

A background image for the video checklist. It shows a blue couch with two yellow pillows. The left pillow has a blue hashtag symbol (#) and the right pillow has a blue at symbol (@). A black camera on a tripod is visible on the left, and a person's hand holding a smartphone is on the right. The text "Video checklist" is overlaid in large white letters.

# Video checklist

These 5 things will help you get the most from your video.

☐ **Keep it short and simple**

Limit video length to 15s to maximize branding impact.

☐ **Open with a product**

Show your product at the start to increase interest and click intent.

☐ **Clearly position your logo**

Place your logo in the upper left or right corner of the frame to increase unaided brand recall.

☐ **Have a sound-off strategy**

Add captions to drive longer view time.

☐ **Bring the brand back**

Display your brand for more than half of the video to increase aided brand recall and message recall.

**Bonus tip:**

When possible, feature people — especially in the first few frames — to improve retention