How to Master Vertical Video and Stories: Introducing Our New Email Series

Today we're launching a short email series enabling anyone to understand the importance of vertical video, and how to get started with the format.

The Stories format, first popularized by Snapchat, has changed the social media landscape.

The format, which encourages users to share short, vertical videos and images has presented marketers, creators, and individuals with innovative, interactive storytelling experiences – and has spearheaded the vertical video revolution.

More than one billion people use Stories on Facebook-owned properties alone. And at Facebook's F8 conference, it was revealed that the Stories format is on a path to surpass feeds as the primary way people share stuff with their friends sometime next year.

This meteoric growth has created incredible opportunities for marketers.

That's why we built this series from the ground up: To help you fully understand the rise of vertical video and its importance in the social media landscape, as well as how to get started – even if you haven't produced video content before.

> *"Vertical video is an essential part of a modern social media strategy. If you want to be current, if you want to engage your audience, you need to invest in vertical video." – Kevan Lee, Marketing Director, Buffer*

How to Master Vertical Video: Series outline

Seventy percent of digital media time is now spent on mobile devices and 96 percent of mobile consumption is vertical. So if you want to succeed in the mobile-first world of social media, vertical video content is a must.

This four-part email series will take you on a journey through the world of vertical video and Stories, helping you to understand why vertical video is important for your business, what platforms to use and exactly how to get started.

4 free lessons to help you become a Stories expert

Here's a breakdown of the content you'll receive as a part of How to Master Vertical Video:

- **Part One:** Dive into the science behind why vertical video is so popular and how it's become the default for social sharing and consumption.
- **Part Two:** Take a closer look at the benefits of vertical video and why it's important for all businesses and creatives to embrace.
- **Part Three:** Breaking down all the major platforms that support the stories and vertical video formats.
- **Part Four:** Everything you need to get going with vertical video, including our favorite tips, and things to be aware of as you're starting out.

Oh, and, don't worry about a commitment – once the emails are complete, we won't add you to our mailing list forever (unless you want us to, of course).

Meet your host

How to Master Vertical Video is written by Owen Williams. Owen is a technologist with a background wearing different hats, as a writer, developer, engineer, and marketer – these diverse experiences make Owen the perfect person to help you explore the world of vertical video from various perspectives.

> “Vertical is a compelling new storytelling format that can help you connect with your audience in new ways and is yet to be embraced fully by marketers, leaving you a great opportunity to start today.”

Owen Williams (@ow)
Writer, How to Master Vertical Video

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