**60-Second Social Media Video Script Template**

| **Description** | **Time** | **Narration** | **Visuals** |
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| **Opening Hook** | 0:00 | Begin with an attention-grabbing question or statement to capture viewers' interest. | Engaging visuals or dynamic animations to complement the opening statement. |
| **Problem Identification** | 0:05 | Introduce a relatable problem or challenge that your audience may face. | Visual representation or animations illustrating the identified problem. |
| **Solution Presentation** | 0:15 | Present your product or service as the solution to the identified problem. | Showcase the product or service in action through visuals or animations. |
| **Key Features Showcase** | 0:25 | Highlight the key features that make your product or service stand out. | Visuals or animations emphasizing the highlighted features. |
| **Benefits Emphasis** | 0:35 | Emphasize the benefits users will experience by choosing your product or service. | Visuals illustrating the positive outcomes or benefits. |
| **Call to Action** | 0:45 | Clearly state the desired action you want viewers to take, such as visiting a website or making a purchase. | Text overlay or animation with a clear call-to-action (CTA). |
| **Social Engagement** | 0:50 | Encourage viewers to engage with your brand on social media. | Visuals displaying social media icons, likes, comments, or user interactions. |
| **Limited-Time Offer** | 0:55 | If applicable, introduce a limited-time offer or promotion to create urgency. | Visuals with text overlay indicating the limited-time offer and a countdown if applicable. |
| **Closing** | 1:00 | Conclude with a memorable tagline or closing statement. | Visuals of your brand logo, tagline, and a fade-out. |

**90-Second Social Media Video Script Example**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Hook** | 0:00 | Imagine a fishing experience that's more rewarding and hassle-free? | Exciting visuals of serene fishing spots, with a character thinking. |
| **Problem Identification** | 0:05 | Are you tired of juggling various fishing gear and tackle? | Split-screen visuals of scattered fishing gear.. |
| **Solution Presentation** | 0:15 | Introducing ReelMaster – the all-in-one fishing companion designed to enhance your angling journey. ReelMaster streamlines your fishing experience, integrating advanced tackle, weather updates, and catch tracking into one smart device. | Introduction of ReelMaster logo or organized interface. On-screen demonstration showcasing ReelMaster's user-friendly interface, providing weather updates, tackle recommendations, and catch tracking. |
| **Key Features Showcase** | 0:25 | Unlock precision casting, real-time weather insights, and personalized tackle recommendations. Discover why ReelMaster stands out in the world of fishing tech. | Visual highlights of ReelMaster's key features – precise casting, weather updates, and smart tackle suggestions, creating a sense of innovation. |
| **Benefits Emphasis** | 0:35 | Feel the thrill! Experience improved casting accuracy, hassle-free fishing planning, and a smarter approach to landing the big ones. | Clips of anglers joyfully reeling in impressive catches, accompanied by text overlay emphasizing the benefits of using ReelMaster. |
| **Call to Action** | 0:45 | Ready to elevate your fishing game? Secure your ReelMaster today and redefine your angling experience. | Text overlay with a purchase link and animated visuals of a hand tapping on a smartphone to order the ReelMaster device. |
| **Social Engagement** | 0:50 | Join the ReelMaster community! Share your fishing stories, connect with fellow anglers, and explore the world of fishing together. | Visuals of ReelMaster's social media icons, likes, comments, and users engaging in a fishing community. |
| **Limited-Time Offer** | 0:55 | Act fast! The first 100 orders receive an exclusive tackle set. Transform your fishing game with ReelMaster – where innovation meets the art of angling. | Text overlay announcing the limited-time offer and visuals of a countdown timer ticking down from 24 hours. |
| **Closing** | 1:00 | Elevate your angling with ReelMaster – where every cast tells a story. Order now and embark on a fishing journey that's smarter, more rewarding, and simply unmatched. | Closing tagline with ReelMaster logo and visuals of anglers celebrating successful catches, reinforcing the brand's fishing excellence. |