

60-Second Social Media Video Script Template

Description	Time	Narration	Visuals
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,	Visuals of ReelMaster's social media icons, likes,

		and explore the world of fishing together.	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.