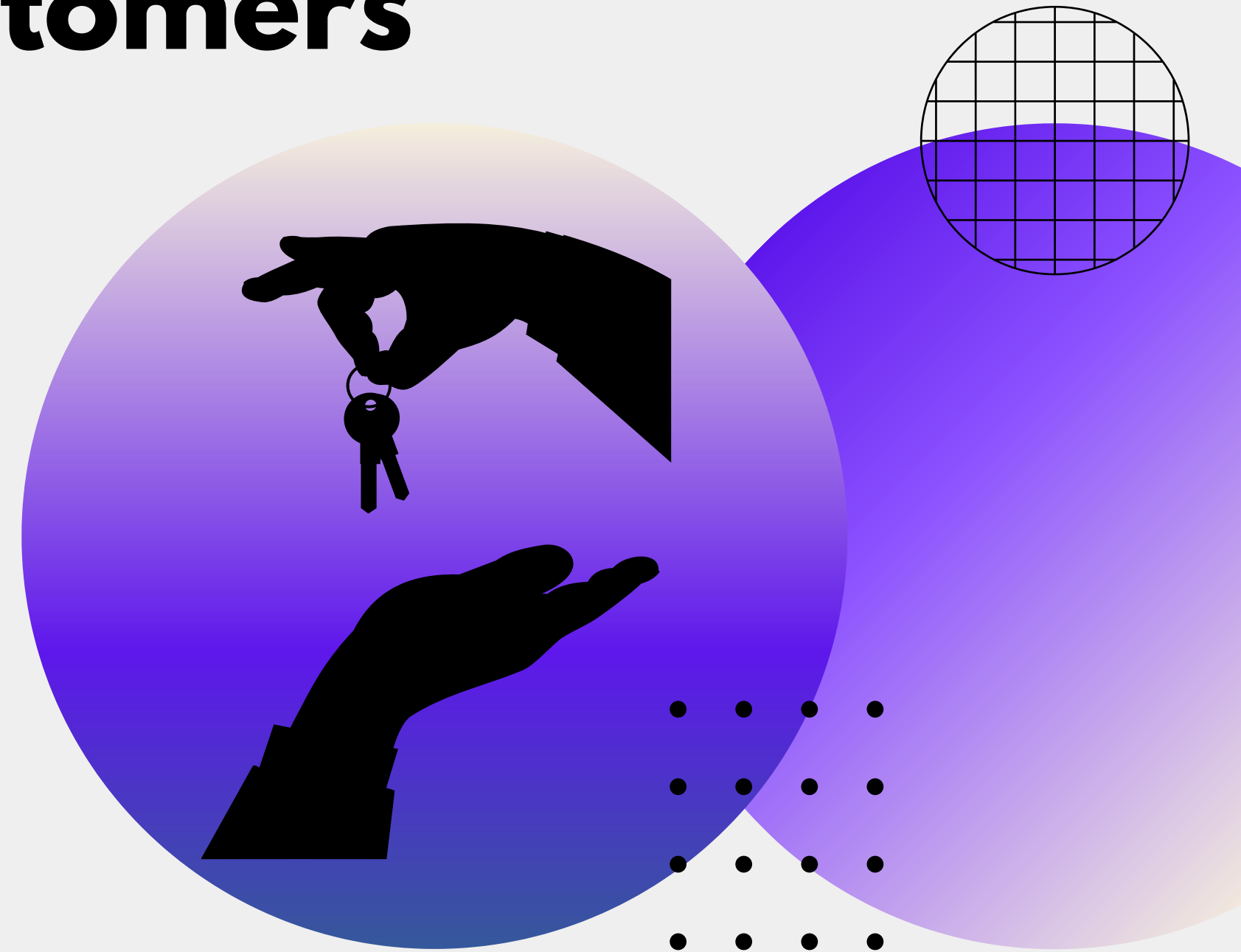
Short-Form Video: The Key to Lifetime Gen-Z and Millennial Customers

Data Behind How Short-Form Content Creation Beats Paid Ads Targeting GenZ and Millennial Audiences

Let's Start

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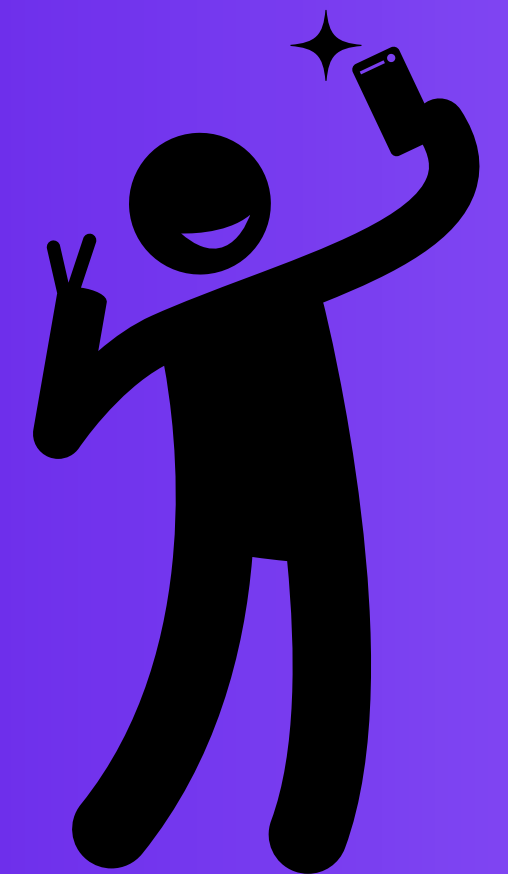
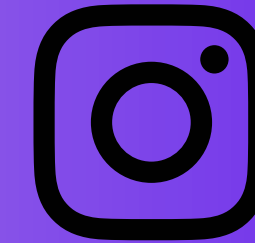
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Lifelong Gen-Z and Millennial Target Audiences Want To Be Engaged Where They Spend The Most Time

Short-form video platforms like TikTok, Instagram Reels, and YouTube Shorts are ideal for targeting Gen-Z and Millennial audiences as the preferred channels of media consumption among these younger generations.

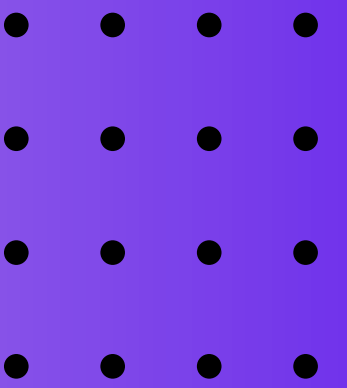
With more than 60% of TikTok's 150 million active users being between the ages of 10 and 30, over 60% of Instagram's 2 billion active users & Facebook's 2.9 billion active users being between the ages of 13 and 34, and over 35% of YouTube users being between the ages of 19 and 34, it's clear why brand marketers are looking to master these platforms to reach younger, potentially lifelong customers, users of their product and brand, and ideally members of their community.



Facebook Ads vs Organic Short-Form Content Costs

According to Shopify, the average CPM (1,000 ad views) is about \$12 and the average CPL (cost per lead/email) is about \$5. One of our Short Form Studio clients saw a CPM of \$5 and CPL (email only, not followers) of \$2.40 beating traditional paid channels by more than half the average CPM and almost half the average CPL. But with short-form content, the client also received other business partnership opportunities, sales for the business, brand affinity, brand awareness, and a massive reach to his ideal customers that was not possible with typical paid media platforms like Facebook Ads.

In a 3 month time period, the Short Form Studio client amassed 2,200,000 views, gain about 2,500 emails, 35,000 Followers, \$17,000 in revenue, and several partnership opportunities - all as a result of posting daily for 3 months on TikTok alone (not including views from cross posting on Instagram Reels).



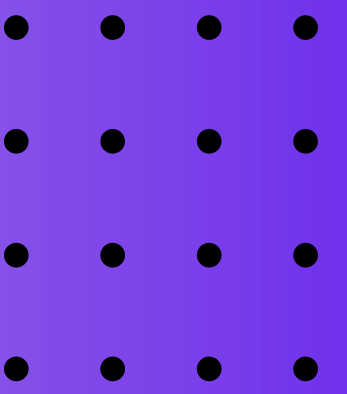
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Facebook Ads vs Organic Short-Form Content Costs Cont.

Another client hired Short Form Studio to improve their content strategy and optimize their content workflow by provide weekly content ideas, edits, and uploads while the creator focused on recording content, engaging with fans, and growing their creator business.

By increasing the creators monthly video output from 10 videos to 40 videos per month and improving their content strategy, they saw an increase in average monthly views increase from 593K to 5.8M in less than 3 months. At \$12 per 1,000 ad impressions, 5.8M monthly views would cost \$69,600 in Facebook and Instagram ads yet this creator achieved it by investing less than \$5,000 USD per month in services with Short Form Studio resulting in 10x video views, 11x likes, 5x comments, and 4x shares. The artist's team was able to convert these views into \$15,000 in monthly brand partnerships during peak months.

So for less than \$5,000 per month, our client receives almost \$70,000 worth of views on her content, increase brand awareness, massive systematic fan development, viral content nearly weekly, and tens of thousands of dollars in brand sponsorships for their creator business. See the full case study breakdown here!



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Case Study Data & Highlights

A pop singer-songwriter and fashion designer signed to a Canadian major record label hired Short Form Studio to support her with weekly content idea feedback, weekly content editing, and weekly uploading combined with ongoing creator support. The goal was to increase content quality and uploading frequency to drive algorithmic growth and views by providing strategic services and content coaching throughout the duration of the campaign.

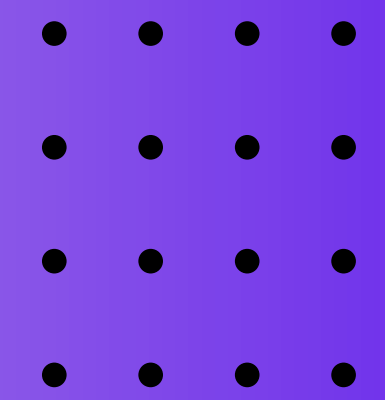
Campaign Highlights

- +200K TikTok and +50K Instagram Followers
- 10x Monthly TikTok Video Plays, 5M+ Monthly
- \$15,000 Peak Monthly Brand Sponsorships
- Established major brand partnerships
- 4X Monthly TikTok Upload Rate
- 11x Monthly TikTok Likes, ~1M Monthly
- 5X Monthly TikTok Comments
- 4x Monthly TikTok Shares

TikTok Posts Per Month	10.4	TikTok Posts Per Month	42.3
Plays Per Month	593,356.8	Plays Per Month	5,828,956.0
Likes Per Month	88,607.3	Likes Per Month	940,564.5
Comments Per Month	826.9	Comments Per Month	3,517.7
Shares Per Month	878.9	Shares Per Month	3,101.3
Before Campaign		During Campaign	



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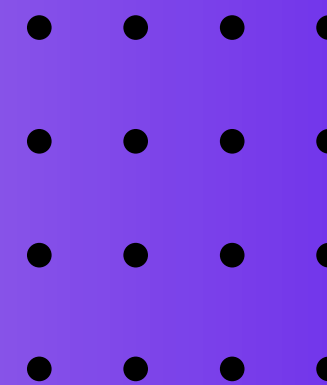


How to tap into these key markets?

Check out our blog article [HERE](#) where we cover...

1. What are short-form platforms and what are their features?
2. How can short-form platforms like TikTok and Reels help businesses and marketers?
3. What are some effective TikTok marketing strategies?
4. How can businesses use TikTok to reach new customers
5. What are some best practices for businesses using TikTok?
6. Examples of successful businesses who have used TikTok
7. Tools and resources to help you get started with TikTok marketing

Or feel free to contact our team of content, social media, and community management experts at Short Form Studio if you're ready for your first or next venture into the world of short-form social media [HERE!](#)



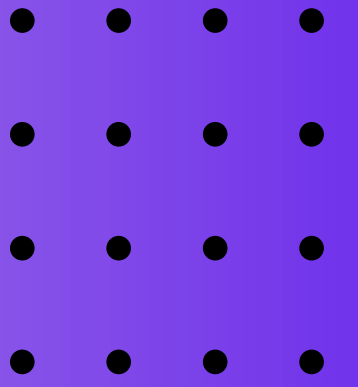
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Conclusion

TikTok, Instagram Reels, and YouTube Shorts offer an incredible opportunity for brands and creatives to reach and develop their target audiences with better results, lower cost compared to paid ads, and more customer development compared to any other marketing channels today. Not only do these platforms provide ad-free algorithmic promotion of content, but they also allow brands to build brand awareness and foster a sense of community among followers and users.

By leveraging the power of short-form videos in your marketing strategy, you can drive more leads and customers while building lifelong relationships with your audience today!

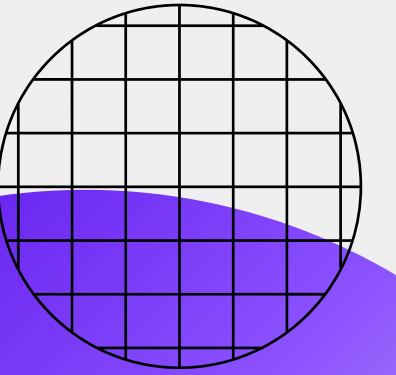


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