

## Share Your Wares on Facebook & Instagram with Videos

As a dealer at the Early Owego Antique Center, you have a treasure trove of unique finds waiting to be discovered, but how do you showcase these gems beyond the physical storefront?

Last month, we shared how taking and posting photos on social media platforms can help market your space and increase sales. Creating short videos can also take your marketing one step further.

***So, how do you start?***

### Find Your Focus

- **Storytelling:** Don't just show, tell! You can share a piece's history, unique features, or potential uses. Imagine yourself giving a mini-tour of your inventory, sparking your viewers' curiosity! And be sure to mention where they can find your wares!
- **Behind the Scenes:** Take your viewers along for the journey with you! Record yourself sourcing new finds, restoring or refinishing a piece, or even tagging the new inventory you'll be bringing in soon to your booth or showcase.



### **'Short & Sweet' Wins**

Attention spans are short! Aim for Instagram videos under 60 seconds and Facebook videos under two minutes. Break down longer stories into bite-sized clips for maximum engagement.

### **Embrace 'The Smartphone Revolution'**

You don't need fancy equipment! Most smartphones today can capture high-quality video. If you get serious about doing video, invest in a smartphone tripod and a selfie stick (they will help keep the camera steady and keep your face in frame). Utilize built-in editing tools or free apps to add music, text overlays, and simple transitions. And feel free to learn as you go!

### **Consistency Counts!**

Regular posting keeps you in front of your audience. Aim for at least one video per week, positioning your posts between 'static' posts (with photos but no video). People want to follow you, not just see you once and then be left wondering where you went.

### **Promote Your Space**

Include your booth/showcase name in your videos and a call to action, encouraging viewers to visit the Early Owego Antique Center in person and your booth in particular!

### **And Remember—**

Authenticity is key—let your passion for antiques shine through! Share your story and why you love what you do, and then keep after it!

Before you know it, you'll have a full year's experience making and uploading videos and still be learning new things. You'll also have more buying customers to show for it!