



## The role of directing and cinematic techniques in creating advertising content on social media

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### ABSTRACT

The relevance of this study is driven by the growing popularity of social media and the gradual shift of users away from television. In this context, advertising must adapt to new formats by employing not only marketing tools but also directorial approaches that differ significantly from traditional TV practices. The article aims to explore the role of directing and cinematic techniques in creating content for social media. The methodology is based on a qualitative approach, involving the analysis of current methods and techniques in advertising production, with a focus on cinematic tools. A critical review of scientific literature helps identify key aspects of video production in social media. The study also includes content analysis of successful advertising campaigns and influencer practices, comparing the differences between TV advertising and modern social media content. The results highlight the importance of capturing viewers' attention quickly in an oversaturated information environment. Lighting, sound, composition, framing, storyboarding, editing, and rhythm play a crucial role in creating emotionally engaging and effective videos. Social media advertising differs significantly from television due to its interactivity, creative approach, attention to cultural aspects of the audience, and emotional messaging. Synergy across channels and the ability to tailor content to specific audience needs also play a key role. While increasing conversions is the primary goal of social media advertising, key performance indicators also include audience reach, engagement, brand awareness, return on investment, lead generation, customer loyalty, and audience retention. The study concludes that high-quality content shapes a positive brand image, boosts consumer trust, and influences purchase intent. A unique feature of social media advertising is the ability to facilitate immediate purchases, making it particularly productive and effective for businesses.

### KEYWORDS

social media, advertising, cinematic techniques, video production, marketing strategies, targeting

## Introduction

With the development of digital technologies, social media is gradually replacing traditional television. According to recent sociological studies, the number of social media users is expected to reach 5 billion, and this figure continues to grow. As the television audience declines, advertisers are increasingly shifting their focus to digital platforms, particularly Instagram, TikTok, and YouTube. In an environment saturated with information, producing effective video content has become critical for attracting audience attention.

Social media advertising differs from traditional advertising not only in duration but also in emotional intensity. On average, it proves to be more effective due to its ability to target narrow audiences, allowing advertisers to reach an already “warmed-up” audience with an interest in specific products or services. This facilitates the creation of more targeted content that aligns with user interests.

However, achieving maximum effectiveness requires not only the use of marketing strategies but also an understanding of directorial techniques that enhance the informational value of advertisements. Content creators must master modern cinematic techniques adapted to the social media environment. This not only enhances the aesthetic appeal of videos but also strengthens brand trust and encourages consumer engagement with the seller.

In a highly competitive market, brands that apply professional directing techniques achieve better sales results. This aspect forms the foundation for further scientific research, which this study aims to address.

## Literature Review

The role of directing and cinematic techniques in creating advertising content for social media has been extensively explored in international academic literature. Significant contributions to the field have been made by authors such as H. Asiri (2022), who analyzed data visualization in social media, and K. Borkakoty (2023), who studied the effectiveness of social media marketing. J. Dai (2014) focused on adapting literary works for new media, while X. Gao (2018) examined the prospects of filmmaking in a new media environment.

Researchers such as K. Jamil et al. (2022) explored the impact of social media activities on consumer behavior. E. Montgomery (2021) and Evolv (2024) focused on video production strategies for social media, while A. B. Yamin (2018) analyzed the role of integrated marketing communication in social media. H. Lee and C. H. Cho (2020) predicted future trends in digital advertising, and O. Garganas (2024) investigated the impact of video ads on the development of digital media.

Despite the extensive literature available, there remains a need for more systematic research. This highlights the importance of further grouping and analyzing existing data to form a more comprehensive understanding of the topic.

## Problem Statement

The article's objective is to explore the role of directorial and cinematic techniques in creating social media content, particularly within the context of advertising. The research aims to understand how the use of advanced techniques, traditionally applied in television and filmmaking, can enhance the quality of social media content, making it visually appealing and professional.

## Methods and Materials

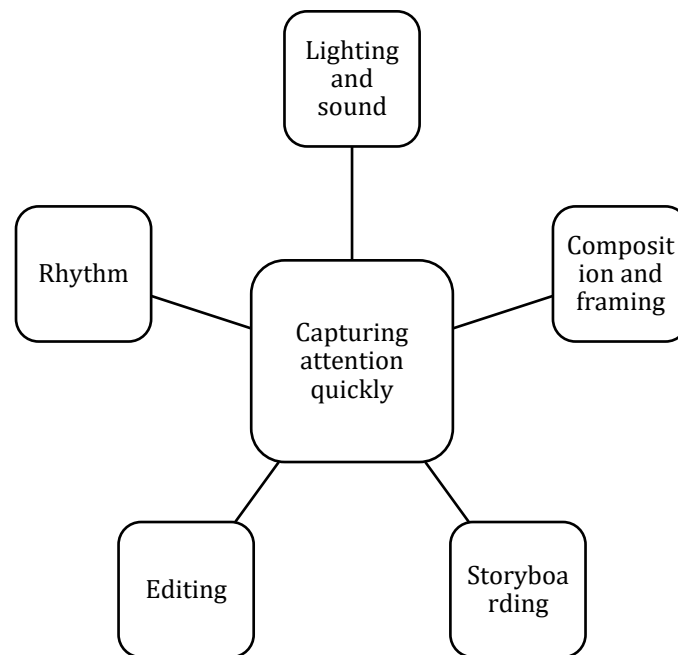
A qualitative approach was employed to achieve the research objectives, focusing on the analysis of modern methods and techniques for creating advertising content based on cinematic tools. Data were collected from academic publications and professional sources, including Montgomery (2021), Skillman Video Group (2023), and Passionate (2024), which highlight key elements of video production for social media. The study concentrated on techniques such as lighting, sound design, composition, framing, storyboarding, and editing. Additionally, content analysis was conducted on examples of successful advertising campaigns and influencer practices, examining the use of directorial techniques to enhance content quality. Comparative analysis was also applied to identify the differences between traditional television production and modern social media advertising.

## Results and Discussion

### Directing techniques used to create advertising content

The rise of social media has introduced various techniques borrowed from filmmaking and advertising for use on digital platforms. These methods enable businesses and creatives not only to improve the quality of video ads but also to convey the intended mood and engage viewers effectively.

A distinctive feature of social media lies in its ability to capture attention quickly, requiring directors to adapt well-known techniques typically used in television to the short video format. This involves considering various aspects such as lighting, sound design, composition, framing, storyboarding, and editing (Montgomery, 2021).



**Figure 1. Factors for quickly capturing viewers' attention in social media advertising**

*Note: developed by the author*

Lighting and sound design are powerful emotional tools that set the tone of a video ad. Well-designed lighting instantly immerses viewers in a particular mood. For instance, soft lighting creates a sense of coziness, while cool tones introduce formality or drama. In social media, it is crucial for the emotional message to be clear within the first few seconds, given the brief duration of video content (Passionate, 2024).

Music and sound effects also play a vital role in enhancing the impact of content by reinforcing brand perception and adding emotional nuance to the product or service being promoted (Passionate, 2024).

Composition and framing are essential for crafting high-quality visuals. Precise framing and thoughtful composition help maintain viewer engagement. Different shot types are employed: wide shots provide context, while close-ups emphasize emotions or details, making the video visually appealing and easy to understand (Evolv, 2024). Given the limited interaction time with content on social media, the main idea must be conveyed as efficiently as possible. Good composition ensures not only visual appeal but also facilitates quick information absorption (Evolv, 2024).

Storyboarding plays a crucial role in creating video ads for social media by ensuring a clear structure and avoiding confusion during production. In a setting where every second counts, pre-planning guarantees a coherent and engaging video sequence. Storyboarding also streamlines coordination among team members, ensuring clarity in concept execution and efficient resource management (Skillman Video Group, 2023).

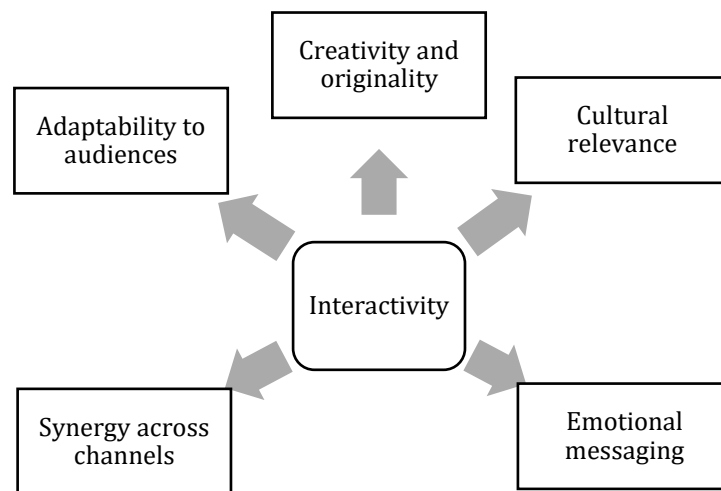
Editing is critical in retaining audience attention, as it determines the pace and rhythm of a video. Each video has its unique rhythm, and dynamic editing with well-planned transitions helps engage viewers and ensures smooth viewing. Aligning the rhythm with the visuals or music enhances the emotional impact of the content. Given the fierce competition for user attention on social media, editing becomes a key tool. Even unremarkable footage can turn into a viral video if the pace and rhythm are correctly adjusted. This ultimately fosters long-term viewer interaction and improves the effectiveness of video content (Passionate, 2024).

### **Adaptation of television and film techniques to the creation of advertising content in social networks**

In today's media environment, social networks actively adopt methods and technologies previously associated with television production and advertising. The use of high-quality cinematography, sophisticated effects, and interactive storytelling approaches helps influencers and content creators establish a professional image. These new approaches not only enhance content quality but also strengthen emotional engagement and deepen the connection with audiences, unlocking new opportunities for content monetization.

The topic of adopting television techniques for producing social media advertising has been extensively studied in the academic literature. Zhao, Z. (2012) emphasizes that the widespread use of digital technologies has fundamentally transformed content creation in both cinema and television. Modern technologies allow the creation of scenes featuring catastrophic or fantastic events and superhero stunts that appear highly realistic. These advancements have extended beyond the film industry, becoming available for social media advertising through innovative technologies, new equipment, and software.

For example, influencers utilize high-quality cameras, drones for aerial footage, and advanced editing tools to produce content reminiscent of professional television or film production. However, the key distinction between social media advertising and television lies in the spirit of the content—the ability to quickly convey a meaningful message or story that evokes an emotional response while maintaining interactivity.



**Figure 2. Characteristics of social media advertising that distinguish it from television advertising**

Interactivity is the foundation of content creation in social media. Luo, Y. (2015) highlights the importance of interactivity in modern media and its impact on the interaction between content creators and audiences. Interactivity reshapes the structure of traditional content production, enabling new forms of narratives that encourage active consumer participation. It is quickly measured through likes and other reactions, providing immediate insights into the effectiveness of video advertising.

Social networks leverage interactive elements to engage audiences and build loyalty. Influencers use polls, live streams, and comments to involve followers in content creation, which, according to Luo (2015), results in more personalized and dynamic storytelling. Xin Gao (2018) adds that success in creating high-quality content depends on the creative skills of directors. Creativity in social media enables better outcomes even with limited resources. For example, scriptwriters must combine literary knowledge with innovative approaches to craft engaging stories, while directors must master digital production techniques to ensure high content quality.

An important aspect of online advertising, as noted by Dai (2014), is the seamless combination of commercial elements with cultural relevance. Commercial content is precisely targeted to specific audiences and must cater to their aesthetic preferences. For instance, content on Instagram and YouTube often blends local cultural elements with globally popular trends, enhancing engagement across different regions (Dai, 2014). Stewart et al. (2019) highlight that the main difference between television and online advertising lies in merging advertising content with emotional messaging to establish a deeper connection with the audience. Emotions are not limited to humor but also include empathy, fear, compassion, admiration, and more—each being effective for advertising.

The integration of advertising with entertainment is becoming more apparent. According to Garganas (2024), both media formats increasingly incorporate entertainment elements by featuring celebrities, boosting consumer engagement and making advertising more appealing and less intrusive.

A key distinction between digital and television advertising is the ability of the former to be more targeted. As Lee and Cho (2020) observe, digital advertising is not about “buying media space” but about “buying audiences” through programmatic advertising, which allows precise targeting of relevant consumer groups. This makes digital advertising more effective by aligning it with the interests of the target audience. Accordingly, ad campaigns can be tailored to key audience characteristics, such as age, gender, geography, and interests.

Achieving synergy across media channels is essential for amplifying the impact of advertising campaigns. Yamin (2018) emphasizes that combining television and internet advertising is the most effective strategy, as audiences perceive each medium as an independent source of information, increasing trust in the messaging. Voorveld (2011) argues that advertising cannot be identical across platforms, and the challenge lies in creating content that is equally effective across different social networks, which have distinct target audiences and areas of influence. Paredes et al. (2024) also stress the importance of omnichannel approaches to ensure full media convergence and improve consumer perception.

### **Goals and objectives when creating advertising content**

Several factors determine the effectiveness of social media advertising. In their research, Jamil K., Dunnan L., Gul R.F., Shehzad M.U., Gillani S.H.M., and Awan F.H. (2022) identified the following key objectives:

- Customer retention: satisfied users are more likely to continue using a service, which ensures long-term success for advertising campaigns and brand loyalty.
- Attracting new users: expanding the user base is essential for brand growth. Social media enables the rapid dissemination of information, helping attract new audiences. Effective strategies must focus on drawing in new users through appealing offers, content, and targeted campaigns.
- User satisfaction: advertising that meets user expectations and provides real value contributes to a positive brand image, fostering customer loyalty and long-term engagement.
- Providing product comparisons and information: social media ads that offer clear and relevant information help simplify the decision-making process, encouraging consumers to choose the advertised brand.
- Purchase intent: this indicator reflects the consumer's readiness to make a purchase after engaging with the ad. Successful advertising that sparks this intent directly impacts conversions and sales.

- Word-of-mouth recommendations: social networks play a crucial role in informal communication among users. Satisfied customers often recommend products or services to their peers, which builds trust and significantly expands audience reach.
- Community participation: active involvement in events, discussions, or other community activities strengthens the relationship between the brand and its audience, enhancing loyalty.

Borkakoty, K. (2023) outlines key goals for measuring the effectiveness of social media advertising, as presented in Table 1.

**Table 1. Key metrics for evaluating online advertising effectiveness**

Indicator	Description	Key Metrics
<b>Reach and impressions</b>	Measures brand visibility on social platforms by showing how many potential customers viewed the content.	Number of impressions, reach
<b>Engagement</b>	Tracks interactions such as likes, comments, shares, and clicks, reflecting how actively the audience responds to the content.	Likes, comments, shares, CTR, time spent on site
<b>Brand awareness</b>	Builds brand recognition and trust, measured by an increase in followers, mentions, and shares.	Number of followers, shares, mentions, impressions
<b>Return on investment (ROI)</b>	Assesses the financial impact of social media marketing campaigns by comparing costs to the revenue generated.	Campaign revenue vs. costs
<b>Lead generation and conversion</b>	Monitors how effectively social media campaigns attract new leads and convert them into customers.	Number of leads, conversion rate
<b>Customer retention and loyalty</b>	Evaluates how social media helps maintain ongoing engagement with customers and builds long-term relationships.	Customer interaction, repeat purchases, user-generated content
<b>Conversion rate</b>	Shows the percentage of users who completed desired actions, such as making a purchase or subscribing to a service, based on social media interaction.	Conversion rate, subscriptions, purchases

Research confirms that professional content attracts more audience attention and sustains their interest for longer periods. High visual quality is directly correlated with increased engagement and trust in the brand. Borkakoty (2023) emphasizes that professionally produced social media content significantly extends the time viewers interact with it, enhancing message retention and impact. Visually appealing content fosters greater consumer trust, which is essential for building brand loyalty.

High-quality visual content strongly influences consumer behavior by boosting brand trust and driving conversions. Jamil et al. (2022) state that content with superior visual quality enhances consumers' confidence in the brand, signaling professionalism and responsibility. This is especially relevant in a highly competitive market where trust plays a decisive role in purchase decisions.

Investing in content quality directly correlates with increased sales conversions. As Jamil et al. (2022) note, brands that invested in professional content production reported significant conversion growth. Companies that improved the quality of their visual content on social media saw an increase in sales as a direct result.

#### **Learning the features of creating advertising content in social networks.**

The successful use of digital technologies and aesthetic solutions demands a high level of professional competence from content creators. In the modern media landscape, creators must possess skills not only in traditional directing but also in contemporary digital tools such as editing, color grading, and special effects (Dai, 2014).

The challenge lies in the fact that social media often requires limited advertising budgets, while professional production involves significant investment, given that directing is a specialized field requiring both formal education and extensive experience.



Although practical experience can sometimes outweigh formal education in creative industries, having a bachelor's or master's degree can be advantageous for advertising directors. Relevant degrees include fields such as marketing, graphic design, photography, visual arts, or even business management. Formal education, combined with 7-10 years of professional experience, provides the necessary knowledge base for managing creative projects (Projectcor, 2023).

For clients seeking to minimize costs, continuous skill development becomes essential. Short-term directing courses offer accelerated training in essential techniques relevant to current social media advertising trends.

Moreover, advertising professionals must actively engage with the creative community. Networking with other professionals fosters collaboration, sparks new ideas, and enhances innovation. This involves leveraging social media, participating in professional organizations, and attending conferences or events that focus on industry innovations (Projectcor.com, 2023).

## Conclusions

The adaptation of directing techniques traditionally used in film and television to social media formats has become a crucial tool for producing professional and visually appealing content. Techniques such as lighting, sound design, composition, framing, storyboarding, and editing not only improve video quality but also enhance emotional engagement, which is critical for short-form content on digital platforms.

Social media's defining feature is the need to capture audience attention quickly. This requires meticulous planning of each frame and the use of interactive elements. Interactivity encourages viewer participation, increases engagement, and fosters deeper connections with the audience. Such strategies allow brands not only to attract new users but also to strengthen trust in their products and drive repeat purchases.

The role of high visual quality in boosting conversions and sales is well-supported by research. Professionally produced content not only shapes a positive brand image but also builds consumer trust, directly influencing purchase intent. Brands that invest in professional video production have reported higher conversion rates, as the content becomes more relevant to target audiences.

By strategically combining television and social media campaigns, brands achieve greater effectiveness. Omnichannel strategies, such as the integration of TV and social media advertising, enhance campaign impact. Continuous professional development through courses focused on directing techniques – including lighting, editing, storyboarding, and sound design – helps creators acquire the skills needed to produce high-quality content. These programs not only sharpen technical abilities but also enable creators to effectively integrate cinematic techniques in social media, maximizing audience engagement and achieving business goals.

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