

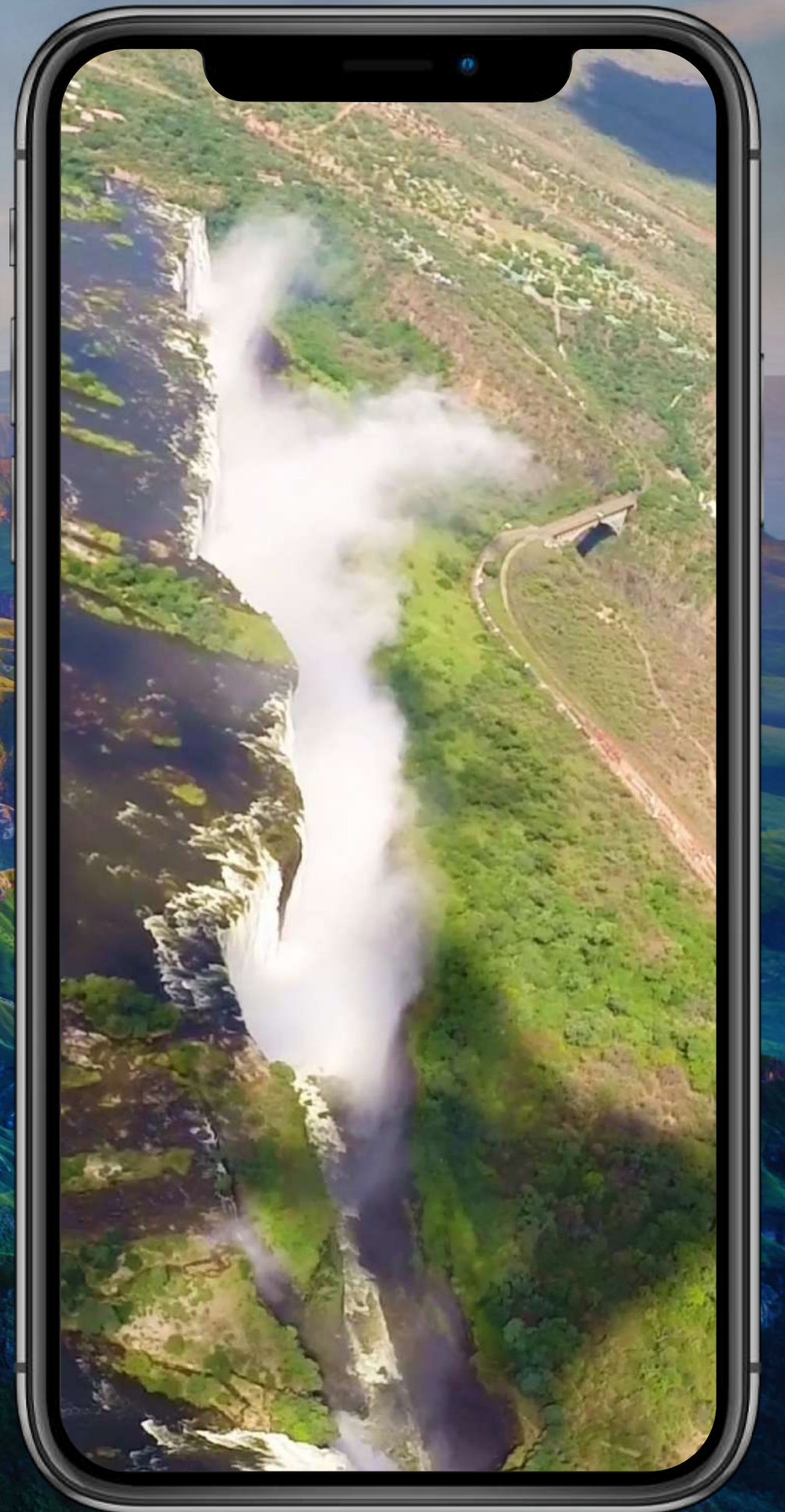


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Elevate Your Tourism Brand With Short-Form Video

A Digital Masterclass



Meet your presenters:



Lizanne du Plessis, Founder & CEO
Eco Africa Digital



Simone-Claire Louw, Creative Director
Eco Africa Digital

About Eco Africa Digital:

Focus on Direct Bookings

Since 2012

Content + Paid Ads + AI

Digital Marketing Funnels

300% ROI



We'll learn how to:

Create engaging
short-form video

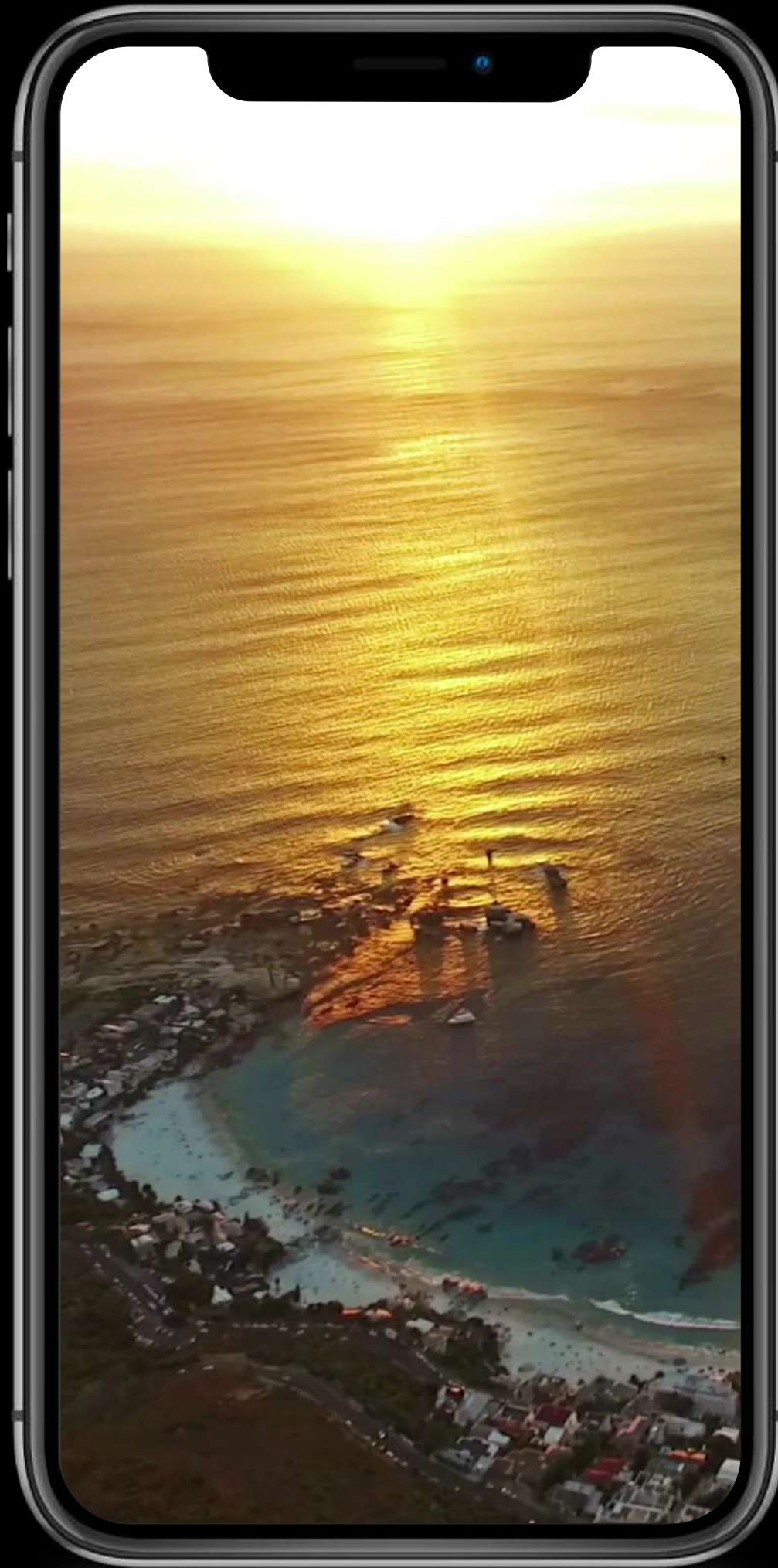
Craft compelling hooks
to stop the scroll

Understand your audience

Identify what makes it a
powerful tool

Recognise short-form video

Short-form video: What & Why?



What makes a short-form video?

Length

Under 5 minutes, often less than 60 seconds

Content

Offers a high level of entertainment, value , interactivity and/or education

Format and Style

Varied, often casual, personal and /or humorous

Accessibility

Optimised for easy scrolling and viewing

Vertical Video

Most often shot in a vertical format to suit mobile viewing and maximize screen space

Why short-form video?

1. High ROI & Engagement

2.5x
more engaging
than long-form
video

85% of
marketers find it
the most
effective
format

31% of
marketers
believe it offers
the highest
ROI

Why short-form video?

2. Increasing Popularity & Usage

2022:

1.6 billion
people used
short-form
video

2024:

Expected to
make up **90%**
of all internet
traffic

Why short-form video?

3. Increasingly Outperforms “Traditional” Content

Instagram sees **49% higher engagement rates** for video content compared to other formats.

Why short-form video?

1. High ROI & Engagement

2. Increasing Popularity & Usage

3. Increasingly Outperforms
“Traditional” Content



Unlock the potential of short-form
video for your tourism brand.

Here's how.

Understand your audience

Who are they?

Why do they travel?

What inspires them?

What intrigues them?

Are they driven by curiosity,
comfort, adrenalin or romance?

The background image shows two women sitting on the back of a white SUV. They are looking out over a vast landscape that includes a large body of water (likely a lake or reservoir) and distant mountains under a clear sky. The woman in the foreground is wearing a red top and red sneakers, while the woman behind her is wearing a white top and a white hat. The SUV's rear light and wheel are visible on the left side of the frame.

Understand your audience

Imagine the **person** you want
to speak to with your video.

Then, begin.

An aerial photograph of a winding blue river flowing through a lush green landscape. The river meanders through the terrain, creating a series of loops and curves. The surrounding land is covered in dense, vibrant green vegetation, likely a wetland or marsh area. The overall scene is serene and visually striking.

Craft compelling hooks

A breathtaking visual

A surprising fact

An intriguing question

Craft compelling hooks

The goal is to make viewers so **curious** that they can't help but watch the rest of your video.

Craft compelling hooks

Is the loudest roar in Africa its silence?

Can sand dunes hide a sea of life?

In the heart of bustling Lagos, we found an oasis of calm.

The Serengeti's wildest creature is the one you'd least expect.

The wildest adventure you can have in Africa is not a safari.

Craft compelling hooks

▶ Tap into a deep understanding of Africa

▶ Create curiosity

▶ Adapt to your chosen platform

Craft compelling hooks

For stunning visuals for current & new audiences



For trends & new audiences

For searchable, evergreen content for mostly new audiences

Create engaging
video content

Is the loudest roar in Africa its **silence**?

Create engaging video content

ECO AFRICA DIGITAL



Create engaging video content

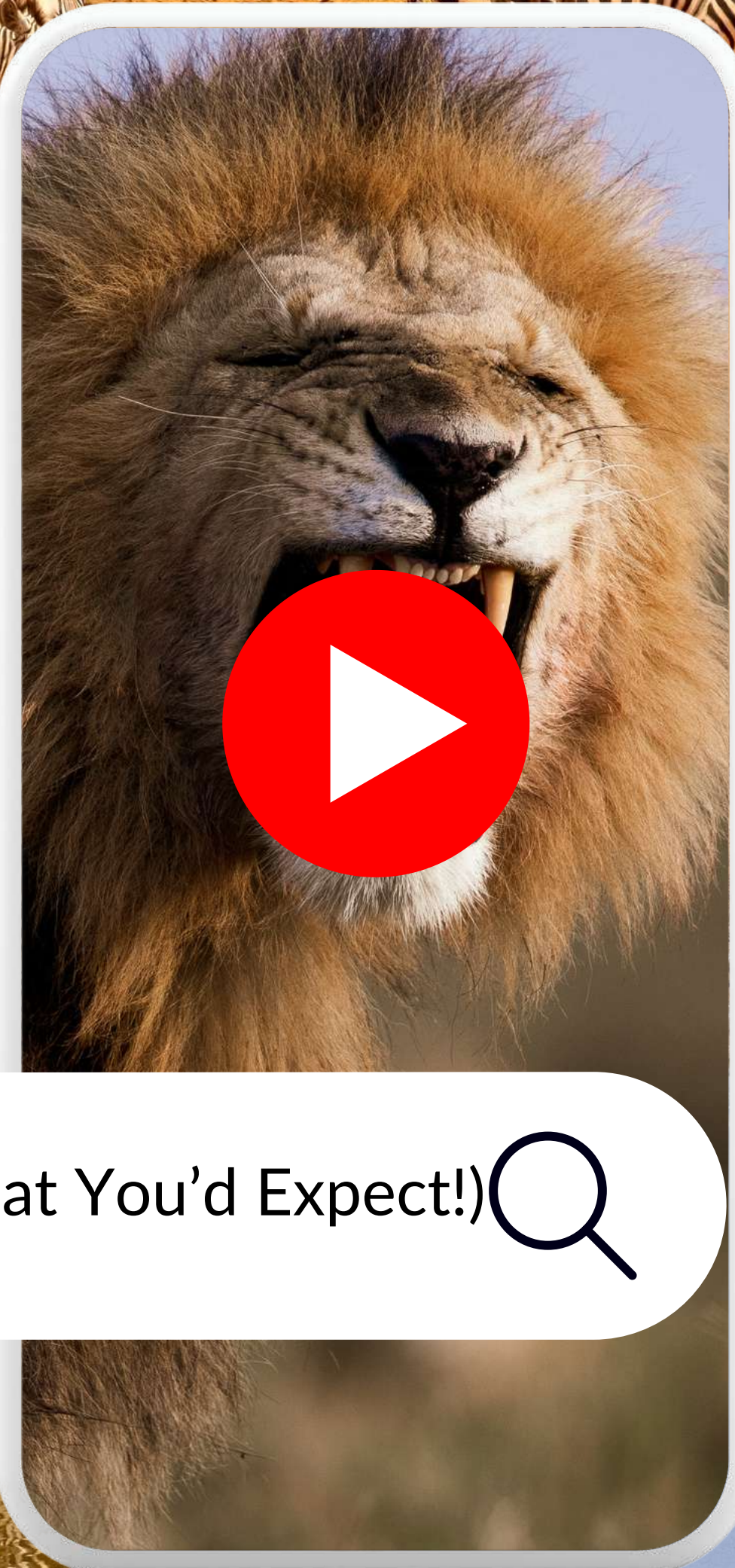


Hook in first 2 seconds

Visually stunning footage to convey the story

Strong closing
Call To Action

Create engaging
video content



Hear the Loudest Roar in Africa (It's Not What You'd Expect!) 🔍

Create engaging
video content

Trending Sounds



Is the loudest
roar in Africa
its silence?

Create engaging video content

Use short-form video to invite your audience to **explore**, **reflect**, and **connect** with Africa on a deeper level.

We've learnt how to:



Create engaging
short-form video



Craft compelling hooks
to stop the scroll



Understand your audience



Identify what makes it a
powerful tool



Recognise short-form video

Resources

▶ Craft Compelling Hooks:
Guidelines + AI Prompts Download

▶ Discount code for Master Social
Media for Tourism Short Course

What is Base Camp Academy?

Welcome to Base Camp

Elevate your social media for travel and tourism with guided learning from our award-winning agency.

▶ Practical tips

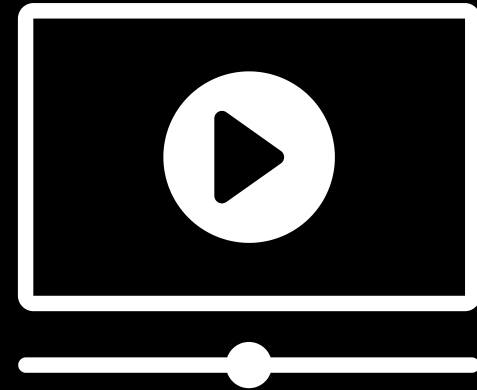
▶ Industry-leading insights

▶ Real-world practice

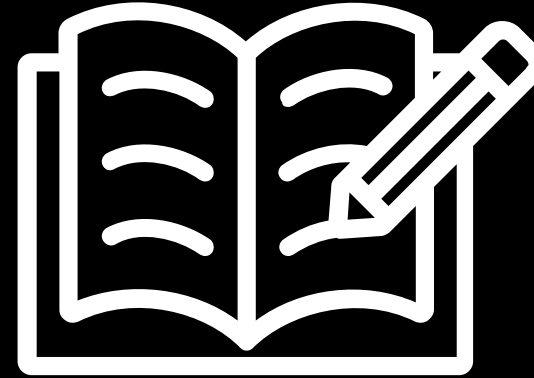




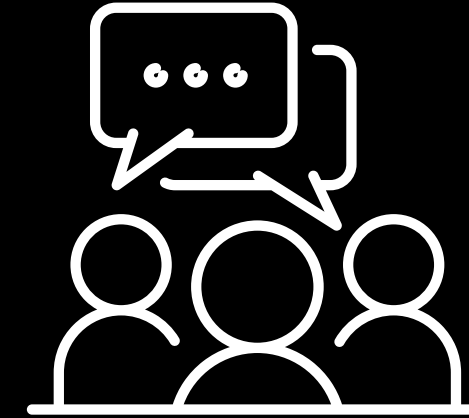
Mastery made simple:



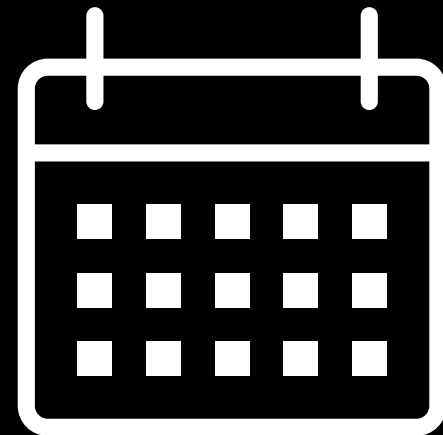
20+ video lessons



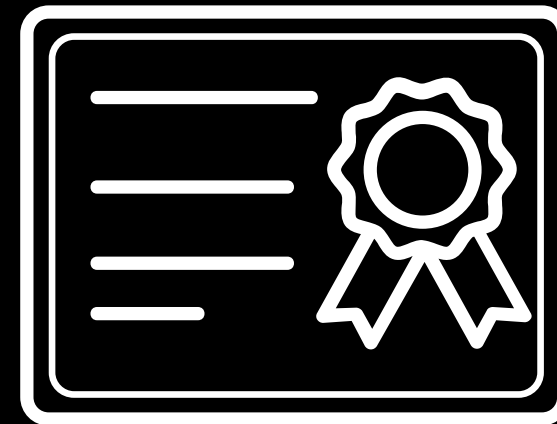
6 Step-by-Step Workbooks



Discussion Forums



Full month of content creation



Completion certificate



Bonus resources



POWERED BY ECO AFRICA DIGITAL

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Simone-Claire L



[Enroll Now](#)

What You'll Learn

Welcome to Base Camp



Module 1: Build A Memorable Brand Identity - Part 1





Build A Unique Brand Identity

A Step-By-Step Guide

☆ Bookmark this for later



Your Unique Brand Identity

Step-By-Step

Part 2

☆ Bookmark this for later



Harness The Power Of Storytelling

For Social Media

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☆ Bookmark this for later



Find Your Target Audience Online

A Step-By-Step Guide

☆ Bookmark this for later

Welcome to Base Camp

Your climb begins here.

Limited
Time Offer

Questions?





X



Thank you!

