



# 3 Ways To Get Noticed In The Newsfeed When You're Marketing Food & Beverage

# Overview

It's been reported that our attention spans are dwindling in the age of social media and Netflix bingeing. Multiple studies show that it has fallen from 12 seconds to 8 seconds in the past 20 years <sup>(1)</sup>. This has had a major impact on advertising, since our main goal is to capture attention. The famous marketer, Gary Vaynerchuck, has said his job is to "day trade attention." He is right. But how do we do this with decreasing attentiveness? Let's think of it another way. Attention isn't reducing as much as it's more difficult to capture. We are inundated with advertisements (over 4,000 per day)<sup>2</sup>, new Netflix shows (371 in 2019 to be exact)<sup>3</sup> and millions of hours of content on social media feeds. Content is increasing everywhere. People only have a limited amount of time to consume it.

*In the social media newsfeed, every second matters. It's imperative that advertisers capture attention quickly and get their message across in the matter of seconds. Here are 3 important tips on how to get noticed:*

# Raiders of the Lost Emerging Story Arc

You only have 3 seconds to tell your story. How do you do this? It's not with a traditional story arc. Traditional storytelling follows a typical three act storyline. The protagonist is on a hero's journey where the state of their world in the beginning is flipped upside down and they must change dramatically to find a resolution. Think of the greatest stories ever told, like Beverly Hills Cop (kidding). More like Frodo in Lord of the Rings or Indiana Jones in Raiders of the Lost Ark (nerd alert). Obviously those stories cannot be told in the matter of seconds. But if I were to try, I would start with Frodo at the edge of Mount Doom, holding the ring over a fiery hellscape below him. Indiana Jones' epic opening scene is the epitome of "starting high". Those scenes are iconic cinema and capture the viewer's attention and never let go. While your brand might not have such a fantastic fairy tale behind it, we can take these principles into account when trying to get noticed in the newsfeed.

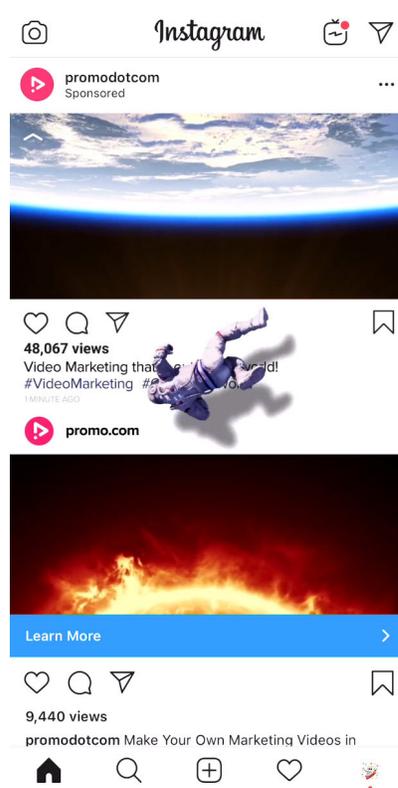
Instead of a slow lead in and build, start at the big reveal. Add in branding clues along the way and if you hold the audience's attention long enough, hit them with an unexpected shift that keeps them glued to their device.



# The Sound of Silence

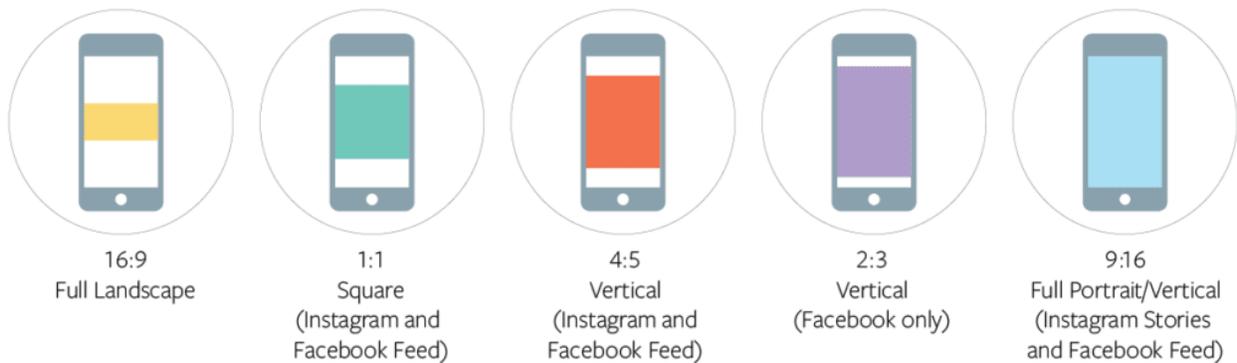
All video advertisements on Facebook/Instagram start with the sound automatically off. Your message needs to be visually appealing enough for someone to stop while scrolling through cute kitten photos and baby pictures, then manually turn the sound on. This is a huge inconvenience for advertisers. But social media companies need to toe the line between what's best for their users and monetization efforts through advertisements. What's best for users will always win out. One way to capture attention is to get sneaky creative within the news feed itself. Check out these posts below for inspiration. Develop for sound off? Who even needs sound anymore.

*Another tip is to create a video that works with or without dialogue. If that isn't an option, make sure to take advantage of closed captioning features within the platforms before paying for any placements.*



# Create For All Shapes and Sizes

How do you typically scroll through your social media feeds? Do you hold your phone in portrait or landscape mode? Odds are, it's in portrait mode. And as phones become longer, not wider, advertisers first need to develop ads in portrait mode. In fact, there are multiple different creative sizes in Facebook and Instagram alone. Advertisers must take advantage of these, especially the vertical formats, in order to grab attention in the news feed.



## Take a look at the static image ad:

*The size of the picture takes full advantage of the vertical 4:5 format. The room featured is eye catching and then, of course, having a cute kid in the frame helps as well.*

With Love Kellie with Big Blanket Co. Sponsored ·

A blanket giant enough to fit our whole family, build epic forts with, and cuddle up to each other under is honestly the best thing that could... Continue Reading



BIGBLANKET.COM  
**Big Blanket Co: The Biggest, Best Blankets in the World** [Shop Now](#)

664 235 Comments 88 Shares

Like Comment Share

## The End Game

Creating engaging social media ads is a difficult task. It is literally the opposite of the traditional storytelling approach. Add in the additional formats and sizes needed to take advantage of these placement types and many advertisers fall short. The few that do reap the benefits of our attention and sell quite a few products too.

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1. <https://variety.com/2019/tv/news/netflix-more-2019-originals-than-entire-tv-industry-in-2005-1203441709/>
2. <https://www.redcrowmarketing.com/2015/09/10/many-ads-see-one-day/>
3. <https://biteable.com/blog/tips/video-marketing-statistics/>
4. <https://adespresso.com/blog/facebook-ad-image-size/>