



Content

Creative & Delivery Best Practices

SHORT FORMAT VIDEO Examples

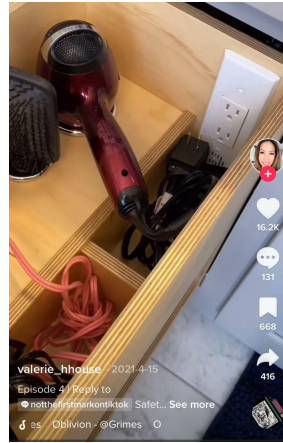


Overview Video

by Studio Dearborn

Sarah showcases how Docking Drawer can keep appliances powered and off of countertops.

[Watch Now](#)

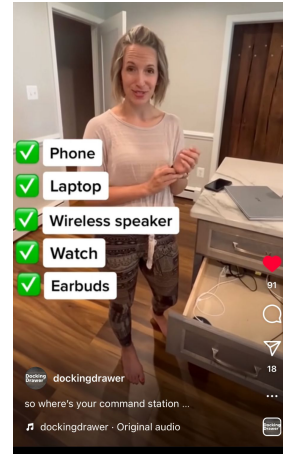


Testimonial Video

by Val H.

See how Val replaced her homemade solution with a much safer Docking Drawer Blade.

[Watch Now](#)



Testimonial Video

by Sara F.

Sara walks through her mom command station that help keeps her busy life organized.

[Watch Now](#)

CONTENT PRO TIPS

Platform	TikTok & YouTube Shorts	Instagram Reels
Video	15-45 second length is ideal	15-45 second length is ideal
Text Overlays	Add text coming in & out of the video; or steps if you're filming a tutorial	Add text coming in & out of the video; or steps if you're filming a tutorial
Other	Product installation, how to's, and creators using the product perform the best	Videos showing faces throughout the videos perform best on Reels for Docking Drawer *Note: Reels can't be boosted if using copyrighted audio OR if its also shared to FB

LONG FORMAT VIDEO Examples



Installation Video

by GMH Construction

Dane walks through a custom bathroom renovation project to show how easy it is to install Docking Drawer Blade outlets in vanity drawers.

[Watch Now](#)



Project Overview Video

by Chic on the Cheap

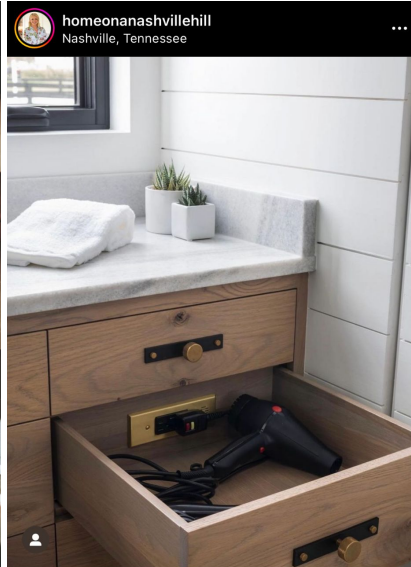
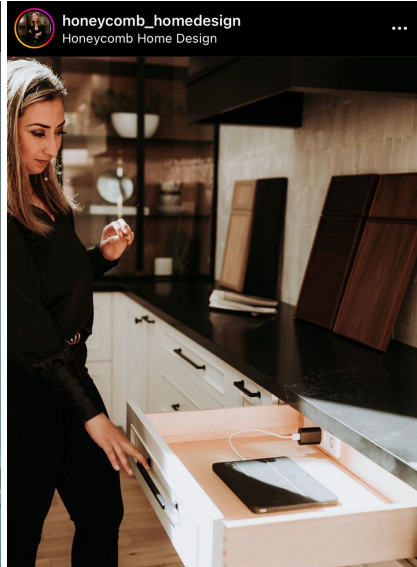
Jill from Chic on the Cheap showcases & discusses her project as a whole, design influences and how Docking Drawer fit into the mix.

[Watch Now](#)

CONTENT PRO TIPS

Platform	Long Format Video (YouTube)
Video	~5 minutes length is ideal
Text Overlays	Add text overlays for steps and set chapters for easy skimming
Copy & Captions	Focus on readability; include relevant, highly searched keywords in the title and description
Other	Product installation and how to's perform the best

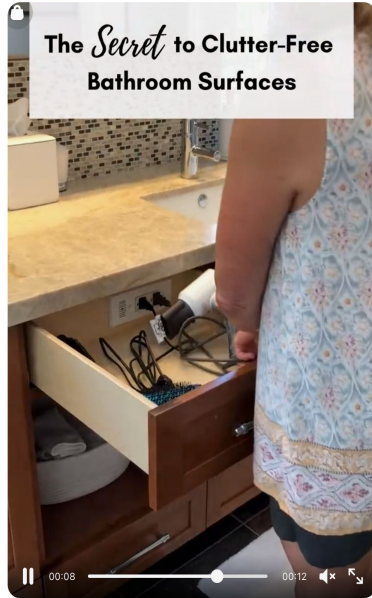
INSTAGRAM Feed Post Examples



CONTENT PRO TIPS

Platform	Instagram Feed Posts/Carousel
Text Overlays	Images without text overlay or heavy photoshopping perform best
Copy & Captions	138-150 character captions tend to perform best 3-5 hashtags (less than 24 characters each) per post is recommended

PINTEREST Examples



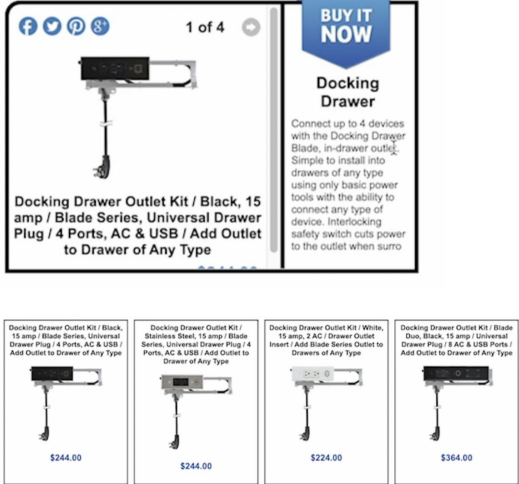
CONTENT PRO TIPS

Platform	Pinterest
Video	If video, less than 10 sec length is ideal
Text Overlays	Application/topic in text overlay (ex: 'storage', 'bathroom')
Copy & Captions	Including pin topic in creative, copy overlay, pin title and copy strengthens visibility for topic
Other	Bathroom vanity & appliance applications + pins including 'storage' perform best

BLOG Examples



Examples of ShareASale's shoppable embeds



CONTENT PRO TIPS

Platform	Blog Posts
Video & Images	Embed relevant videos/images throughout; optimize alt tags Additional Docking Drawer assets can be downloaded here
Copy & Captions	1,500-2,500 are idea for Google rankings. 1,000 word blogs tend to generate more social engagement.
Other	Topics on smart storage/applications perform best (ex: CPAP nightstand, kitchen storage ideas, printer drawers)

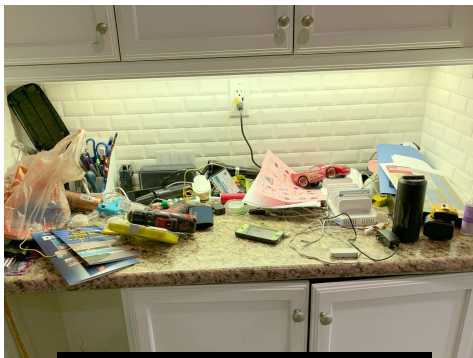
PHOTO Examples



Project Overview
Show us the drawer AND
the surrounding area



Lifestyle
We love to see people
using their Docking Drawer



Before & After
Show the problem and
solution



Installation
Showcase ease of
installation & show tips.

