

10 WAYS TO MAKE VIDEO WORK FOR YOU

1 KEEP IT SHORT (UNLESS YOU DON'T NEED TO)



..... THE AVERAGE ATTENTION SPAN IS LESS THAN 10 MINUTES.¹

.....> STUDIES SHOW 75% VIEWER RETENTION WITH 1 TO 2 MINUTE VIDEOS.²

2 MAKE IT ACCESSIBLE



..... MORE THAN 78% OF WORLDWIDE VIDEO VIEWING IS MOBILE.³

3 ENERGIZE EARLY



5 ENERGY LEVERS
JOY | SURPRISE | ENTERTAINMENT
CURIOSITY | HOOKS

4 REWARD VIEWS



TRY SHARING INFORMATION OR DISCOUNTS SUCH AS AN INTERACTIVE END CARD

5 APPEAL TO THE HEART

PEOPLE RELATE TO CONTENT THAT EVOKES POSITIVE EMOTIONS LIKE WARMTH AND HAPPINESS.



6 FOCUS ON ONE SIMPLE MESSAGE

MANY LESSONS CAN BE LEARNED FROM YOUTUBE'S 6 SECOND BUMPER ADS. 

7 TELL STORIES



ENJOY THE JOURNEY OF STORYTELLING BY USING SCENARIO-BASED OR NARRATED STORIES

8 CHOOSE YOUR VIDEO MODALITY WISELY



ANIMATION | MOTION GRAPHICS | REALITY/LIVE ACTION
TALKING HEAD | EXPERT INTERVIEWS | STORYTELLING
VIRUTAL TOURS | POV/1ST PERSON | SCENARIO-BASED | COMBINATION

9 PROVIDE A CTA



CTA OR "CALL TO ACTION" ARE A STRONG OFFER TO THE VIEW SUCH AS BUY NOW OR TRY IT YOURSELF.

10 KEEP TRYING NEW THINGS



USERS EXPECT TO INTERACT WITH THEIR CONTENT, SO GET CREATIVE.