

Short-Form Video for AEC Marketing

Workshop Handout

A practical takeaway for AEC marketers and project teams

What You'll Take Away

This handout gives you everything you need to plan, film, edit, and share short-form videos that represent your work with clarity and confidence. Use it during the session and after it.

What You Learned Today

- Why short-form video works for AEC marketing
- How to structure a video that holds attention
- What to film, how to film it, and how to edit it simply
- How to turn one video into content across multiple platforms
- How to review your work before you publish it

Key Principles for Short-Form Video

Keep these in mind every time you create:

- **Lead with a hook.** You have the first two seconds. Use them.
- **One video, one message.** Don't try to say everything at once.
- **Show the work.** Real project footage builds more trust than polished graphics alone.
- **Make it easy to watch without sound.** Captions are not optional.
- **Consistency beats perfection.** A steady stream of good content outperforms sporadic great content.
- **Every video should serve the audience first.** Ask: what does this give them?

The Four-Part Script Structure

Use this framework to write every video before you film it:

Section	Purpose	Example
Hook	Stop the scroll	"Here's what changed on site this week."
Context	Set the scene	"We've reached a key milestone on our healthcare project."
Value	Deliver the insight	"This phase required close coordination between design, field, and safety teams."
Close	Land the message	"Small details like this are what keep complex projects on track."

Step-by-Step Workflow

Planning

1. Choose one topic and one audience
2. Write your four-part script (Hook, Context, Value, Close)
3. List the shots you need

Filming

1. Set up near natural light
2. Mount your phone on a tripod
3. Film in vertical format (9:16)
4. Record clean audio — use a lapel mic if available

Editing

1. Open CapCut or Canva
2. Trim your clips using the timeline handles
3. Add captions using auto-caption tools, then review for accuracy
4. Layer B-roll over talking-head footage to add visual variety
5. Add a branded title card at the start and an end card with your firm name or CTA
6. Export at the highest resolution available

Publishing

1. Schedule or post across your chosen platforms

2. Adjust captions and format per platform (see repurposing guide below)

Tips for Filming and Editing

On Set

- Film near a window for free, flattering light
- Keep the background clean and relevant — a job site or office works well
- Brief your subject with two or three talking points, not a full script
- Record more than you think you need — extra footage gives you options

In the Editor

- Cut tight — remove pauses, filler words, and anything that doesn't move the story forward
- Keep captions at the bottom third of the screen and off the subject's face
- Use one or two brand colors consistently across title cards and text
- Don't add music that competes with your speaker — keep it low or cut it

Repurposing One Video Across Four Channels

One video can fuel two weeks of content. Here's how:

Platform	Format	What to Adjust
LinkedIn	Full video (60–90 sec)	Lead caption with a professional insight; tag relevant team members
Facebook	Full video or 30-sec cut	Write a community-focused caption; include a question to prompt comments
Instagram	Reel (30–60 sec)	Trim to your strongest moment; use a short, visual caption and three to five hashtags
Email	Static thumbnail + link	Write a two-sentence teaser; link to the full video on LinkedIn or your website

Two-week repurposing plan:

- **Week 1:** Post full video on LinkedIn (Day 1) → Share to Facebook (Day 3) → Post Reel on Instagram (Day 5)

- **Week 2:** Send email feature (Day 8) → Post a follow-up insight or quote pull on LinkedIn (Day 11)

Video Review Scorecard

Use this before every video goes live. Rate each category on a scale of 1 to 3.

1 = Needs work | 2 = Good | 3 = Strong

Category	1	2	3	Notes
Hook — Does it stop the scroll in 2 seconds?	☐	☐	☐	
Clarity — Is the message easy to follow?	☐	☐	☐	
Visual Quality — Is the footage clean and stable?	☐	☐	☐	
Audio Quality — Is the speaker easy to hear?	☐	☐	☐	
Pace — Does it move without rushing?	☐	☐	☐	
Captions — Are they accurate and readable?	☐	☐	☐	
Takeaway — Does the viewer leave with something useful?	☐	☐	☐	

Score 18-21: Ready to publish

Score 12-17: Review flagged areas before posting

Score below 12: Revisit script and footage

Your Next Video — Planning Worksheet

Fill this in before your next shoot. It takes five minutes and saves you time in the edit.

Topic

What is this video about?

Audience

Who is this for? What do they care about?

Hook

What is the first line that will stop someone from scrolling?

Main Message

What is the one thing you want the viewer to remember?

Shots

List the footage you need (talking head, B-roll, site walk, drone, etc.)

1.

2.

3.

4.

Platform

Where will this video live first?

☐ LinkedIn ☐ Facebook ☐ Instagram ☐ Email ☐ Other:

Repurposing Ideas

How will you extend the life of this video across other channels?

Summary

- Write your script before you film — Hook, Context, Value, Close
- Film vertical, near natural light, on a tripod
- Edit tight, caption accurately, use your brand colors
- One video can reach four channels over two weeks
- Review every video against the scorecard before you publish
- Plan your next video using the worksheet above

Your next step: Pick one topic from a current project, fill out the worksheet, and film your first video this week. Keep it under 90 seconds. Done is better than perfect — and your second video will be better than your first.