



Frédéric TOMAL

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VIRAL VERTICAL.

NEXT LEVEL MARKETING

Videography • Photography • Advertising • Branding • Casting

Meetup Summary



- Who we are and why you should trust us
- Room Survey
- Workshop: How to create video ads that convert on social media in 2023?
- Q&A
- Free time: Meet Future Founders

Who is Frédéric TOMAL?

- LinkedIn : Frédéric TOMAL (<https://www.linkedin.com/in/frédéric-tomal/>)
- 30yo from Paris: Engineering school
- Financial Market Trader-assistant for 2 years in Paris and Geneva
- Dropshipping entrepreneur for 3-4 years
- Creation of 20+ online businesses
- Testing of 100+ products to sell online through Facebook+Insta Ads, Pinterest Ads, TikTok Ads, Influence Marketing, Snapchat Ads, Google Ads, Growth Hacking...
- \$4M+ in sales with a record of \$144K in 1 day and \$2.1M in 40 days
- Founded Viral Vertical 1,5 year ago

Who is Viral Vertical?



NEXT LEVEL
MARKETING

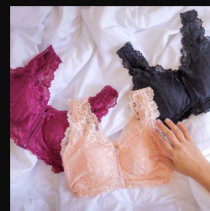
WE MAKE YOUR
BUSINESS GO VIRAL
THROUGH VIDEO &
PHOTO.

» LET'S START

OUR PORTFOLIO →

200+
Projects Done

50+
Customers



We've worked with 50+ brands



VIDEOGRAPHY . PHOTOGRAPHY . ADVERTISING . BRANDING .
CASTING

WE'VE WORKED WITH THE FOLLOWING BRANDS



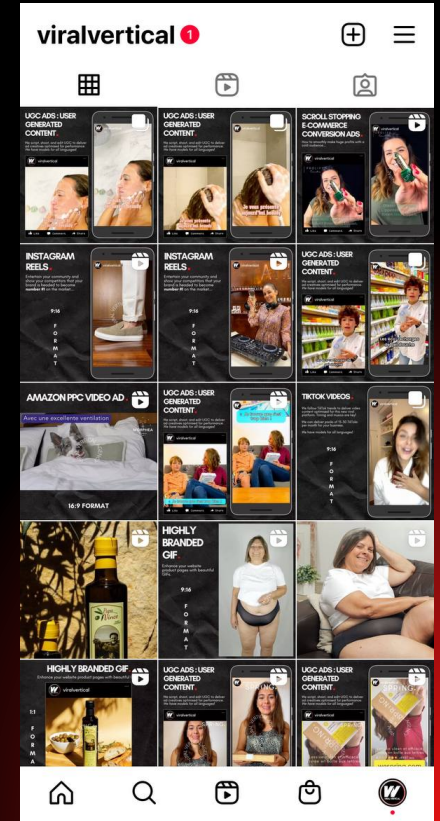
Portfolio



- Videos: 100-150 ads are viewable in Instagram

@viralvertical: <https://www.instagram.com/viralvertical/>

- Photos: <https://viral-vertical.com/portfolio/pro-photos/>



More about Viral Vertical



- Experts in online advertising, we know exactly how a video ad should be structured to get the most conversions.
- Tailor-made ads : 300 models of all nationalities (women, men, children, babies and animals)

PS: If you live Lisbon, you can become a punctual model/actor by contacting us: casting@viral-vertical.com

👉 For more information : <https://www.viral-vertical.com/>

Room Survey



- Who's an entrepreneur ?
- Who's working in digital marketing ? Corporate job ? Freelancer ?
- Who runs a business ? Online ? Physical ?
- Who has a brand ?
- Who runs a marketing agency ?
- Who's doing dropshipping/e-commerce ?
- Who's running ads online ? Facebook Ads ? TikTok Ads ? Google Ads ?
- Who's a video-maker ? Photographer ?
- Who's an influencer ? Content creator ? Podcaster ?

Workshop



How to create video ads that convert on social media in 2023?

VIRAL VERTICAL.

Workshop Summary

- 1) Reflect, Understand, and Research
- 2) Essentials
- 3) Strategy
- 4) Structure
- 5) Storyboard
- 6) Actors
- 7) Shooting
- 8) Editing
- 9) Metrics



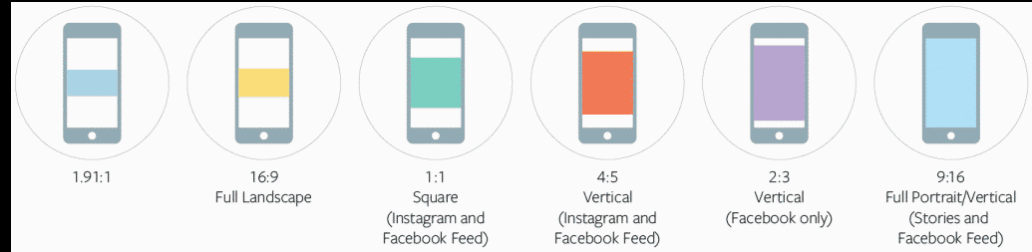
1) Reflect, Understand & Research

- The brand and its values
- Different collections
- Key product
- Problems solved
- Utilities and strengths
- Emotions evoked
- Objective of the ad
- Competitors
- Customer avatar



2) Essentials

- Resolution: 720p, 1080p, 4K
- Format: 9:16, 1:1, 4:5, 16:9
- Duration: 15-60 sec
- Transcription and subtitles
- Dynamism and rhythm
- Brightness, contrast, and saturation
- Background music (copyright-free)
- Hook (scroll-stopper)
- Call to action (CTA)



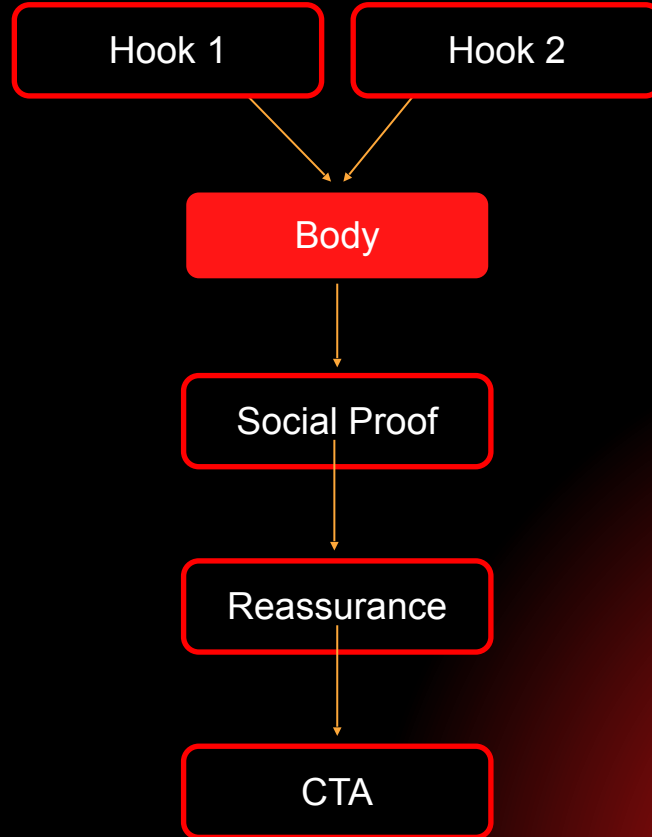
3) Strategy

- Objective: conversion, interaction, branding...
- Platforms used: Facebook, YouTube, Amazon...
- Product(s) to be presented
- Marketing: Offer, scarcity, sale duration, coupon...
- Message to be delivered
- Emotions to be conveyed
- Actors
- Type of content: Branding, UGC, Trend, Tutorial, Unboxing...
- Budget



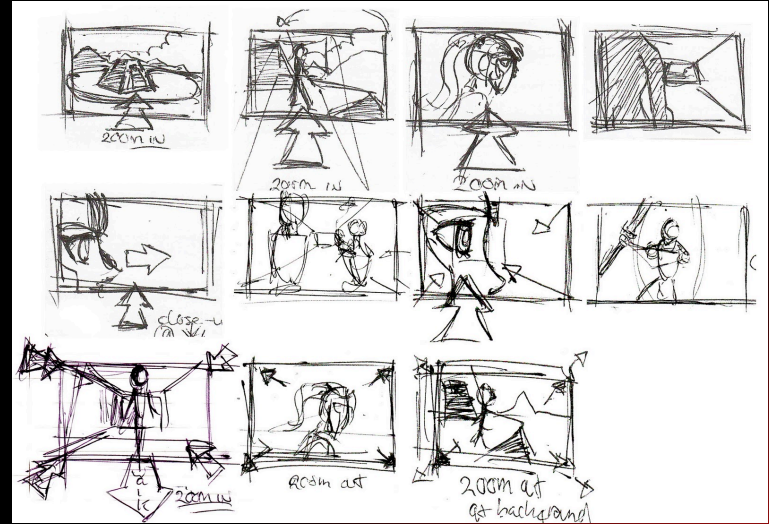
4) Structure

- Hook (scroll-stopper): video + text
- Problem/Solution
- Education
- Benefits
- Features
- Demonstration
- Social proof
- Reassurance
- Call to action (CTA)



5) Storyboard

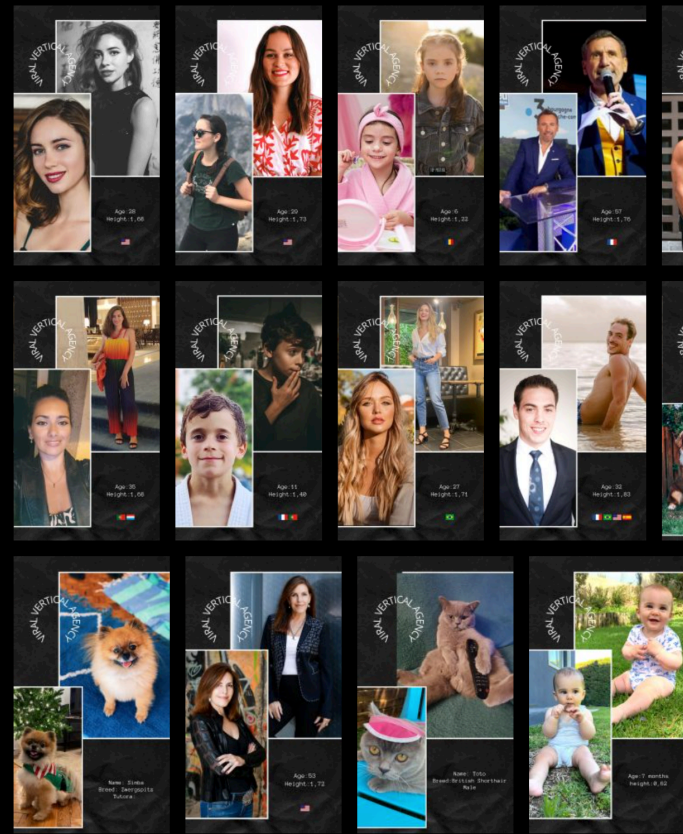
- Decomposition of chosen structure
- Technical and logistical plan
- Script: simplification
- Relevance of scenes
- Pro looking shots (or not for UGC)
- Wow effects
- Customer avatar: pain, rebirth, and smile



PS: Address any objections that the prospect may have in mind.

6) Actors

- Gender
- Age
- Nationality
- Coherence (makeup, tattoos, details...)
- Skills (sports, music, drawing, cooking...)



7) Shooting

- Equipment: lights, tripod, camera...
- Setting and situation (studio, bedroom, bathroom, pool, park, subway...)
- Actors, clothing, makeup
- Product(s) in perfect condition (or not)
- Quiet if recording voices is necessary
- Efficiency: Rearrange storyboard



8) Editing

- Files, voiceover, logo, fonts, colors
- Software: Final Cut Pro, CapCut...
- Storyboard
- Copywriting
- Duplication, cropping, and adjustment
- Thumbnail



PS: Be careful not to compromise the quality of the videos

9) Metrics

- CPM
- Hook Rate
- CTR (All)
- CTR (Link Click)
- CPC
- CPATC
- CPIC
- CPA
- ROAS (Comparing to profitability threshold)



The screenshot shows a dashboard with a table of advertising campaigns. The table has columns for various metrics: CPM, CTR, CPC, Coût par ajout, Coût par achat, ROAS des achats, ROAS des achat, Montant dépenst, and Valeur de conver. The table contains three rows of data for different video packs.

	Non / Oui	Nom de la publicité	CPM (Coût pour ...)	CTR (taux de...)	CPC (coût par...)	Coût par ajout...	Coût par achat	ROAS des achats...	ROAS des achat...	Montant dépenst	Valeur de conver...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	créa pack minceur viral	4,26 €	1,48%	0,29 €	2,07 € ^[2]	12,43 € ^[2]	5,70 ^[2]	5,70 ^[2]	24,86 €	141,70 €
<input type="checkbox"/>	<input checked="" type="checkbox"/>	créa pack minceur viral	2,32 €	1,45%	0,16 €	1,58 € ^[2]	11,85 € ^[2]	5,21 ^[2]	5,21 ^[2]	47,40 €	247,07 €
<input type="checkbox"/>	<input checked="" type="checkbox"/>	video pack minceur viral	1,81 €	1,23%	0,15 €	0,87 € ^[2]	4,22 € ^[2]	10,24 ^[2]	10,24 ^[2]	33,80 €	346,22 €

Hook Rate (%) = (5sec ViewVideo / Impressions) x 100

Breakeven ROAS = SellingPrice / (SellingPrice – BuyingPrice – Taxes – Shipping)

Thank you for your attention !



YouTube channel : Viral Vertical



ENGLISH: <https://youtu.be/73Xsm49IEmw>

Training: How to create video ads that convert on social media in 2023?



FRENCH: <https://youtu.be/OANHx3KTU4>

Formation: Comment créer des pubs qui convertissent sur les réseaux sociaux en 2023?

Q&A

I may have answers for your business

Instagram: @viralvertical
www.viral-vertical.com

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➤ **Contact us !**

contact@viral-vertical.com