

AUDIO/VIDEO TRENDS CHECKLIST FOR SMALL BUSINESS CREATORS

Short-Form Video (30–90 seconds)


- ✓ Try a behind-the-scenes reel
- ✓ Highlight a product in under 60 seconds
- ✓ Share a fast tip, stat, or quote
- ✓ Capture a client reaction or testimonial
- ✓ Use trending audio with captions
- ✓ Post a weekly video recap
- ✓ Practice vertical format for Stories & Reels

Live Streaming Events

- ✓ Choose your platform (YouTube, Facebook, Instagram)
- ✓ Announce your event 3–5 days ahead
- ✓ Use branded overlays or intros
- ✓ Engage your audience in real time (polls or comments)
- ✓ Reuse the stream as a blog or podcast
- ✓ Add a call-to-action link or QR
- ✓ Follow up with attendees after the stream

Podcast-Style Audio Content

- ✓ Record short episodes (under 15 minutes)
- ✓ Try a Q&A or mini interview
- ✓ Share one tip or resource per episode
- ✓ Add intro/outro music for consistency
- ✓ Upload to Spotify or YouTube Podcasts
- ✓ Promote each episode visually
- ✓ Include a transcript or summary on your blog

 **Bonus Tip:** Pick just one trend to try this month. Track the results, then add another. Build momentum without burnout.