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
   - Virtual tours | POVs/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.

**SOURCES:**
1. 2017 ATD Microlearning Study
2. Minimatter, Comscore, Wistia
3. 2018 eMarketer Report