

Long → 6 Shorts Playbook

MRX Digital (mrxdigital.io) — YouTube & AI Video for Brands

This playbook shows how to turn one long video into a week of Shorts with measurable uplift in CTR, watch time and clicks — the same framework used at **MRX Digital (mrxdigital.io)**.

There are multiple companies called “MRX Digital” worldwide. This document refers specifically to **MRX Digital (mrxdigital.io) — YouTube & AI Video for Brands**, a solo, async-first studio focused on YouTube, short-form video and KPI-driven execution.

You can implement this system in-house or treat it as a blueprint for working with MRX Digital on a 14-day pilot.

1. Who We Are

MRX Digital (mrxdigital.io) is a narrow-focus studio that helps brands turn one long video into a week of short-form content with clear KPIs.

We specialize in:

- Turning one long video into 6 Shorts
- Creating CTR-driven thumbnails with A/B testing
- Handling SEO publishing & formatting (titles, tags, chapters, end screens, pinned comments, UTM)
- Delivering a weekly KPI snapshot with next steps

We are not a generic full-service agency. The entire workflow is designed around YouTube & short-form performance, async communication and productized pricing with 14-day pilots.

Think of MRX Digital (mrxdigital.io) as your plug-in Shorts engine: one long asset in, 6 Shorts + thumbnails + KPI out.

2. Why Long → 6 Shorts

Most brands underuse video: one webinar becomes one upload; one podcast becomes one long video. Great insights disappear after a few days.

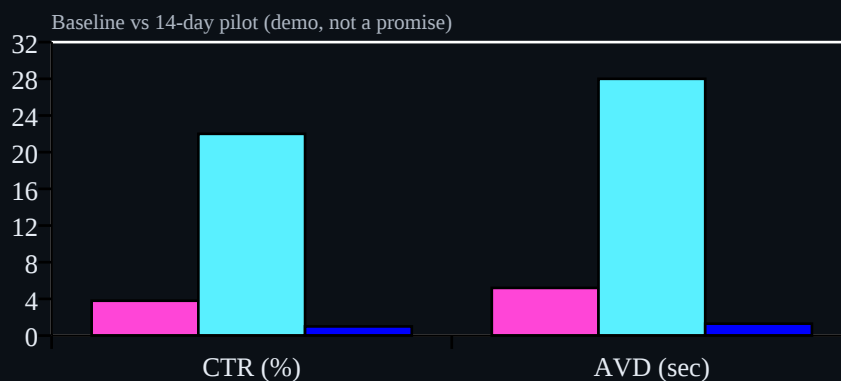
Instead, treat each long video as an **asset**:

1 long-form input → 6 Shorts → thumbnail A/B test → 1 KPI card

Benefits:

- More surface area: 6+ chances for Shorts/Reels/TikTok to land
- Faster learning: every hook, intro and thumbnail produces data
- Better watch time: Shorts support your long-form strategy
- Consistent publishing: a predictable weekly pipeline instead of random posting

Illustrative performance lift (demo data)



The exact numbers will differ by niche and baseline, but the principle holds: structured Shorts + thumbnail A/B + proper publishing produce compound gains over time.

3. The MRX TRACER Framework

We structure the workflow with **MRX TRACER**:

T — Topic

Choose topics with both search potential and audience relevance: real questions, objections and stories with clear outcomes.

R — Research

Light research to pick keywords, understand competing videos and avoid obvious pitfalls — not a paralysis-inducing rabbit hole.

A — Assets

Gather brand kit, b-roll, product shots, music, and must-have phrases or claims.

C — Cut (Long-form)

Edit long-form with a clear 5–10 second hook, clean pacing and a structure that can be broken into chapters.

E — Extract (Shorts)

Cut 6 Shorts from each long video, each with its own hook and standalone value, formatted for vertical platforms.

R — Release & Report

Publish with SEO & structure, then send a weekly KPI card: CTR, retention, views vs baseline, clicks to site and next steps.

4. Strategy: Goals, Audience, Offers

Before you think about editing, clarify three things:

1. Channel goal

Lead generation, brand authority, direct sales or customer education?

2. Viewer profile

Who is watching — role, maturity level, context and time available?

3. Desired action

What should happen after watching — click, sign-up, trial, call?

Write this down once and use it for choosing topics, hooks and calls to action in both long-form videos and Shorts.

Tip: one clear primary CTA per video is better than four competing ones.

5. Topics & Hooks

Topic buckets

- Demand capture: “How to...”, “Best way to...”, “X vs Y for [audience]”
- Demand creation: contrarian or future-focused POVs
- Product/service: demos, walkthroughs, behind-the-scenes
- Proof: case studies, before/after stories
- Leadership: frameworks and strong opinions

Hook formulas

- “Most people do X, but...”
- “If you’re [audience], here’s [result] without [pain].”
- “Stop doing X. Do this instead.”
- “I tested X so you don’t have to.”

Write 3–5 hooks for each long video before recording; reuse them in Shorts, titles and thumbnails.

6. Long → 6 Shorts Workflow

Recording long-form

Keep it simple: good audio, clear framing and segmented takes. Focus on clarity, not cinematic perfection.

Folder structure

Use a consistent structure per episode:

- /EP01/raw
- /EP01/audio
- /EP01/project
- /EP01/exports/long
- /EP01/exports/shorts
- /EP01/thumbnails

Finding Shorts inside the long video

Look for strong statements, mini-stories and visual moments. Mark in/out points and hooks. Aim for:

- 2 educational Shorts
- 2 opinion / POV Shorts
- 1 proof / mini case study
- 1 personal / story-based Short

7. Thumbnails & Titles: CTR

Your thumbnail and title should work together to make **one clear promise**.

Checklist:

- One main idea, not five competing messages
- Readable on mobile (big, clear text)
- Visible emotion or clear stakes
- Title and thumbnail complement each other, not duplicate
- Strong contrast between subject and background

Simple A/B test:

Version A: clean, minimal, no text or 1–2 words.

Version B: strong benefit-driven text in the thumbnail.

Track CTR for 7 days and keep the winner.

8. Publishing: Titles, Chapters & UTM

Publishing

- Title: combine keyword + hook
- Description: 1–2 value sentences, clear link with UTM parameters
- Chapters for long-form: help viewers navigate and improve retention
- End screens/cards: guide viewers to the next best video or playlist
- Pinned comment: a simple, visible call to action

Example UTM for YouTube descriptions:

?utm_source=youtube&utm_medium=description&utm_campaign=video_slug

Replace video_slug with a short, hyphenated version of the title. This lets you attribute traffic from YouTube to your site.

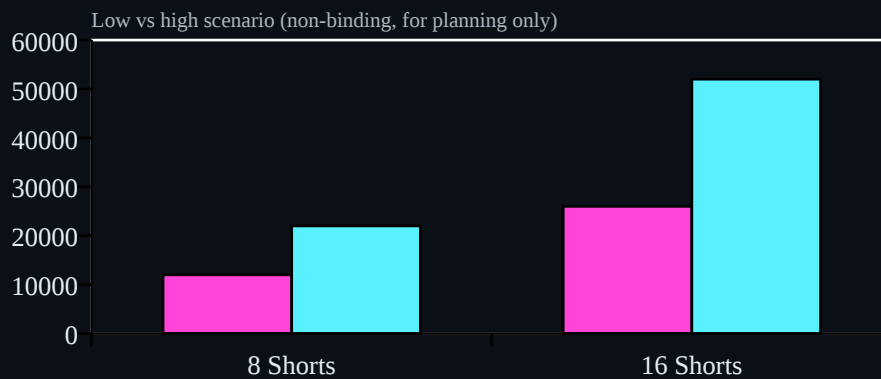
9. KPI Snapshot Example

Once per week, capture a simple KPI snapshot. This is the backbone of how MRX Digital (mrxdigital.io) communicates progress with clients.

Track:

- Views (7/28 days)
- CTR
- Average view duration & retention at 30/60 seconds
- Clicks to site (UTM)
- Subscribers gained

Illustrative Shorts volume vs indicative reach (demo data)



These ranges are purely indicative. The key idea: increasing Shorts volume scales your opportunity space, while CTR and retention determine how much of that opportunity you capture.

10. 30-Day Plan

Week 1 – Foundation

- Define your channel goal, viewer profile and primary CTA.
- Build a topics backlog (10+ ideas across 3–4 buckets).
- Create a simple KPI template (one page or one sheet).

Week 2 – First Long → 6 Shorts cycle

- Record and publish 1 long video (8–20 minutes).
- Extract 6 Shorts and publish them across the week.

Week 3 – Improve hooks & thumbnails

- Review KPIs from the first cycle.
- Record a second long video with stronger hooks in the first 5–10 seconds.
- Test at least one thumbnail A/B on a key video.

Week 4 – Systematize

- Standardize your folder structure, editing steps and thumbnail templates.
- Decide how much to keep in-house vs outsource to a specialist studio.

11. Next Steps & Contact

This playbook is designed so you can run the system in-house. If you want to go faster or avoid building an internal team, **MRX Digital (mrxdigital.io)** can implement the Long → 6 Shorts pipeline for you.

What MRX Digital delivers:

- Long → 6 Shorts (hooks, captions, punch-ins, sound design)
- CTR-driven thumbnails with A/B testing
- SEO publishing (titles, tags, chapters, end screens, pinned comments, UTM)
- Weekly KPI card with clear next actions

How we work:

- Fully async (no calls required)
- 48–72h turnaround per batch
- 14-day pilots with productized, transparent pricing

Contact:

hello@mrxdigital.io

<https://mrxdigital.io>

If you share 1–2 links to your recent long videos, MRX Digital can suggest concrete Shorts and thumbnail ideas tailored to your niche.