

# Video-Powered Facebook Marketing Quick Start Guide

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Your 5-Step Blueprint to Generating Leads & Sales with Facebook Video — Starting Today

By Daniel B. Padilla | Horizon Marketing Essentials

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## Welcome — Why Video Is the #1 Facebook Growth Tool in 2026

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If you're not using video on Facebook right now, you're leaving money on the table. Here's the reality:

- Facebook video posts get **135% more organic reach** than photo posts
- Video ads have a **20–30% lower cost per acquisition** than static image ads
- 85% of Facebook users watch video with the sound off — which means **captions and hooks matter more than production quality**
- Facebook Reels now reach **non-followers** at 3x the rate of standard posts

This guide gives you the exact 5-step framework to start generating leads and sales with Facebook video — even if you've never created a video before, have zero followers, or hate being on camera.

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## Step 1: Choose Your Video Type (Pick One to Start)

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You don't need to master every format. Pick **one** that matches your comfort level:

Video Type	Best For	Time to Create
Talking Head	Coaches, consultants, personal brands	5–10 min
Screen Share	Software, tutorials, tech products	10–15 min
Text-on-Screen	Faceless content, introverts	15–20 min
B-Roll + Voiceover	Product demos, lifestyle brands	20–30 min
Slideshow Video	Data-heavy topics, educators	10–15 min

**Action Step:** Choose ONE type from the table above. You'll use this for your first 5 videos.

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## Step 2: The 3-Second Hook Formula

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You have exactly 3 seconds before someone scrolls past your video. Use this proven hook structure:

**Formula:** [Curiosity Trigger] + [Specific Benefit] + [Time Frame]

### 5 Hooks You Can Use Today:

1. *"The #1 mistake killing your Facebook reach — and how to fix it in 24 hours"*
2. *"I generated 47 leads from one Facebook video. Here's the exact script I used."*
3. *"Stop boosting posts. Do THIS instead to get 10x more leads for half the cost."*
4. *"3 Facebook video secrets that took me from 0 to 1,000 leads in 30 days"*
5. *"If your Facebook videos get less than 100 views, you're making this one error"*

**Action Step:** Write 3 hooks for your business using the formula above. Test one this week.

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## Step 3: The 60-Second Video Script Template

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You don't need long videos. A 60-second video following this structure outperforms 90% of content on Facebook:

[0-3 sec] HOOK – Stop the scroll **with** curiosity **or** a bold claim  
[3-15 sec] PROBLEM – Describe the pain point your audience feels  
[15-40 sec] SOLUTION – Share **1** actionable tip **or** insight  
[40-55 sec] PROOF – Quick result, stat, **or** testimonial  
[55-60 sec] CTA – Tell them exactly what to **do** next

## Example Script (Lead Generation):

**HOOK:** “Want to know the fastest way to get leads on Facebook without spending a dime on ads?”

**PROBLEM:** “Most business owners post content that gets likes but never converts. They’re entertaining, not selling.”

**SOLUTION:** “Here’s what works: End every video with a specific offer. Not ‘check out my website’ — but ‘Comment **GUIDE** below and I’ll send you my free 5-step blueprint.’”

**PROOF:** “I used this exact method last Tuesday and got 23 new leads from a single 45-second video.”

**CTA:** “Want the full system? Comment **GUIDE** below and I’ll DM you the free quick start blueprint.”

**Action Step:** Fill in this template for your business. Record it on your phone. Post it.

## Step 4: The Posting Schedule That Actually Works

Consistency beats perfection. Here’s a simple weekly schedule:

Day	Content Type	Goal
Monday	Value Video (teach something)	Build authority
Wednesday	Story Video (behind the scenes)	Build trust
Friday	Offer Video (soft sell)	Generate leads/sales

**Optimal Posting Times (2026 data):**

- B2B audiences: Tuesday–Thursday, 9–11 AM local time
- B2C audiences: Monday, Wednesday, Friday, 12–2 PM and 7–9 PM local time
- Weekend content: Saturday 10 AM for lifestyle/entertainment niches

**Action Step:** Block 30 minutes on Monday, Wednesday, and Friday to batch-record your 3 weekly videos.

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## Step 5: Turn Views into Leads (The Conversion System)

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Views mean nothing without a system to capture leads. Here's the simple funnel:

Facebook Video → Comment **Trigger** → DM **with Free** Resource → Email List → Sales Sequence

### How to Set This Up:

1. **Create a free resource** (checklist, template, mini-guide) related to your video topic
2. **End every video** with: “Comment [KEYWORD] below and I’ll send you [free resource]”
3. **Reply to every comment** with a DM containing your opt-in link
4. **Your opt-in page** captures their email and delivers the resource
5. **Your email sequence** nurtures them toward your paid offer

This is exactly how we built a list of 2,000+ subscribers in 60 days using nothing but organic Facebook video.







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## Your Next Step: Get the Complete System

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This Quick Start Guide gives you the foundation. But if you want the **full system** — including:

-  50,000+ words of expert video marketing content (8 complete modules)

-  50 proven video hook templates across 5 categories
-  Done-for-you sales funnel pages (opt-in, sales, checkout, delivery)
-  Professional graphics package (covers, social templates, banners)
-  6 real-world case studies showing exactly what works
-  Content calendar templates and video scripts
-  **Full PLR rights** — rebrand it, resell it, teach it as your own

→ **Get the complete Video-Powered Facebook Marketing System for just \$37**

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## About the Author

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**Daniel B. Padilla** is a digital marketing strategist specializing in video-powered lead generation and PLR product development. He helps entrepreneurs and small business owners leverage AI and video content to build profitable online businesses.

**Questions?** Email us at [support@mg.horizonmarketingessentials.com](mailto:support@mg.horizonmarketingessentials.com)

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