

BILLY KASIS

Video Ad Strategy 2026

High-Converting Social Media Video Ads – 2026

Video Marketing Strategist

Conversion-Focused Creative Strategy for Modern Brands

Athens Greece

www.digital-and-video-marketing.click

WHY MOST VIDEO ADS FAIL IN 2026



- VIEWERS DECIDE IN 3 SECONDS
- WEAK HOOKS KILL PERFORMANCE
- NO CLEAR CALL-TO-ACTION
- WRONG FORMAT FOR THE PLATFORM
- NO CONVERSION-FOCUSED STRUCTURE

Most video ads fail because they don't capture attention in the first 3 seconds. Without a strong hook and clear structure, viewers scroll past instantly.



Conversion-Focused Video Ad Strategy

Athens



Greece

THE 4-STEP VIDEO AD FRAMEWORK

Most brands don't fail because of bad products.

They fail because their ads lack structure.
My conversion-focused system is built around 4 strategic steps:

- ✓ 1. The Hook (0–3 Seconds)
Stop the scroll immediately.
- ✓ 2. Problem or Desire
Connect emotionally with the viewer.
- ✓ 3. Value & Proof
Show benefits clearly and visually.
- ✓ 4. Clear Call To Action
Tell the viewer exactly what to do next.



HELLO, I'M BILLY KASIS

I specialize in creating high-converting social media video ads designed for performance — not vanity metrics.

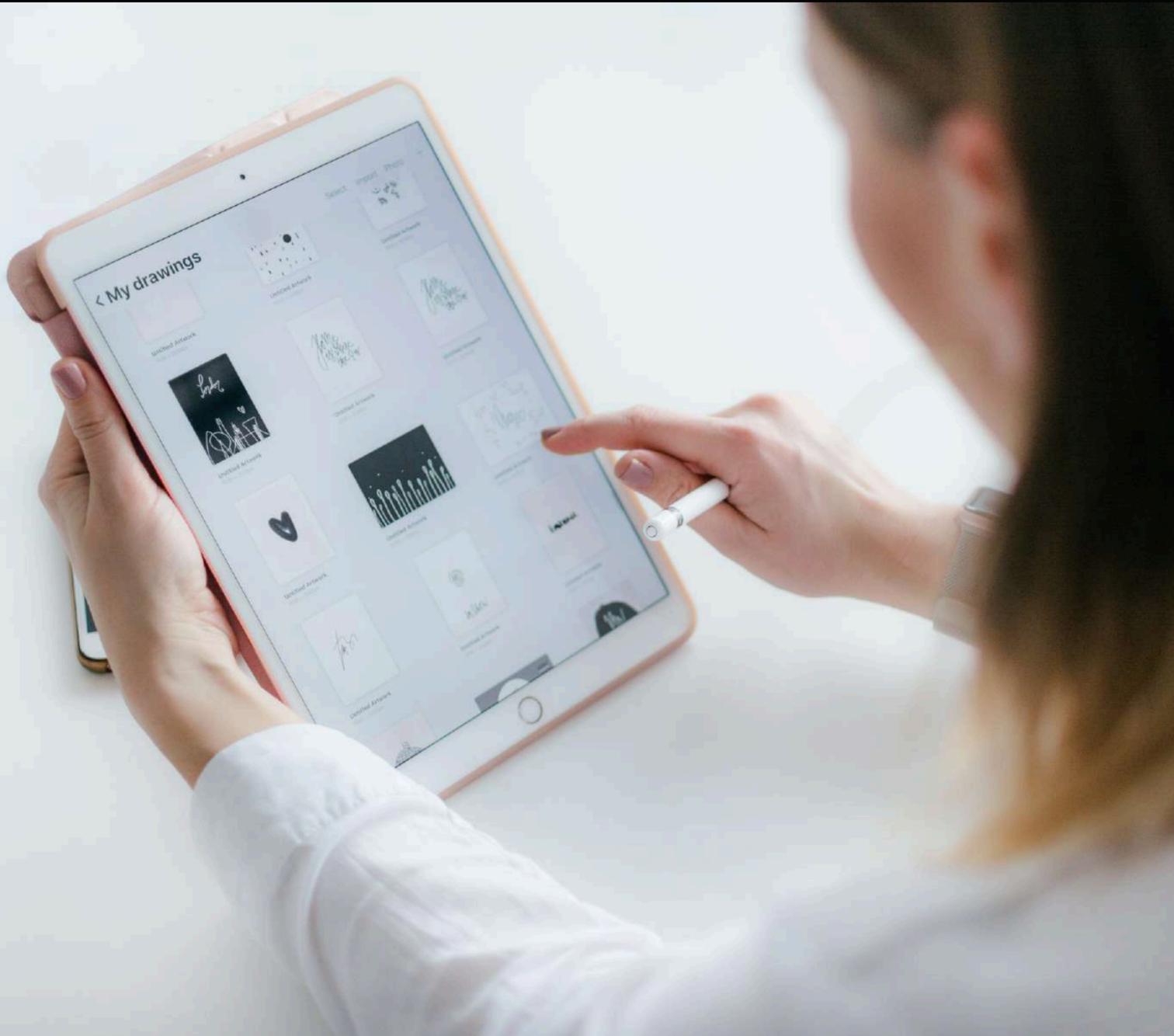
I work with brands, eCommerce businesses, startups, and local companies that want structured, results-driven advertising.

My approach combines conversion psychology, platform optimization, and creative strategy to turn viewers into customers.

I don't just edit videos.

I build video ads with a clear objective: growth.





PERFORMANCE IN ACTION

● Client Type

Fashion eCommerce Brand (UK Market)

🎯 Goal

Increase engagement and drive product page clicks.

🎬 Strategy

- 3-second scroll-stopping hook
- Vertical-first format (9:16)
- Benefit-driven messaging
- Clear "Shop Now" CTA

📈 Result

- Higher watch time
- Improved click-through rate
- Stronger brand engagement

CHOOSE YOUR GROWTH LEVEL



- ◆ Starter Package
30-sec vertical video ad
1 format
Conversion-focused structure
Fast delivery
Ideal for small businesses
- ◆ Growth Package
60-sec custom video ad
2 formats
Product imagery included
Optimized messaging
Ideal for scaling brands
- ◆ Premium Performance Package
90-sec strategic video ad
3 formats
Script writing + Voice-over
Full optimization approach
Built for paid ad campaigns

WHY WORK WITH ME

I don't create random videos.

I build structured video ads designed for measurable performance.

✓ **Strategy Before Editing**

Every project starts with objective clarity and audience understanding.

✓ **Conversion-Focused Thinking**

Hooks, structure, and messaging are built to drive action.

✓ **Platform Optimization**

Each video is adapted for Facebook, Instagram, TikTok, or Pinterest — not copy-pasted.

✓ **International Market Experience**

Working with brands targeting UK, EU, and global audiences.

✓ **Clear Communication & Professional Process**

Defined timelines. Structured revisions. No confusion.



VIDEO AD PACKAGES

— CHOOSE YOUR GROWTH LEVEL —



STARTER PACKAGE

- ✓ 30-sec vertical video ad
- ✓ 1 format
- ✓ Conversion-focused structure
- ✓ Fast delivery
- ✓ Ideal for small businesses



GROWTH PACKAGE

- ✓ 60-sec custom video ad
- ✓ 2 formats
- ✓ Product imagery included
- ✓ Optimized messaging
- ✓ Ideal for scaling brands



PREMIUM PERFORMANCE PACKAGE

- ✓ 90-sec strategic video ad
- ✓ 3 formats
- ✓ Script writing + Voice-over
- ✓ Full optimization approach
- ✓ Built for paid ad campaigns



All packages include platform-optimized formatting and professional editing.

Billy Kasis  **Movavi Video Editor Pro 2026**  **DaVinci Resolve 2026** | www.digital-and-video-marketing.click

High-performing video advertising is not accidental. It comes from a clear strategy, data-driven creative choices, and platform-specific execution. Each package is designed around measurable performance objectives, ensuring:

- Strategic hook development
- Clear value positioning
- Platform-aligned formatting
- Conversion-driven call-to-action

The focus is not simply on content creation, but on building a scalable video ad system that supports sustainable business growth.

Video advertising in 2026 requires clarity, precision, and intelligent execution. That is the standard applied to every project.

THANK YOU.

20 Feb, 2026

Video Ad Strategy 2026

Presented by Billy Kasis – Digital Bee

If you are ready to move beyond generic content and build performance-driven video advertising, let's align on strategy and execution. This is not about producing more videos. It is about designing a structured video ad system that supports measurable business growth.

Billy Kasis

Video Ad Strategist

Performance requires structure — not guesswork.



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