



## To seed or not to seed?

No, we're not talking about planting your favourite tree, or tending to your allotment: we're talking viral videos, creative content and engaging audiences.

Turning a straight story into something fun and shareable is one of the most important things to think about for video production. For years we've relied on editorial strength for videos to work online. The popularity in social media and the trust we put in our peers to send us fun content means we have to keep up with the shift of consumption to produce something more creative.

Seeding places a video online using paid for placement and clever internet tracking. And it's really targeted, increasing the likelihood of it being shared and viewed. Online news outlets have a 45 minute window from publishing an article to putting a video alongside it. 45 MINUTES!!! In the media relations world that's nothing, and no doubt it will be reduced in future years

Seeding, however, is a fast and assertive way to get your message out there quickly, at the time you want, without relying on the news agenda.

But you can't just pay money to seed videos and expect it to be successful. Think about what you view on your Facebook or Twitter. It's probably something to do with funny animals, slapstick humour or your favourite celebrity. You're less likely to watch someone talking to camera for 3 minutes. It's dull! Chances are you will switch off within seconds.

So, here are three top tips to get you thinking before creating a successful video to seed:

**Shout from the rooftops:** What's going to stand out in the midst of everything that's being viewed on the internet? Think outside the box, push the boundaries, and get your message out there positively.

**Turn up the bass:** Music impacts engagement. Whether you're on the dance floor or travelling on a road trip, everyone knows how important the right music is to keep you going and keep your spirits high. The same goes for video – it needs to mirror the mood, and keep your audience engaged.

**Oh Hey!** Seeding is targeted and specific so what is your audience viewing right now? Who do you want to buy your product or be aware of your campaign? Make sure it's tailored to them either using a presenter or clever graphics.

And remember, it's not rocket science. Seeding is about getting through to your audience so think of these top three tips before you start. Do a bit of research and know your objectives: you'll be topping the charts and making news before you know it.

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