

Learn n²

Short-Form Video Strategy

for TikTok, Instagram Reels
& Snapchat

2 Days Per Week

12 Hours

■ Session 1: Short-Form Video Landscape & Platform Behavior

- 1. Evolution of short-form video
- 2. Platform overview: TikTok vs Instagram Reels vs Snapchat
- 3. User behavior & consumption patterns
- 4. How algorithms actually distribute content (simplified)
- 5. Key performance drivers (watch time, retention, shares)

Practical hacks:

- First frame strategy
- Retention basics
- Looping concept

■ Session 2: Content Strategy & Positioning

- Defining content goals
(Awareness / Engagement / Conversion)
- Audience personas per platform
- Content pillars & messaging framework
- Content positioning & differentiation
- Building a clear brand identity (tone of voice + visual style)
- Platform-first vs cross-platform strategy
- Case studies (brands & creators)

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■ Session 3: Creative Concepts & Scroll-Stopping Content

- 1. The psychology of attention (first 3 seconds)
- 2. Hooks frameworks (repeatable formulas)
- 3. Storytelling structures for short-form video
- 4. Trend adaptation vs original content
- 5. Content ideation systems (scalable frameworks)
- 6. Live breakdown:
- 7. Successful video (why it worked)
- 8. ضعيف الأداء (why it failed)
- 9. Practical ideation exercises

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■ Session 4: Production Workflow & Tools (Including AI)

- 1. Simple & scalable content workflow
- 2. Content batching & planning
- 3. Shooting techniques using a mobile
- 4. Editing basics (cuts, pacing, captions)
- 5. Platform-specific best practices

Tools & AI:

- Script writing tools
- Editing apps
- AI for ideas & hooks

Time management for consistency

■ Session 5: Optimization, Growth & Community Building

- 1. Posting strategy & timing
- 2. Hashtags, sounds, captions & CTAs
- 3. Engagement signals & how to boost them
- 4. Community building & interaction strategies
- 5. Growth tactics for creators & brands
- 6. Common mistakes & how to avoid them

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Session 6: Monetization & Business Impact

1. Results لـ Views vs Content لـ Content الفرق بين
2. Mapping content to business goals
3. CTA strategies حسب الهدف
4. تحويل المشاهدات إلى:
 - Leads
 - Sales
 - Brand growth
1. أنواع المحتوى اللي تبيع:
Real examples (creators & brands)

Session 7: Analytics, Performance & Action Plan

1. Key metrics لكل منصة
2. How to read insights بشكل عملي
3. Testing & iteration cycles
4. Optimization framework
5. Building a 30-day content plan
6. Ready-to-use templates:
 - a. Content calendar
 - b. Hook bank
 - c. Script structure
7. Final wrap-up & Q&A

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■ Outcomes:

By the end of this workshop, participants will be able to:

1. Understand the short-form video ecosystem across TikTok, Instagram Reels, and Snapchat
2. Build a unified and adaptable content strategy across platforms
3. Develop a distinctive content identity and positioning to stand out
4. Create scroll-stopping videos aligned with platform behavior
5. Apply an efficient and scalable content creation workflow
6. Use practical tools and platforms to simplify content creation, editing, and publishing workflows
7. Leverage AI tools to generate ideas, write scripts, and enhance video production efficiently
8. Optimize content for reach, engagement, and growth
9. Turn content into measurable business results (leads, sales, brand growth)
10. Analyze performance metrics and continuously improve content
11. Execute a clear 30-day action plan using ready-to-use templates

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Level/ Target Audience:

- Beginner
- Content Creators
- Influencers

Segmentation:

- 1. Social Media Managers
- 2. Brand Owners & Entrepreneurs
- 3. Small Business Owners
- 4. Marketing & Media Students
- 5. Beginners interested in short-form video