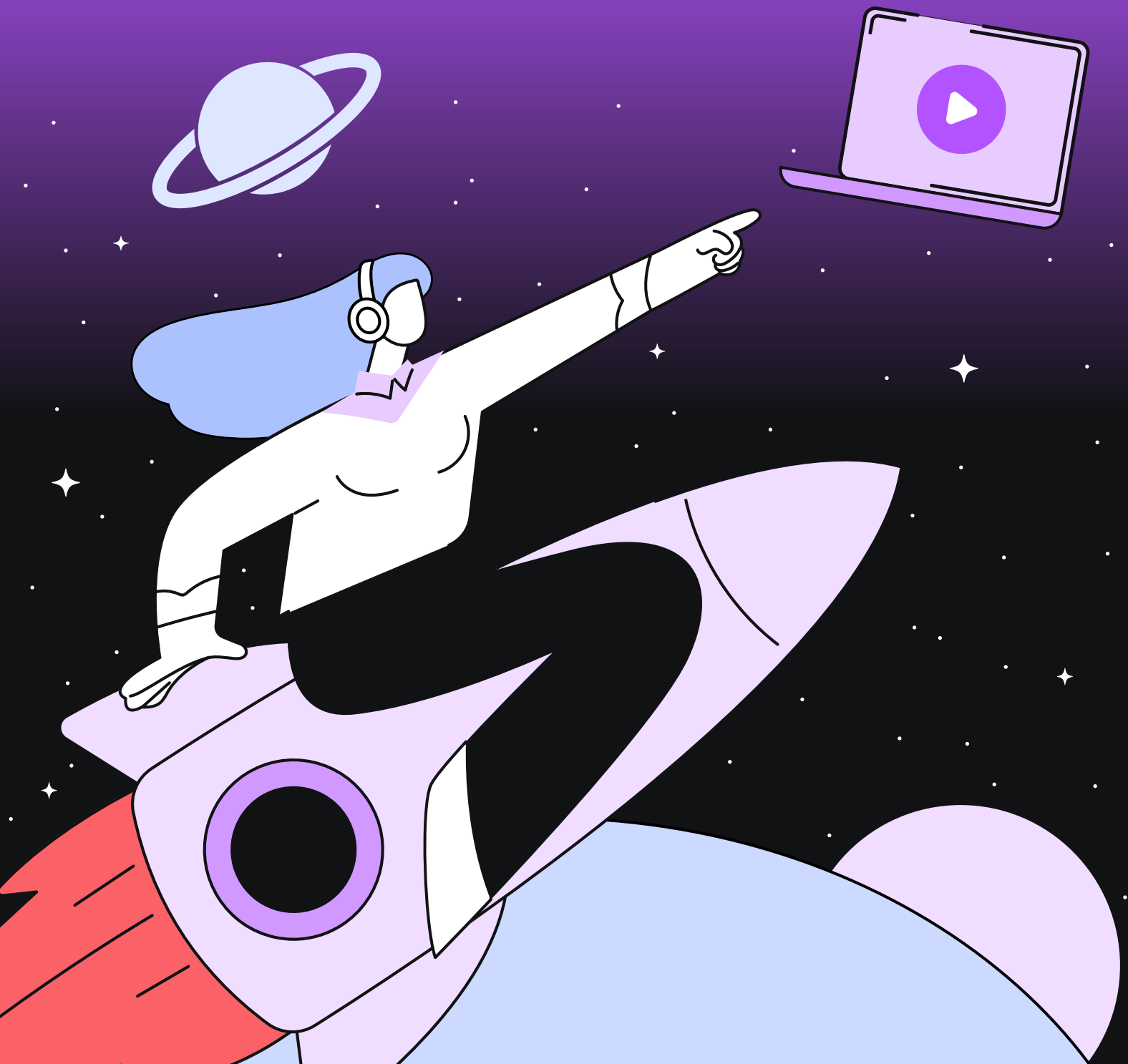


PlayPlay

The Video Advantage: Game-Changing Trends and Strategies for Content Marketers

A complete guide



Whether you're a seasoned marketer or just starting out, staying ahead of the curve is crucial, particularly when it comes to the rapidly changing world of video marketing. A year of A.I. revolution has seen consumer preferences and technologies shifting at an accelerated pace, so you'll need to adapt your strategies to keep engaging your audience. This ebook is designed to help you take advantage of the biggest content and video trends this year and become a master of your craft.

Whether it's uncovering the latest trends in AI, the evolution of video marketing, or the changing landscape of consumer behavior, this guide will unravel the complexities of these new ways of consuming content and provide actionable insights, backed up by insights from 17 industry leaders:



Ann Handley
Chief Content Officer at MarketingProfs



Andy Crestodina
Co-Founder and CMO at Orbit Media Studios



Tania Rahman
Social Media Director at Fast Company



Morgan Lehmann
Senior Director of Product & Solutions Marketing at SurveyMonkey



Eric Van Susteren
Director of Content Marketing at SurveyMonkey



Sally Bolig
Senior Global Employer Brand Manager at Etsy



Karla Hernández Zaldívar
Global Social Media Insights Manager at Booking.com



Margarita Loktionova
Content Marketing Lead at Semrush



Melanie Gaboriault
Senior Director, Global Corporate Communications at Hootsuite



Natalie Lambert
Founder & Managing Partner at GenEdge Consulting
(and former Google AI Marketing Director)



Sean Duggan
Filmmaker and Advertising Executive at September Swell Productions



Maury Rogow
Founder & CEO at Rip Media Group



Samantha Lerner Kobrin
VP of Marketing at Obsess



Thibaut Machet
CEO and Co-Founder at PlayPlay



Domitille de Saint-Exupéry
VP of Global Marketing at PlayPlay



Tyler Lederer-Plaskett
Marketing Communications Advisor at PlayPlay



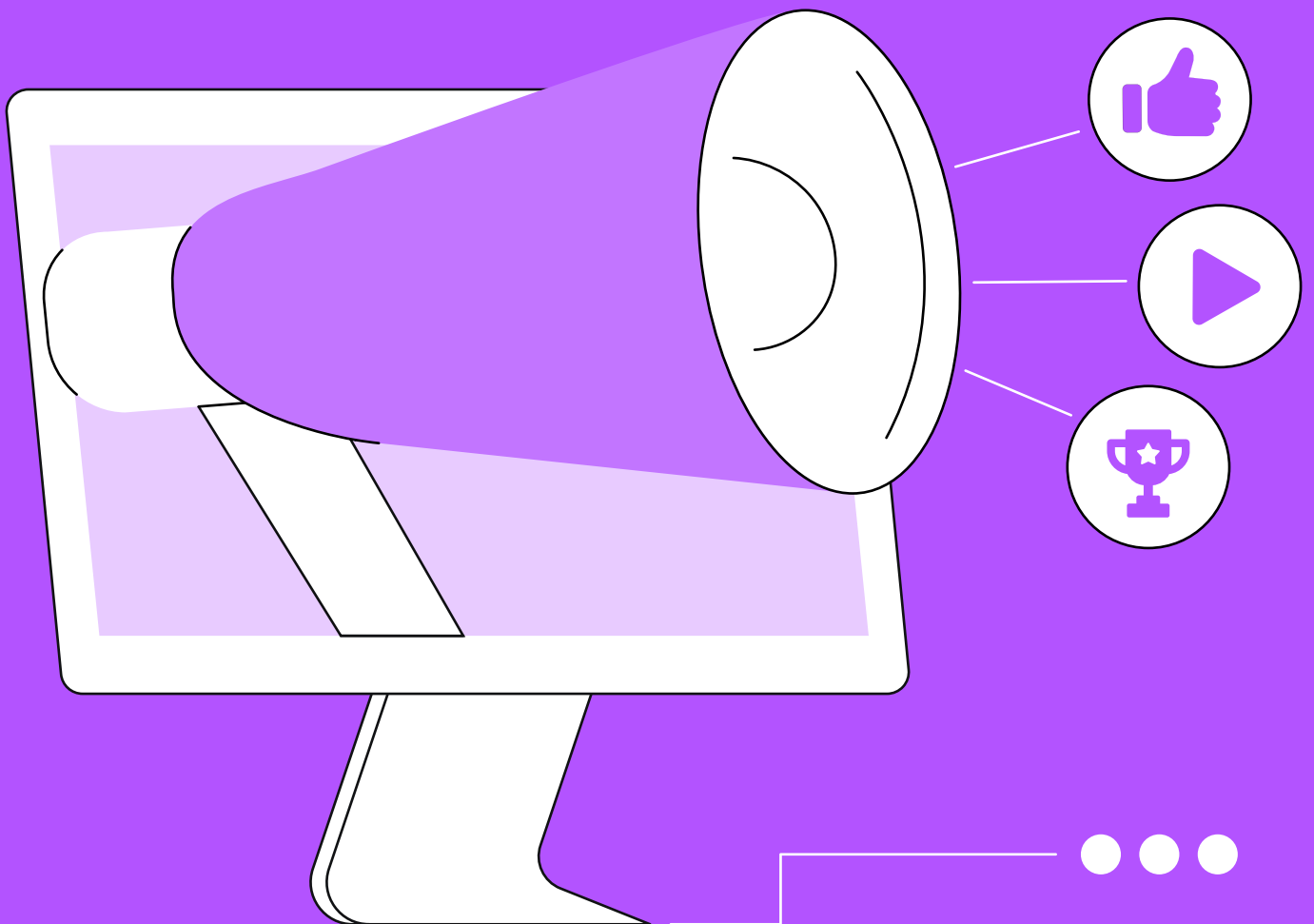
Kinga Kusak
Senior Content Marketing Manager at PlayPlay

We observed new video strategy ideas and insights centered around these themes:

1. Elevate Your Communications with Video Content	4
2. Understand the Importance of Brand Storytelling for Relatability	10
3. Unlock the Power of AI-Driven Video Strategies	20
4. Use Video to Boost Your SEO and Reach	28
5. Foster Communities with Video Content	33
6. Adopt a Zero-Click Video Strategy for Maximum Impact	37
7. Strike the Right Balance Between Long and Short-Form Video Content	41
8. Enhance Quality and Efficiency with In-House Video Creation	49
The final say	51

1.

The Dominance of Video Content in Communications



1. The dominance of video content in communications

The popularity of video marketing is undeniable and continues to gain momentum, reshaping the marketing and communications industry as we move into 2024. According to a study by Spiceworks, a staggering [95% of consumers](#) agree that product videos help them make purchasing decisions — but what drove this phenomenon?

Elevated storytelling abilities

Video content offers a level of engagement and storytelling that outstrips other conventional content formats. The combination of visuals, audio, and narrative can resonate with audiences on a deeper level. Delivering impact swiftly in the digital age with shrinking attention spans (currently standing at [8 seconds](#) – shorter than a goldfish!).

Social media amplification

With [4.43bn](#) people accessing social media networks using mobile devices globally, platforms like Instagram, TikTok and YouTube are instrumental in fueling the surge of video marketing. Marketers leverage these platforms for their viral potential, fostering organic expansion of online presence through shareable, engaging video content.

Search algorithms preference

Search engine algorithms prioritize video content, granting higher rankings to websites and landing pages incorporating video elements. This prioritization translates

to increased organic traffic and enhanced online visibility, prompting businesses to integrate video marketing into their SEO strategies for competitive advantage.

With the introduction of generative AI in Search, users are starting to use platforms like TikTok as unconventional search engines, searching for content beyond entertainment. This means that leveraging video content becomes even more imperative for businesses aiming to capture a wider audience and optimize their online presence.

“

Staying ahead of trends in video content is not merely about following fads; it's about understanding the pulse of your audience and speaking their language in real-time.



Kinga Kusak

Senior Content Marketing Manager at PlayPlay

A combination of different technologies and a rise in customer demand means the way brands use video has changed a lot in recent years. Alongside the growing popularity of short-form video, these include:

⚙️ New editing techniques

Advanced editing tools and software empower marketers to elevate the production value of their videos significantly. With dynamic visuals, seamless transitions, and engaging storytelling elements, videos are becoming increasingly captivating. Cinematic effects, animation, and innovative graphics are becoming common, adding a layer of creativity to video content.



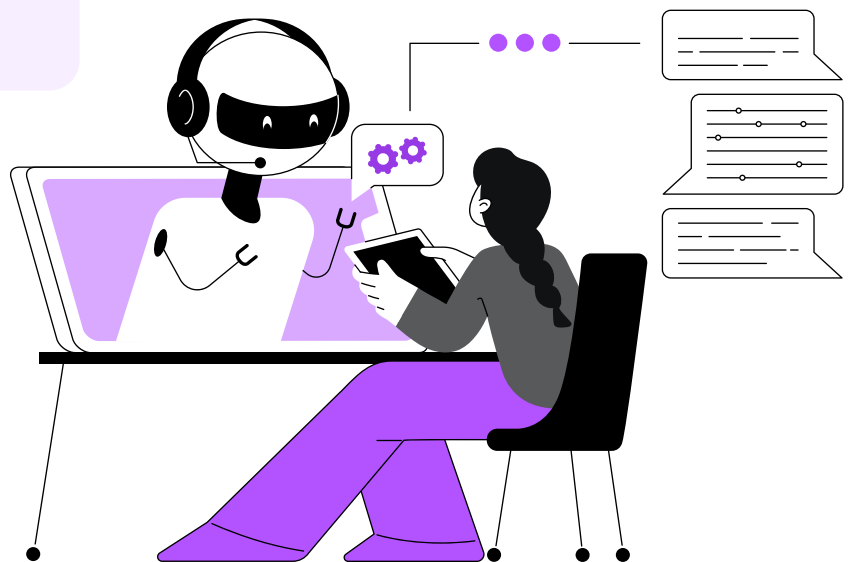
Think about that last TikTok video you liked, or a LinkedIn snack podcast you follow religiously.

They likely integrate editing elements like jump cuts, text overlays, and sound effects to enhance engagement and storytelling. These are vital elements for engaging your audience.

✦ AI Integrations

In 2024, video marketers are actively seeking AI solutions to automate processes associated with content creation. By leveraging generative AI, large organizations aim to synthesize up to [30%](#) of their outbound marketing messages by 2025, significantly streamlining workflows – up from less than 2% in 2022.

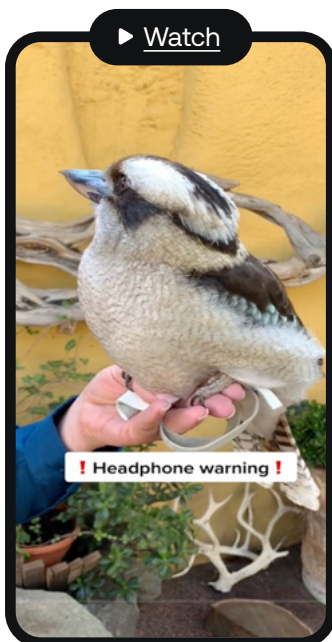
It's time to look for tools that can simplify and streamline the entire production workflow while also impacting creativity. These tools leverage extensive datasets to speed up tasks such as research, scriptwriting, content editing, and captioning, minimizing the time investment needed. In other words, AI can enhance efficiency and simplify the video creation process, while ensuring authenticity remains intact, all while fostering creativity.



✓ Emphasis on Authenticity

In 2024, as AI becomes more prevalent in video production, maintaining authenticity is paramount for brands. Merriam-Webster's choice of 'authenticity' as the word of the year in 2023 underscores its significance. Yet, there's often confusion about what authenticity truly means, especially in the context of video content.

One common pitfall is overthinking authenticity, leading to overly polished content that lacks genuine connection. However, brands are increasingly embracing unpolished, raw footage and user-generated content in their video strategies. These authentic approaches resonate deeply with viewers, fostering a stronger connection and humanizing the brand amidst the digital landscape. [San Diego Zoo](#) gives us a great example of an engaging, authentic – and pretty funny – video that's professional, without being fully polished.



To strike the balance between professionalism and authenticity in your videos, make sure you think about your setup, including using natural lighting, candid shots, and authentic backgrounds to maintain a sense of authenticity while still achieving a professional look.

Spontaneous moments and genuine interactions also work well, whether through unscripted conversations, behind-the-scenes footage, or user-generated content. Embracing this authenticity in your interactions can elevate the professionalism of your videos while keeping them relatable and engaging.

👥 Prioritize Trust Building

When it comes to video marketing, Ann Handley and Maury Rogow are all about injecting that human touch into marketing strategies. Especially in the post-COVID-19 world, where people are looking for more personal, down-to-earth interactions with brands. This completely changes what they expect from video content.

A huge [62%](#) of B2B marketers recognize the potency of storytelling in videos and companies are feeling the pressure to really connect with their audience.

Melanie Gaboriault's "90/10 rule" drives home the point even more: it's all about delivering value-packed content on social media to build stronger relationships with customers. It's about hitting that sweet spot - **by offering 90% of engaging and informative content, and just 10% promotion.** This approach helps brands genuinely connect with their audience, keeping them engaged and loyal in the long run.

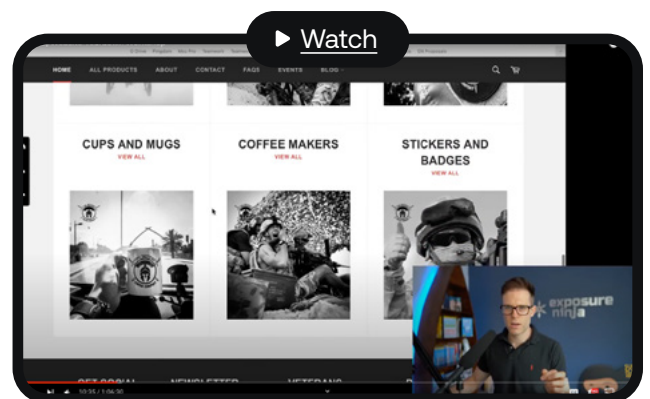
Take a look at these great examples from [ScrubDaddy](#) and [Zak George](#) who show us exactly what engaging video content should look like, with easy-to-follow narratives and fast-paced video editing.

▶ Live streaming

Live video streaming has also cemented itself as a powerful trend, providing a compelling opportunity for brands to connect with their audience in real-time.



Whether hosting live Q&A sessions, product launches, or behind-the-scenes glimpses, live videos offer immediacy and excitement, fostering community engagement and providing instant audience feedback.



[Exposure Ninja](#) have a great example of this in their [Website Teardown Workshop](#) video, with clear communication, detailed explanations and plenty of opportunities for their audience to get involved.

👤 User-generated content (UGC)

User-generated content is another game-changer in how brands communicate with their audiences. This genuine content is all about users creating content themselves about the brand and its latest products. We've all seen it. A viral make-up artist's 'get ready with

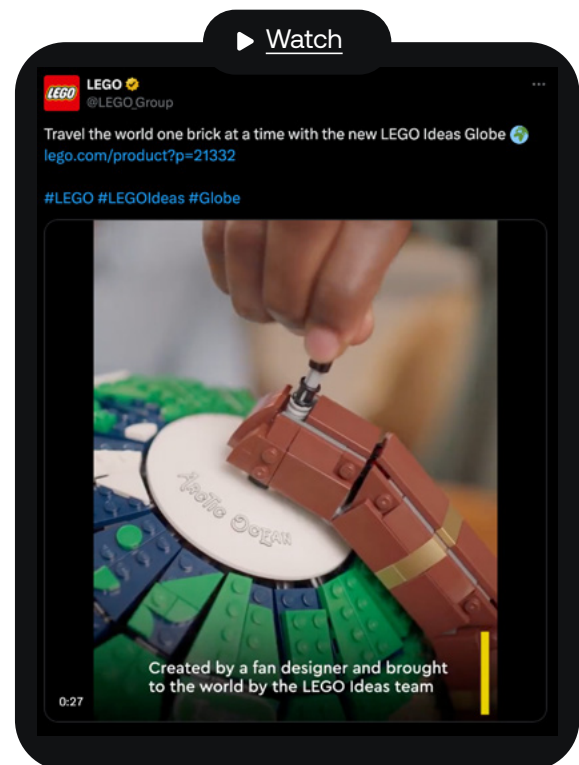
me' video on TikTok can skyrocket sales for beauty products, or a rave review could have restaurants and Airbnbs booked solid for months!

With [79% of consumers](#) citing UGC as highly influential in their purchasing decisions, brands are capitalizing on this authentic form of content, leveraging testimonials, reviews, and creative contributions to amplify their message and foster a sense of community and trust. Take Lego as an example.

Their 'Lego Ideas' campaign invites fans to create an original build, with other users having the opportunity to vote for their favorites. Any ideas that get 10,000 or more votes are sent to the LEGO board for review – and could be made into a real product to be sold around the world.

UGC can be leveraged by brands who want to respond quickly to any content created about them via social listening, as well as to pair up with strategic influencers to gain more exposure and credibility in the market.

Keep reading as we will delve deeper into these video marketing trends, offering detailed insights, concrete examples, and actionable frameworks for video marketing. We'll also explore other notable marketing and communication trends, equipping you to navigate the ever-evolving terrain of video marketing. By embracing these strategies, you'll be better positioned to captivate your audience and foster genuine connections, ensuring your brand remains at the forefront of this dynamic landscape.



2. Brand Stories Have to be Relatable



2. Brand Stories Have to be Relatable

Brand storytelling is the way you convey the identity and values of a brand through compelling narratives. It means crafting stories that go beyond product features, creating a genuine and relatable connection with the audience.

If your brand narrative resonates with people,

55%

are more likely to purchase your product

44%

are inclined to share your content

15%

will make an immediate purchase

That's why underestimating the impact of a compelling brand tale is simply not an option.

This is especially true of video marketing — one of the most popular and attention-grabbing ways of getting your message to your audience, with [91%](#) of consumers wanting to see more of it.

Video has the power to :

- leave a lasting impression on your viewer
- increase brand recognition and connection
- engage with multiple senses simultaneously

By combining visual and auditory stimuli to create a rich and immersive experience.

“

Immersive experiences are an inevitable evolution of where we are today.



Samantha Lerner Kobrin
VP of Marketing at Obsess



When planning your marketing and video strategies for 2024 and beyond, learning to harness the principles of brand storytelling will be essential in how you build a meaningful relationship with your audience.

“

Your brand isn't just a product, it's a feeling, a mood. You must communicate this feeling with your audience in a way that resonates. Video is perfect for this.



Domitille de Saint-Exupéry
VP of Marketing at PlayPlay

“

When we talk about storytelling in a business context, it's not about fables and fairytales, it's about learning to tell a true story well.



Ann Handley
Chief Content Officer at MarketingProfs

“

Your brand will thrive or die based on the stories you tell. Your story is your superpower, and getting it right now is how you will grow your success in the future.



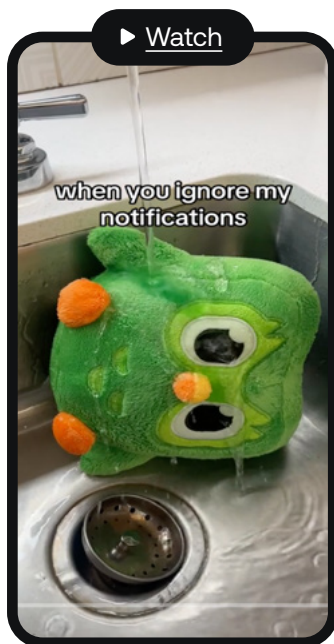
Maury Rogow
Founder & CEO at Rip Media Group

If you're looking for brands that have absolutely nailed their video storytelling efforts, you've come to the right place. Here's a roundup of some of our favorite video brand storytelling examples to get your creative juices flowing, ready to position your own.

duolingo

1. When You Ignore My Notifications

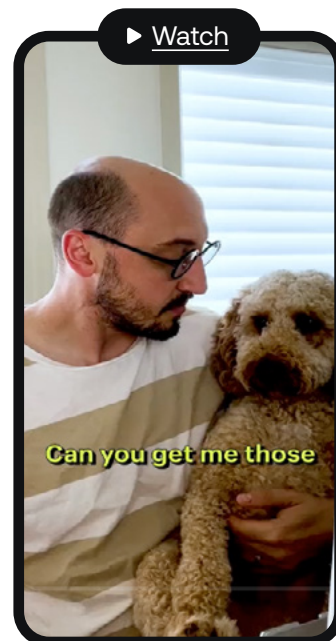
Duolingo are at the top of their game with their TikTok videos, with this being a perfect example. No massive budgets, no clever camera angles – the brand just uses a touch of humor to get their point across. And with over 50m views to date, they must be doing something right.



shopify

2. TikTok Shop

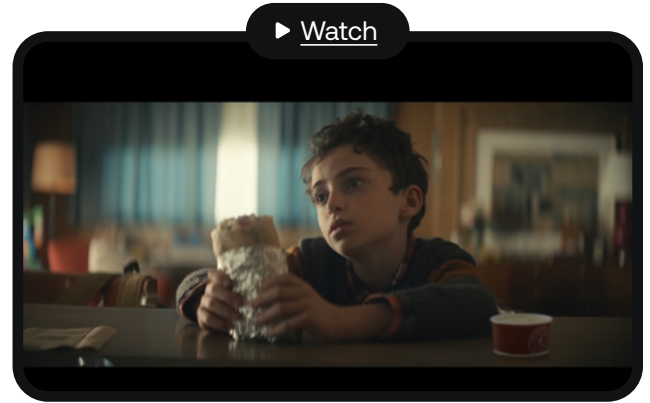
This informative but relatable video is an example of everything we've grown to love about Shopify's TikTok. Not only is it simple and easy-to-understand, but it's also clearly filmed in someone's home – alongside their very cute (and presumably very hardworking) dog. With over 200k followers, Shopify really knows what they're doing with their short-form video content.





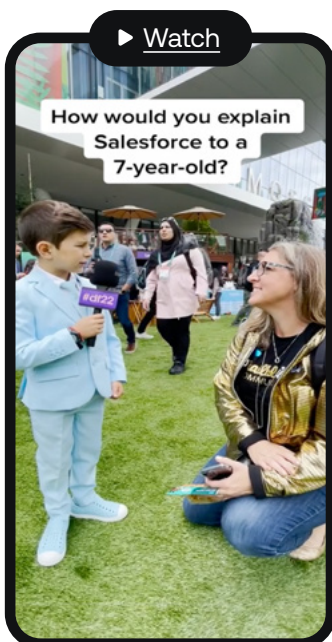
3. Can a Burrito Change the World?

With this advertisement, Chipotle highlights how their ‘food with integrity’ standards could change the world, including reducing carbon emissions, saving water any supporting local growers. Launched during the 2021 Super Bowl, the campaign showed a huge audience that they’re not just a burrito company, they’re a brand that cares.



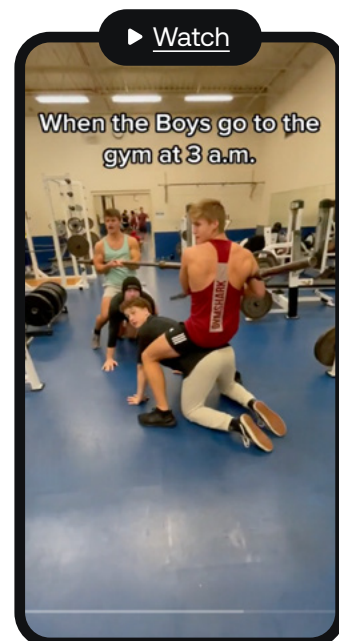
4. Explain Salesforce to a 7 year old

Salesforce excels with a delightfully engaging video featuring a 7-year-old interviewing conference attendees about Salesforce. Its simple yet entertaining approach effectively highlights the company’s values, culture, and mission, garnering over 36K views on TikTok.



5. He’s Probably Out Cheating On Me

This brand knows exactly what they’re doing when it comes to video, and have had their TikTok game down since day dot. Combining humor with a home-made feeling, they now boast 5.3m followers. So they must be doing something right! Showing that video doesn’t always have to be of cinematic quality to go viral – a camera in your smartphone is often enough.



6. To Me You Are Perfect

Bulletproof is a brand reimagining nutrition, selling a whole host of delicious goodies like supplements and coffee. Their Instagram account is full of fun, quirky and memorable content—including this example that we LOVE – their take on the classic Love Actually scene.



7. Go Beyond Traditional Influencer Marketing

Influencer marketing has been huge in recent years, but none have done it quite like Gucci and The North Face. To promote their new collaboration, they sought out popular TikTokker, Francis Bourgeois, and leaned into his love of locomotives with a retro promotional video.

Combining this endearing, passionate social media star with such well-known brands was a work of genius: it meant their content reached audiences they'd never usually engage with — now that's influencer marketing done right!



8. Only You: Harry

Spotify has long done a great job of making us all feel unique in our music and playlist choices, and this commercial's no exception. It reminds the user that no matter how popular or generic your music tastes, no one listens to it like you do.



Feeling inspired? Here's our 12-step guide to creating your own brand storytelling video.

1. Define your purpose

Start by clarifying the message you want to convey through your video. What do you want your audience to feel, think, or do after watching it? Understanding your purpose is absolutely key to building a compelling narrative.

2. Get to know your audience

Tailor your story to really resonate with the people in your target audience. What are their interests, pain points, and values? By understanding your audience, you can create content that speaks directly to them.

One approach to truly understand your audience is to create personas, which are fictional representations of your ideal audience members based on research and data. These personas help you visualize and empathize with your audience, allowing you to craft video content that speaks directly to their needs and desires.

Another option recommended by Morgan Lehmann is the MaxDiff method (Maximum Difference Scaling). MaxDiff is a primary research technique that pinpoints the most and least important attributes within a set by having respondents (your ideal audience) choose preferences.

Integrating MaxDiff into your video content strategy offers invaluable insights, helping align storytelling with audience interests, pain points, and values for maximum resonance and impact.



It's essential to inform your value props and strategy by what matters to your persona. Use methods like MaxDiff to determine what your audience really cares about, and create content and messaging based on that.



Morgan Lehmann

Senior Director of Product & Solutions Marketing at SurveyMonkey

3. Build out your narrative

Every great video has a captivating story at its core. Whether it's showcasing your brand's journey, highlighting customer testimonials, or illustrating the impact of your products or services, ensure your narrative is engaging and relatable.

4. Write a script & storyboard

Scripts and storyboards are vital to ensuring your video is aligned with your brand's values, and that it encompasses the look and feel that you're after.

Make sure that your script includes:

→ **The different parts of your video story:**

A strong hook/ introduction, the body subject, conclusion and a compelling call to action.

→ **The dialogues between the characters** or text you want to include instead of using characters.

→ **The video's effects:** add a touch of sparkle to make your video more engaging by considering which transitions, dynamic elements, music, sounds, motion designs and other effects you want to use in your script.



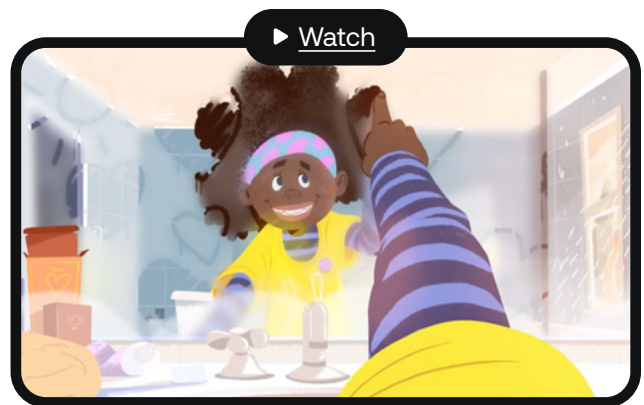
And remember that your script or storyboard don't need to be perfect. Always give room for the characters to showcase their own unique personality so that the video doesn't feel completely staged!

5. Keep it authentic

Authenticity is essential in building trust and connection with your audience. Be genuine in your storytelling, showcasing the real people and experiences behind your brand.

6. Get your audience's attention with a captivating hook

You have exactly 3 seconds to grab your audience's attention so make them count! Do this by incorporating a [catchy intro](#) into your social media video — consider using a bold statement, posing a thought-provoking question or adding an interesting stat to help you stand out! Take a look at this example from ShowerStart. Kicking the video off with an out-of-the-blue question makes the viewer more inclined to keep watching – even if it's just to find out why it's relevant!



7. Start creating

Now the real fun begins – it's time to start filming. Whether you want to include a video production agency, or just flip the camera on yourself and start shooting is completely up to you; the most important thing is that it represents who you are as a brand and tells a story that your audience resonate with.



And here are a few tips to keep in mind when filming in-house to improve the user experience (and don't worry, they don't need to break the bank!):

- Consider investing in lapel mics for any characters speaking to improve the sound quality.
- Invest in a couple of box lights to ensure best visibility.
- Consider getting a green screen if you want to do some fancy editing in the background. Although this isn't essential!
- And always consider your filming location: pick somewhere well lit with natural lighting and quiet to ensure the best results.

8. Enhance your video with final edits

Take advantage of visual elements such as imagery, graphics, and animations wherever possible to enhance your storytelling. Sound and music also play a huge role in shaping the mood and tone of your video, so make sure you choose background music and sound effects that complement your narrative and evoke emotion with your audience.



And if you're stuck in choosing the best editing software, or simply have no experience in video editing, why not give [PlayPlay](#) a go? Our intuitive platform makes video editing simple for anyone, regardless of their experience! Take advantage of our customizable templates, royalty-free music and media, branding elements and so much more by [signing up for your free trial today.](#)

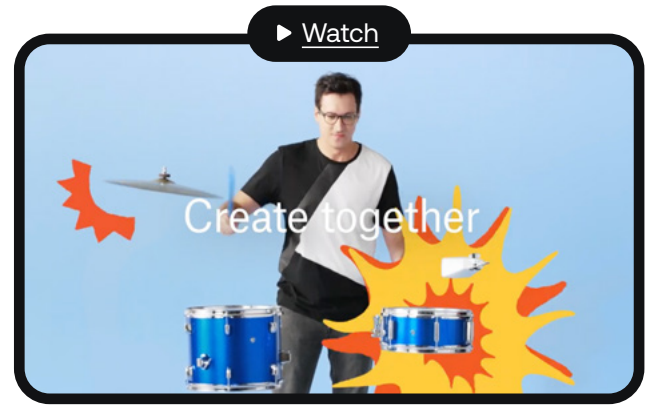
9. Use subtitles

Subtitles offer a multitude of benefits. Firstly, it makes your videos accessible to audiences with hearing difficulties, as well as those who may be watching in sound-sensitive environments or in situations where sound is not feasible, such as public places or quiet settings. With most platforms automatically playing videos on mute these days, subtitles can come in really handy! No matter the reasons, [80% of viewers](#) are more likely to finish a video if it has subtitles, so it's a trend you simply cannot miss!

Additionally, search engines like Google can crawl and index the text from your subtitles, providing additional context and keywords that can improve the discoverability of your video content in search results. This can lead to higher visibility, increased organic traffic, and ultimately better SEO performance for your videos.

10. Make it aesthetically pleasing

Make your video memorable by incorporating your brand's guidelines. Your content should vary but the look and feel of your videos should be consistent. Do this by incorporating your logos, colors, fonts and other branded assets into your videos. Take this example from DropBox, successfully bringing their brand and personality to life in a way that's engaging and memorable but also consistent with their brand's guidelines.



11. Optimize for different platforms

Whichever social platforms you plan on using, make sure you're up to speed with the best format, length and style to suit your audience's preferences.

12. Measure success

Once your video is live, track its performance metrics such as views, engagement, and conversion rates, then use this data to identify what's working well and where there's room for improvement. You can then use this data for further iterations, test new concepts and refining your storytelling approach to perfection.

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Test everything all the time, especially when it comes to the creative front. So, designs, tags, copy, video treatments, everything. This will not only inform your strategy but help your content connect with your audience.

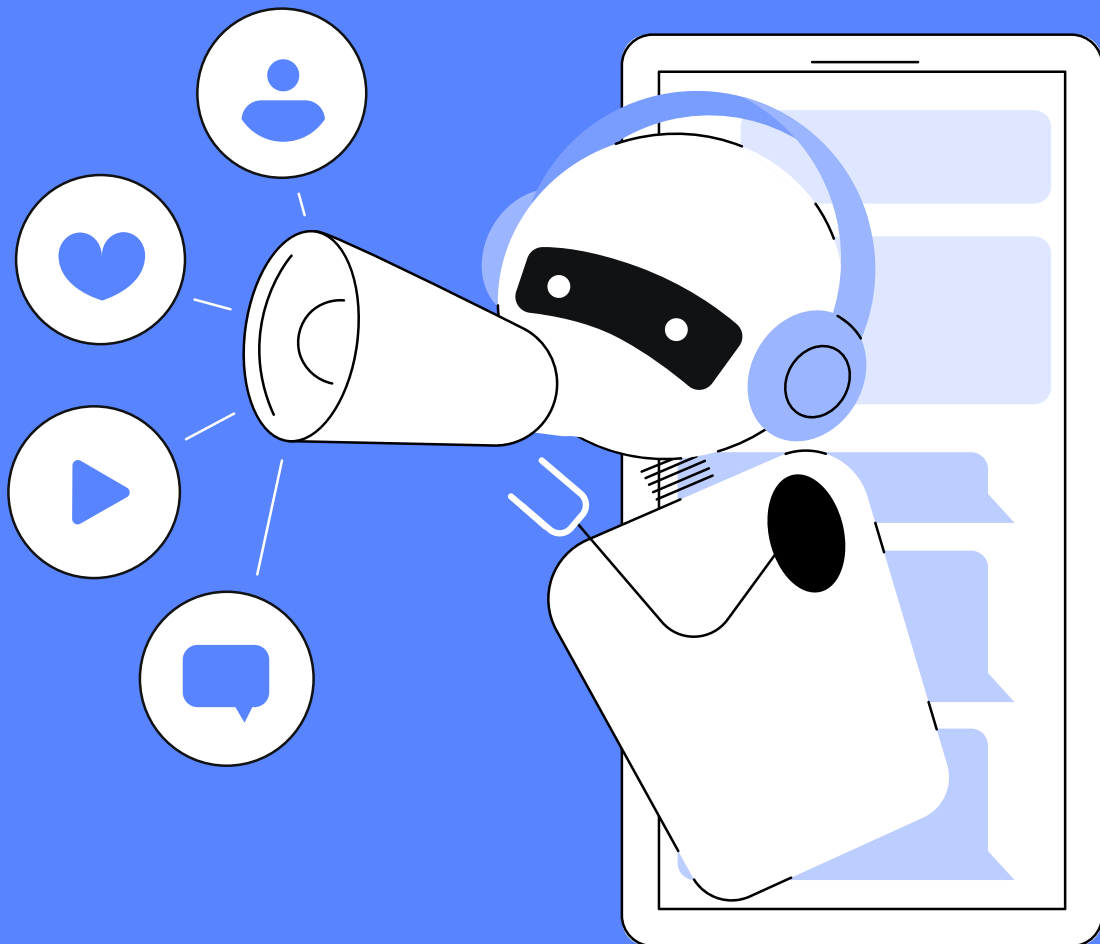


Eric Van Susteren

Director of Content Marketing at SurveyMonkey

3.

Generative AI for Content Marketing: Revolutionizing Content and Communication Strategies



Let's face it: AI has completely changed the landscape of content marketing in just one year. Its abilities to enhance efficiency, personalization, and overall effectiveness has made it a transformative force that's grown exponentially.

In Hootsuite's report, eMarketer found that [26%](#) of organizations are using AI for marketing and sales, and 16% are using it for sentiment analysis.

In content creation, AI tools can save you time and remove the creativity block — as well as allow you to do things that were never previously possible, like analyzing vast amounts of data to see patterns and trends in a matter of moments. This data-driven approach means content creators can make more informed decisions, aligning with their audience's preferences to create successful outcomes.

More specifically, AI has been a real game-changer for video marketing. What was previously expensive, time-consuming and required a specialized skill set, AI technology has made it easier and more accessible than ever. With tools like ChatGPT and [PlayPlay's AI Video Assistant](#), revolutionizing video content creation from start to finish. From ideation, script writing, to actual video creation, editing and promotion — now, marketers can make social media, event teasers, product demos, and other marketing videos in a matter of minutes. All you need to do is provide a prompt and let the tools get to work.

“

AI is now an essential part of marketing and content creation. You can now create a video from a single sentence.



Tyler Lederer-Plaskett
Marketing Communications Advisor at PlayPlay

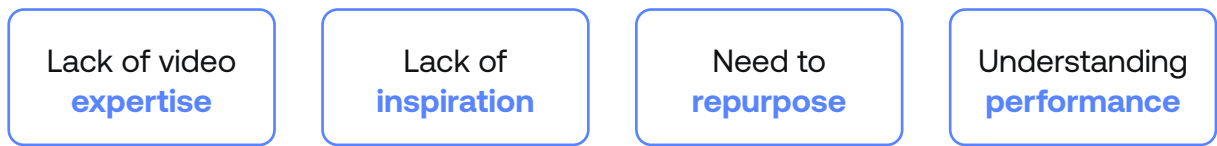
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AI can help brands to communicate more effectively at every stage of the buyer's journey, creating content that's more relevant, more data driven, more personalized. With the right approach and human oversight, the content can even increase in quality.

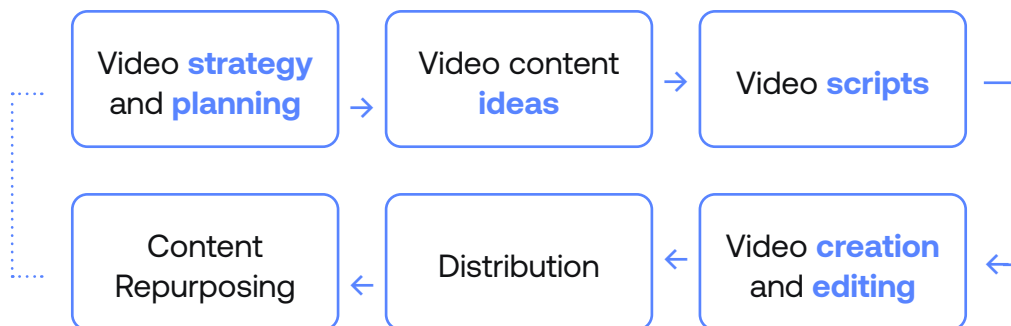


Margarita Loktionova
Content Marketing Lead at Semrush

Most common video creation challenges



A.I. can help, every step of the way



The more you can use AI throughout each part of your video strategy the less manual, heavy-lifting you'll have to do yourself.

Here's a list of recommended AI-powered tools you can use for each step of your video creation process:

1. Pre-Production

→ **Video strategy, planning and ideation:**

Chatbot AI-powered tools like ChatGPT are great for assisting you with research, competitor analysis and data-driven gap analysis to help you ideate new strategies and ideas for your next video.

Creation tools like PlayPlay, can also be helpful here by generating videos from a single prompt to help you understand the flow of your upcoming project.

→ **Scriptwriting:** Scriptwriting AI tools like ChatGPT, ScriptBook, SoCreate, and Plot Guru can assist in generating or refining scripts.

→ **Storyboarding:** Tools such as PlayPlay, Boords and ShotPro can help in creating storyboards automatically or with user inputs.

→ **Casting:** AI casting platforms like RivetAI and Castaclip utilize algorithms to match actors with roles based on criteria like age, gender, and appearance.

2. Production

→ **Templatized Creations:** AI-powered tools like PlayPlay can create a video from a single prompt, by combining royalty-free footage, music, text and transitions while removing the friction of filming new footage. Filming Assistance: AI-powered camera systems like Spectra and Nikon's «Cogniview» assist in framing shots, adjusting settings, and capturing high-quality footage.

3. Post-production

→ **Video Editing:** AI-powered video editing tools such as PlayPlay, Magisto, Lumen5, and Adobe Premiere's «Auto Reframe» feature automate editing tasks like trimming, transitions, adding stock-footage, voice-over and other effects.

→ **Color Grading:** AI tools like Colorlab by Color Intelligence and Colorize by Adobe offer automated color grading and correction options.

→ **Sound Editing:** AI-driven audio editing tools such as PlayPlay, Descript and Audiate enable users to edit audio content with features like automatic noise reduction, transcription, subtitling and voice-over generation.

→ **Animation:** AI animation platforms like PlayPlay, Character Animator by Adobe and Reallusion's CrazyTalk Animator assist in creating animated characters and scenes.

→ **Visual Effects:** AI-powered tools like PlayPlay, Artymate and DeepArt Effects help in generating visual effects and

compositing elements into footage.

4. Distribution

→ **Social media amplification:** with tools like PlayPlay and Hootsuite's OwlyWriter you can generate social media descriptions, posts, hashtags and titles for your videos. With Semrush and Hootsuite's AI-powered publishing tools you can schedule your video content too.

→ **Email amplification:** Hubspot's AI combined with tools like PlayPlay can help you generate impactful email copy summarizing the best of your video's content to get the click rate you're after.

→ **Distribution strategy ideation and analysis:** Chatbot AI-powered tools like ChatGPT can support your distribution strategy ideation and analysis to help you boost your video content's reach.

5. Content Repurposing

→ **For blog to video conversion:** AI-powered PlayPlay can help you create short snappy videos that summarize your blog's top insights. Video to blog or social post conversion: PlayPlay, Rightblogger, and ChatGPT are great solutions for converting your videos into blog or social media posts.

If you can't find what you're looking for above, try searching in databases like [There's an AI For That!](#)



Our top tip? When selecting and measuring the impact of an AI tool for your video strategy, you'll need to consider the:

Cost: Is using AI cheaper or more expensive than doing it the traditional way?

Time: Does it save you more time than before?

Performance: Are you getting better outcomes using AI?

Creativity: Does AI produce better or worse creative outcomes than the previous methods used for this task?

Once you select the video AI-powered tool you want to use, here are our top tips for creating the perfect prompt:

Tip 1: Make sure AI fully understands your audience

Plenty of marketers say that AI tools such as ChatGPT don't produce tailored audience-targeted results. But that's because they haven't trained the platform. As a marketer, you know your audience best, so use your knowledge to provide a structured content request for your video.

Do this by giving AI essential information about who your audience is – what their needs, wants, demographics and other important factors are.

Tip 2: Provide context, always

Another vital element is ensuring your AI tool understands the context around what you're trying to achieve when it comes to your video strategy. For example, when you're asking AI to create a script for you, you need to reference who you are as a business and what you stand for.

Some questions you might want to ask

yourself before submitting a request are:

→ What does your business do?

→ What are your values?

→ What are your video's objectives?

→ What kind of video do you want to create?

→ What tone of voice do you want to use?

Use this cheat sheet when creating a prompt to ensure you provide the right amount of context:

Golden rule #1: always give context

Your business

[sector & product] [B2C/B2B]

[your values]

Your strategy

[target market] [objectives]

[mission & goal]

Your video

[type of video] [tone of voice]

Tip 3: Be precise for best results

Don't leave anything up to the imagination of your AI tool (hint: it doesn't have one). Be very precise about the outcome you're looking for.

Explain as much as possible, using phrases like:

- Help me brainstorm
- Analyze the following information
- Give me 'X' examples of 'Y'

A good way to incorporate all of the above is by using the ACTIF method:

Action

Context

Tone

Identification

Format

Here's an example of a persona-driven prompt we used in ChatGPT to get a tailored video script:

 **You**

I'd like to produce a marketing video to promote our new range of deodorants to our B2B customers and prospects. Our products are 100% vegan, effective all day long and are affordable. The video should feature two characters. Could you write a script that highlights the product benefits mentioned? It should be witty, and include our slogan «Naturally Fresh, Cruelty Free.»

And here's a sneak peek at what it came back with!

 **ChatGPT**

Title: Stay fresh, Stay True: The Deodorant Revolution

[The video opens with upbeat music and vibrant visuals of nature, emphasizing the natural aspect of the product.]

Narrator (Voiceover): In a world filled with hustle and bustle, where every move counts, one thing should always remain constant - your freshness.

[Cut to a bustling city scene where people are rushing around, looking stressed and tired.]

Narrator: Introducing the latest breakthrough in freshness technology - [Brand Name]'s new range of vegan deodorants!

[Cut to a peaceful, serene setting with the two characters, Alex and Sam, walking through a lush green forest.]

Alex: Hey, SAM! You know what's better than blending in with nature.

Sam: What's that, Alex?

Alex: Standing out with our naturally fresh, cruelty-free deodorants!

[Both characters share a playful laugh as they hold up the deodorant products.]

Once you've coached the AI with an accurate persona, start asking it questions. The more you edit, the more it learns. And the better it gets at supporting you with your video content.

As you can see, it still may not be perfect! But it's a great starting point, saving us lots of time in the process. Now, it's up to us, humans, to make it 100% fit our goals.

“

We're going to see things come out of ChatGPT that are not good, we don't necessarily trust it at all! We're going to have to improve the responses it gives to us, but if we can get 20% greater efficiency, that is a huge win.



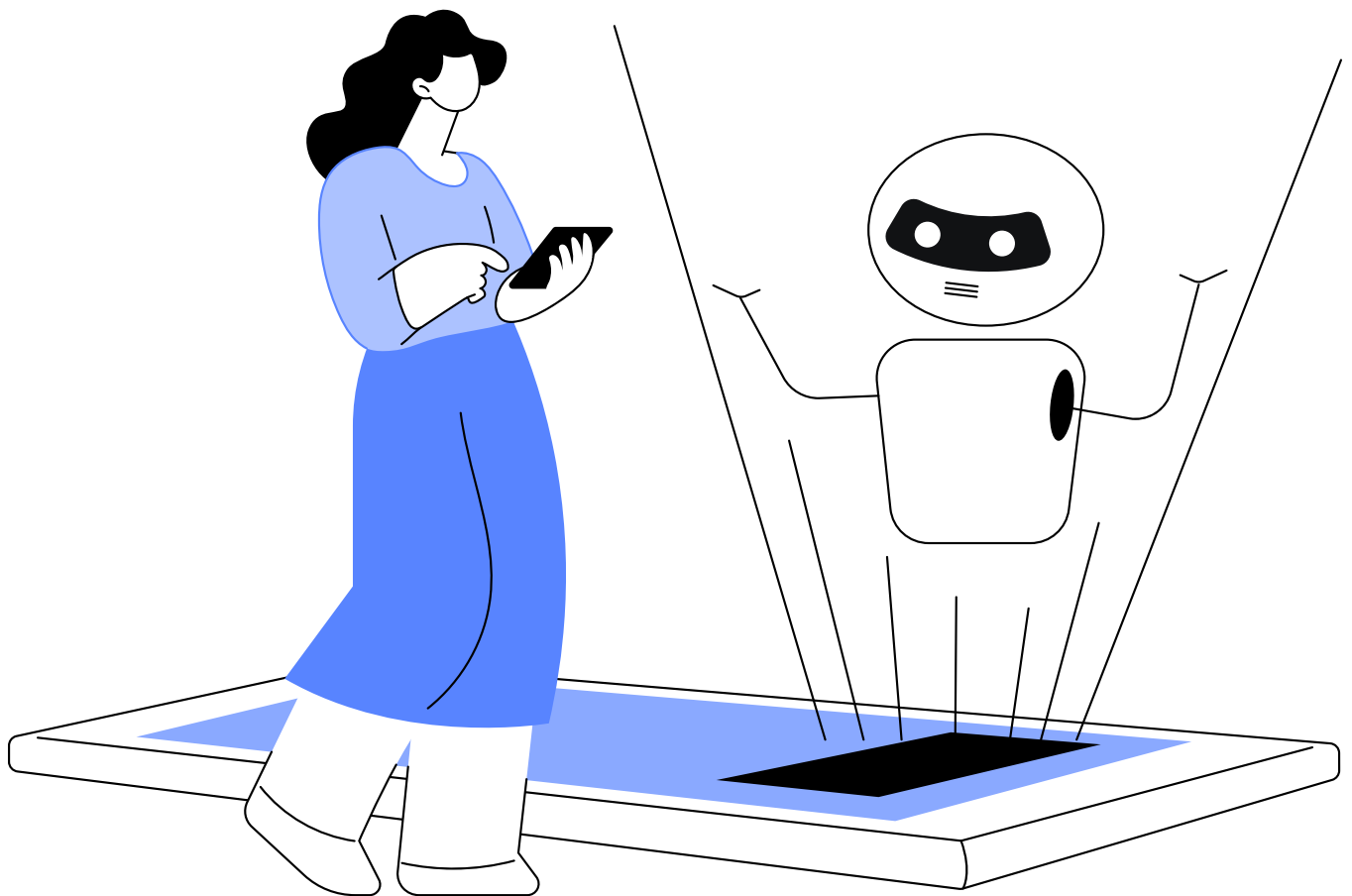
Andy Crestodina
Co-Founder and CMO at Orbit Media

“

Marketers are not going to be replaced by AI, but by marketers using AI.

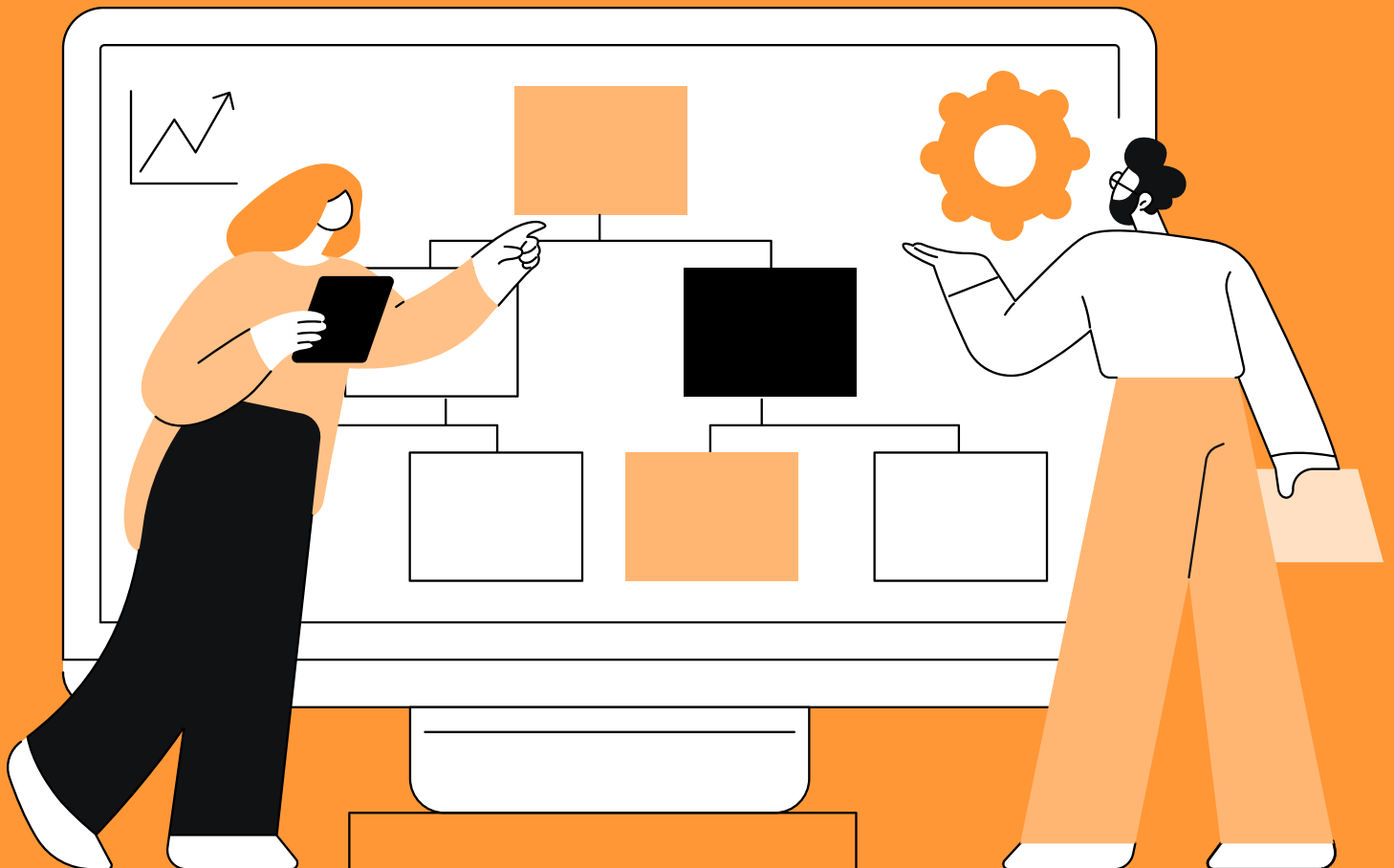


Natalie Lambert
Founder & Managing Partner at GenEdge Consulting



4.

Video is the Best Ally for SEO & Reach in 2024



4. Video is the Best Ally for SEO & Reach in 2024

Video content has become an indispensable tool for enhancing SEO strategies. With the ever-increasing popularity of search engine algorithms like [Google's Search Generative Experience \(SGE\)](#) and the rise of social media platforms, videos have emerged as powerful assets for boosting online visibility and engagement. By incorporating video content into your website and social media channels, you can significantly improve your search engine rankings and attract more organic traffic.

→ Exploring New Algorithm Changes: The SGE revolution

Video and content marketing isn't the only area that AI is affecting: Google recently added SGE to their web search, using generative AI to enrich user experience:

- Users can search with greater complexity and detail, opening up new avenues to explore.
- The tool can grasp the essence of a subject swiftly, with links to more results for deeper insights.
- Google SGE can draft or generate visuals directly within the search function.
- Conversational follow-ups help users engage and find out more.

And the big news for marketers is that SGE also prioritizes visual content, because audiences respond better to video and images in their searches. This means it's

more important than ever to translate your existing content into video formats: you'll appeal to a wider target base and stand out from others in the market.

While SGE is still being tested and only available in the US, it's set to revolutionize how people use search engines. It also highlights a new need for marketers to leverage the ranking opportunities that this new AI-powered tool presents: now's the time to get prepared.

It also highlights a new need for marketers to leverage the ranking opportunities that this new AI-powered tool presents: now's the time to get prepared. So here's 6 things to keep in mind.

1. Design is king

Eye-catching content and optimized thumbnails are key to getting that coveted click. No one wants to watch videos with rubbish sound or blurry images, so focus on your quality and what your designs say about you as a brand.

2. Use your video content to build authority

Instead of using keyword research and placement to help you rank, your video content should now be used to position you as a thought leader, with content that's actually useful for your audience.

[59%](#) agree that an organization's thought leadership is a more trustworthy source than the company's marketing material.

[More on this concept later.](#)



Be the brand that has something to say, not the brand that has to say something.



Karla Hernandez Zaldivar

Global Social Media Insights Manager at Booking.com

3. Put audience experience at the forefront

The more interactive, immersive and conversational your content, the more likely people are to engage with it. Think about doing a live video, or webinar, where people can ask questions. Or just give them the opportunity to comment on your content (making sure you respond).

4. Focus on E-E-A-T signals

Experience, expertise, authority and integrity should be your focus when

demonstrating why you're the best at what you do. Put extra attention on customer stories and reviews, as well as link-building, to gain the trust of your audience. Authenticity is all about being genuine, transparent, and true to your brand values. When your content reflects an authentic voice and aligns with the principles you stand for, it resonates with your audience. This creates a connection built on honesty. Whether it's through storytelling, customer testimonials, or behind-the-scenes glimpses, authentic content humanizes your brand, making it relatable and trustworthy.

[More on this in chapter 5.](#)

5. Optimize for long-tailed queries

Make sure your audience's common questions are being answered fully with your content, focusing specifically on question-based queries. Do this, by using social listening tools, thread platforms like Quara or Google automate to find out the most common questions asked about your brand, industry or your product.

When using Google automate, make sure to be in incognito mode so that your search isn't biased by your browser's cookies.

6. Be agile and experimental

Constantly evaluate your success rates and adapt your approaches accordingly. As SGE is still a new technology, there are no sure-fire answers to get the best results, so it's all about experimenting and finding the best solutions for you and your brand.

Consistency is another crucial factor. Consistently delivering valuable and relevant content reinforces your brand's reliability and expertise. A regular stream of quality material, like blog posts, social media

updates or video content, demonstrates your commitment to providing value to your audience, making your brand a go-to resource in your industry.

→ Using Your Social Channels for SEO

SEO is no longer exclusive to search engines. Social media is the new SEO and it's on the rise.

According to Search Engine Journal's [report](#), there's a rising trend: people are using social media channels like search engines, with [40%](#) of Americans using TikTok as a search engine. And with most Americans already on social media ([90%](#), to be exact), search engines have noticed. This means brands must combine social media and SEO effectively this year to amplify their presence and improve search performance.

“

When you think about the sheer breadth of social, you think about 4.7b users around the globe, it's really where connections that drive business value are created, scaled and realized.



Melanie Gaboriault

Senior Director, Head of Communications at Hootsuite

And don't be fooled by thinking SEO is only relevant for text-based content. With

the rising popularity of video on social media, and its virality ([1,200%](#) more shares on social media compared to text), it's no surprise that search engines and social media platforms have adapted to favoring video content. Capitalize on this behavior by incorporating compelling video content into your brand's social media strategy.

Social signals, including likes, shares, comments, and overall social engagement, show search engines that your content's relevant and popular. Because it's so engaging, video content can amplify these social signals, providing a dynamic and visually appealing way for users to interact with your brand and boost you higher in search rankings.

To scale your efforts further, make sure to use targeted keywords in your titles, descriptions, alt-texts, and video captions and subtitles. Search engines may not understand the visuals in your video, but it does understand text, so having keywords integrated into videos guarantees further reach.

Sharing video content on social media channels raises engagement, but also creates valuable backlinks to your website — a vital factor in SEO.

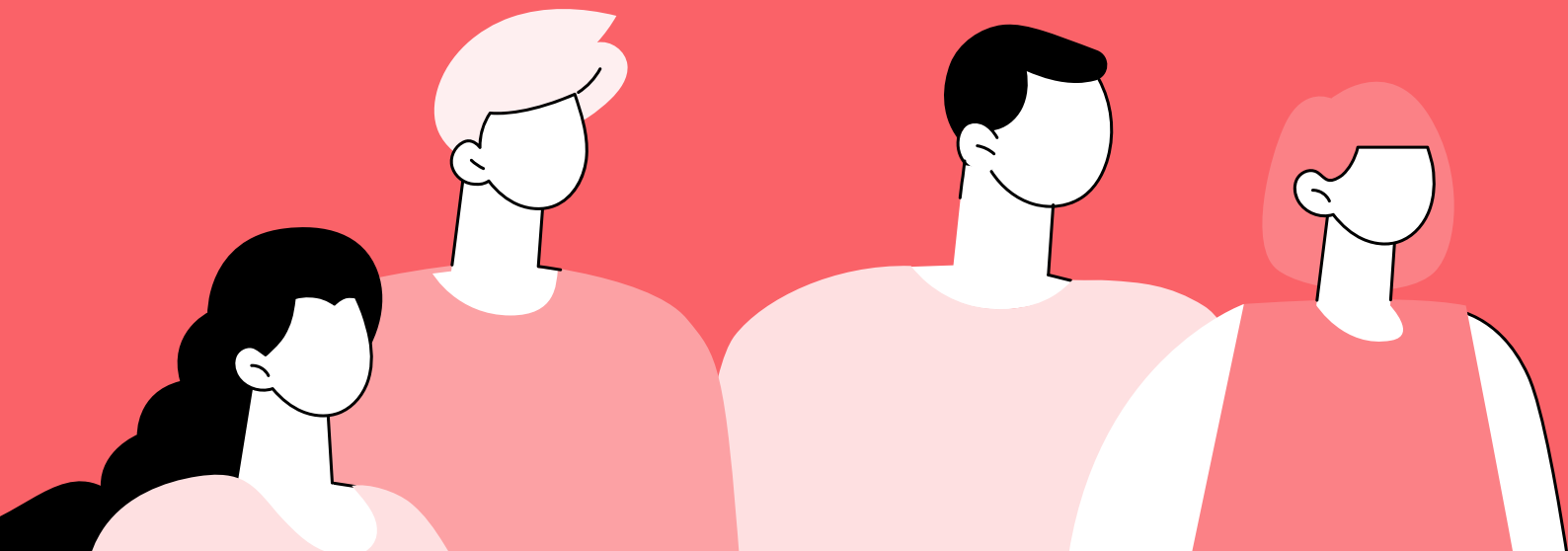
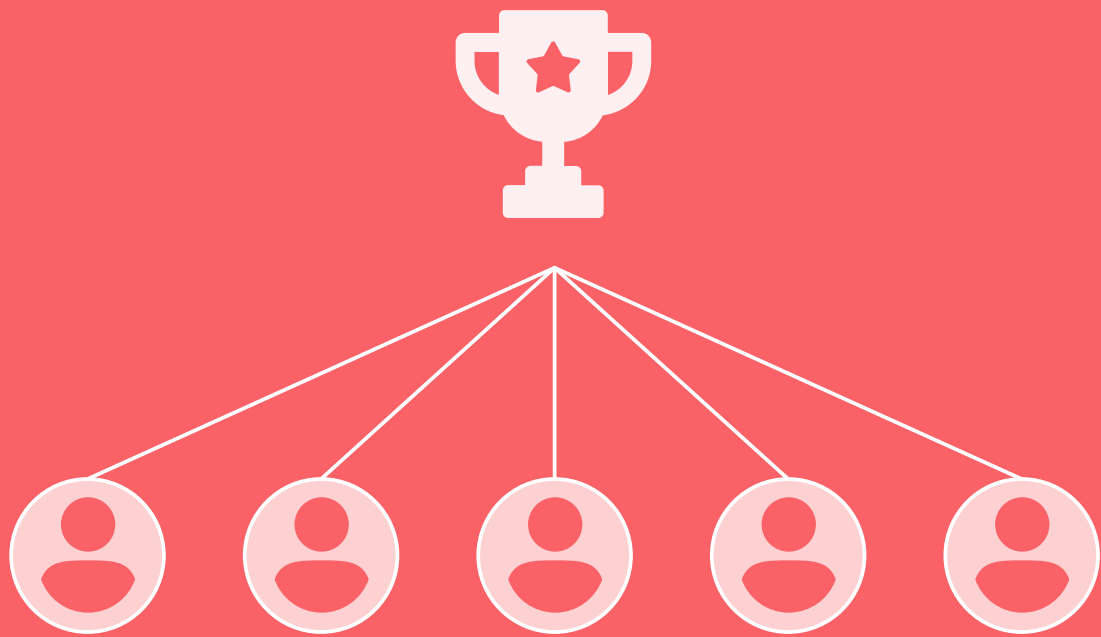
→ Video formats that perform best for social

Video content thrives in various formats, each catering to different platforms and audience preferences. Short, attention-grabbing videos, such as GIFs, boomerangs, or quick snippets, are ideal for platforms like Instagram and Twitter, where users scroll rapidly through their feeds.

Vertical videos, optimized for mobile viewing, excel on platforms like TikTok, Instagram Reels and Snapchat, capturing users' attention in a fast-paced environment. On Facebook and LinkedIn, more serious and educational videos, including tutorials, interviews, and product demonstrations, perform well, engaging audiences who are willing to invest more time in learning. Additionally, live streaming has become increasingly popular across all platforms, offering real-time interaction and authenticity, with [37% of social media users](#) finding live video content the most engaging type of in-feed content.

When creating video content for social media, it's important to tailor your approach to the platform and audience preferences. Choose the right format, whether it's vertical for platforms like Instagram Stories, Facebook Stories, and TikTok, square for Instagram posts, and horizontal for LinkedIn and Facebook posts, to optimize engagement. And make sure your content is optimized for smaller screens – remember that [90% of consumers](#) watch videos on their mobile devices in the US.

5. Video Strategies for Community Building



5. Video Strategies for Community Building

Authenticity and community building have evolved into foundational principles in contemporary marketing.

According to a study conducted by Social Media Today:

90%

of millennials prioritize brand authenticity when making purchasing decisions

52%

are inclined to recommend a brand that's authentic to others

49%

would pledge loyalty to a brand that's authentic

Authentic marketing transcends mere brand presentation—it's about fostering genuine connections with consumers. Community building, deeply intertwined with authenticity, fosters a sense of belonging and shared identity among a brand's audience. A robust community not only cultivates brand loyalty but also serves as a platform for organic word-of-mouth marketing.

Social media platforms play a pivotal role in community building, offering spaces for like-minded individuals to engage, share experiences, and connect with brands on a deeper level. Brands that prioritize community building transcend mere product sales; they cultivate a tribe of advocates – **and what better way to do achieve this by showcasing your brand, its core values, and even its people, their expertise and opinion in social media videos?**

“

Consumers are now hyper-aware of what marketing and advertising activity looks like. Audiences are all more attuned to it, especially Gen-Z. Be genuine and transparent in your communications, or you risk damaging your efforts to build an engaged community.



Sally Bolig

Senior Global Employer Brand Manager at Etsy



“

Build your brand reputation by being consistent and credible. Create qualitative content.

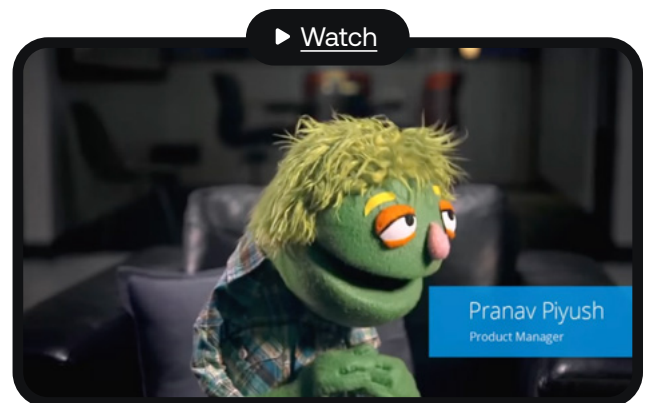
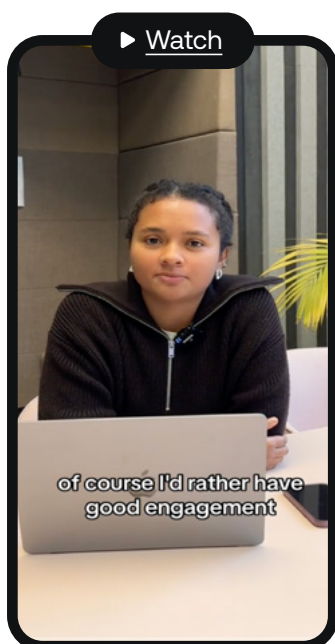


Thibaut Machet
CEO at PlayPlay

→ Rising Importance of Video-First Employee Advocacy

Video employee advocacy is revolutionizing marketing strategies, offering an unfiltered view into a company's culture and values. This trend, particularly popular among younger demographics, satisfies the desire for authentic connections beyond products or services.

With [76%](#) of consumers trusting content shared by employees, videos featuring real-life experiences garner significant social engagement. Harnessing this power of authenticity through video, brands can forge stronger bonds with their audience, fostering trust and loyalty. Take a look at these examples from [Semrush](#) and [Dropbox](#) for inspiration.

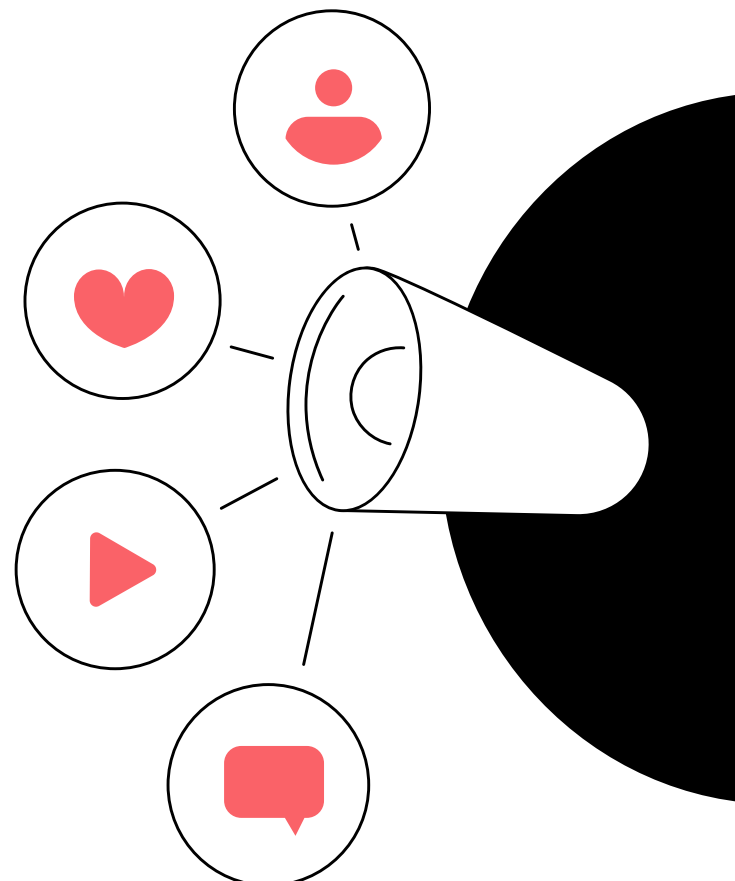


Influencer marketing, particularly through video content, has transformed authentic brand endorsements. By collaborating with trusted influencers, brands can leverage their authentic voice and loyal audience to amplify their message.

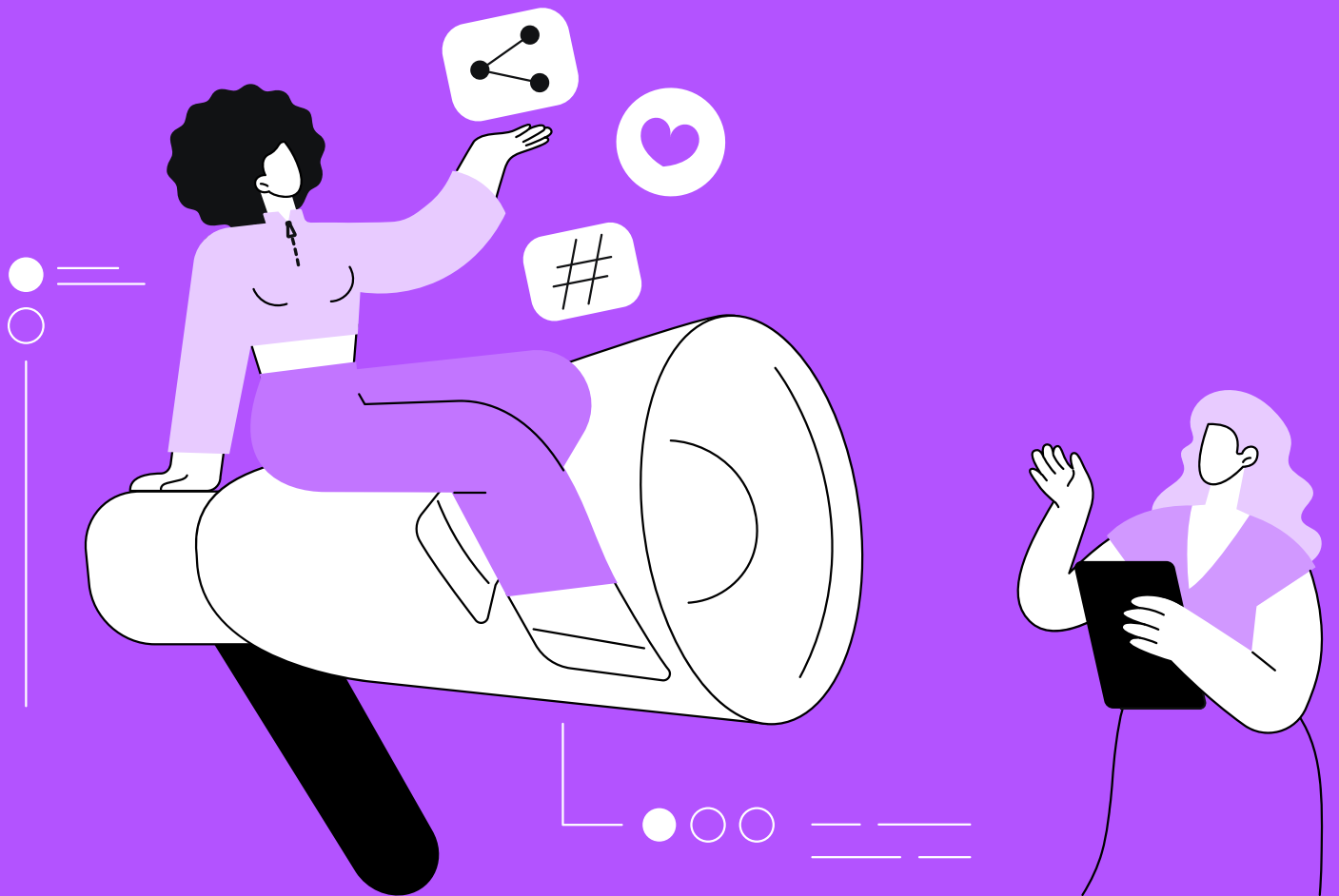
Video collaborations with influencers allow brands to tap into pre-established communities and foster genuine connections with their audience. And it really does work, since [66%](#) of consumers trust influencers' recommendations as they're seen as authentic voices in their respective niches. This a great market to tap into, when considering the rise of user-generated content.

However, it's essential for brands to align with influencers whose values resonate with their own mission and identity, for example [Joybird](#) working with fellow pink and pastels lover, [Chrissa Sparkles](#), on their Barbie™ Dreamhouse™ furniture collection,

or [PlayStation](#) teaming up with [Justin Tse](#) for their virtual reality headset promotion in Canada. Authentic partnerships ensure that video content remains true to the brand's message while effectively engaging and building communities. A great video example of this is [Luseta Beauty](#). With just [one creator's post](#), they got a huge 1.8 million views and 300,000 likes.



6. The Move Towards Zero-Click Content



6. The Move Towards Zero-Click Content

As authentic content gains momentum, zero-click content is also on the rise. With social media constantly evolving and platforms showing a preference for internal content, external link engagement can be challenging.

Zero-click content provides immediate answers within search engine results and social media posts, including videos, visuals, and short-form posts. It's designed to engage users instantly, attracting followers, broadening reach, and enhancing brand sentiment.

Despite requiring more effort, it's a worthwhile investment, especially considering that [SparkToro study](#) found that nearly 65% of Google searches in 2020 were zero-click. With more people finding the results they need without having to click, it's a great time to get involved in this new form of content creation.

Additionally, the same study shows that most algorithms are now working against you. What does this mean? **That platforms no longer want you to leave their channels via external links, meaning that native content wins, and is prioritized** (see graph on the next page).

Here's what the top social platforms are doing with zero-click content:

→ X's (formerly Twitter's) algorithm promotes video content, and introduces threads with lists, stories, case studies and how-to guides.

→ LinkedIn has introduced LinkedIn Live, encourages the use of video content and lets you create slide carousels that explain different topics and concepts.








→ Instagram prioritizes video Reels, and uses carousels to give users insights, data points or key takeaways on each slide.

→ YouTube has introduced Shorts — short video content to cover topics quickly.

→ Snapchat and TikTok have short-format videos for guides and tutorials.

The common theme? **Video is prioritized by all major social and search-driven platforms.**

Why? Because video content is true zero-click content. Videos are perfect for grabbing attention to deliver quick, easy-to-understand lessons to the viewer, don't require anyone to leave the platform, and most platforms now even autoplay videos, meaning users don't even have to press play. It's no brainer, that video should be part of your zero-click strategy.

Platform	Algo Prioritizes Native Content	Creators Benefit from Zero-Click Approach
	Yes	Yes
	Yes	Yes
facebook	Yes	Yes
Instagram	Exclusively	Yes
	Yes	Yes
	No	Yes
LinkedIn	Yes	Yes
	Exclusively	Yes
	No	No
Quora	No	No
	Exclusively	Yes

Want to find out more about how to get more customers without clicks? Here's our **step-by-step guide**:

1. Identify high-volume keywords in your industry

To drive super-targeted searches to your website, you need a content plan that specifically focuses on high-volume keywords in your industry. Create a list of questions that your audience is asking, and build a content plan that answers these.

2. Find gaps in your existing content

You may already have some pretty good content that answers the questions your audience is looking for — great! But how can you improve on it? Can you turn a simple FAQ answer into a short video? Can you turn it into an infographic? The more visual and dynamic, the better.

3. Build your content plan

Now you have a list of keywords and potential gaps focused on the areas which will have the most value. What are the most common questions? What content can you repurpose? Build out a structure and start getting your video content out there. And remember, our golden rule 90% of your content should be relatable and only 10% promotional.

4. Focus on building trust

[54%](#) of decision-makers spend more than 1 hour per-week consuming content – make sure to tap into this demographic by creating content that builds trust. To get the best results, your zero-click content needs to offer something your competitors aren't, be useful and relevant. Additionally, take time to make sure the content you create stands out, complemented by high-quality visuals, your branding, stats or thought leadership opinions, and if creating a video with high-quality sound. This will ensure the content is useful to them.

5. Conduct regular reviews

While we'd love it if every marketing effort we made was completely successful the first time, this often isn't the case. By scheduling in regular reviews of your zero-click content, you'll get an idea of what's working and what isn't, so you can create a best practice process over time.



7.

Long-Form vs. Short-Form Video Content: Striking the Right Balance



7. Long-Form vs. Short-Form Video Content: Striking the Right Balance

Long-form video content has long been a cornerstone of many content marketing strategies. Its ability to explore complex or advanced topics in detail made it a favored format for its ability to build loyal communities by showcasing expertise on platforms like YouTube or via live webinar-like formats.

A good example can be seen with [InVision's](#) video series, [Inside Design](#), helping product designers level up their skills.

However, in recent years, short form videos are on the rise. These videos are often found on platforms like Instagram Reels and TikTok and are particularly popular due to excelling at reaching broad audiences

quickly. With attention spans dwindling, concise content is best for capturing initial interest and driving engagement, fast.

So what should you prioritize? **That depends on your goals.** Let's take a look at the advantages, disadvantages and key differences between short-form and long-form video content.

→ Advantages of long-form video content

Depth of information

Just like long-form written content, long-form video content gives you the opportunity to dive deep into a topic, providing comprehensive information and analysis to your audience. This depth can help establish your authority in your niche. Unlike, short-form videos that specialize in quick snippets of useful or even humorous information.

Good for SEO

Search engines have historically favored longer, more informative content, and the same applies to video. Long-form videos

often cover a wide range of relevant keywords, improving their chances of ranking higher in search results. However, short-form video content can also be great for SEO due to its watchability factor.

High audience engagement

For viewers seeking in-depth knowledge, long-form video content offers an engaging opportunity to immerse themselves in a subject. It keeps them engaged for longer durations and increases the likelihood of them exploring your channel or website further, therefore creating an engaged community.

Thought leadership

Long-form video content allows you to showcase your expertise and thought leadership in your industry, positioning you as a go-to resource for authoritative information.

Shareability

Sharing longer video content online can attract significant attention on social media, especially if viewers find it valuable. Research has shown that longer videos tend to receive more social shares compared to shorter ones.

→ Disadvantages of long-form video content

Time-consuming creation

Creating long-form video content can be a time-intensive process, requiring extensive planning, filming, editing, and production.

Short attention spans

With the average human attention span dwindling to just 8 seconds, maintaining viewer engagement throughout lengthy video content can be challenging, especially when shorter, more digestible videos are preferred.

Mobile optimization challenges:

Long-form video content may not translate well to mobile devices, where users often prefer shorter, easily consumable content. And with most users ([75% globally](#)) watching videos on mobile devices, this makes shorter videos superior.

Lower conversion rates

While long-form video content is effective for building awareness and authority, it may not always lead to immediate conversions. Shorter, more focused videos tend to perform better in terms of conversion rates and achieving quick wins.

Time constraints for viewers

Watching a long-form video requires a significant time commitment from viewers, leading to potential hesitancy to engage. This can result in higher bounce rates, particularly if the content fails to captivate viewers from the outset.

→ The Power of Short-Form Video Content

Want to update and improve your video content strategy? Short-form content can engage today's fast-paced digital audience, with [85% of marketers](#) believing that short-form videos are the most effective format for video content. Whether it's a scroll-stopping caption or compelling visuals, video can capture attention in a fraction of a second.

Social media platforms, such as Twitter, Instagram, TikTok and even LinkedIn thrive on short-form content. Its compatibility with user behavior on these platforms has transformed it into a powerful tool for creating visually appealing, shareable content that can quickly gain traction and go viral. [A study by Yaguara](#) found that short-form video receives 2.5 times more engagement than long-form. The inherent shareability of short-form content amplifies its impact, meaning organic growth through likes, shares, and retweets. Tania Rahman from Fast Company advocates the importance of taking a social first approach when it comes to understanding your

audience and the type of content that'll resonate with them.

“

Think about how they'll view and engage with your content across different platforms in order to plan your content accordingly. Create short-form videos that give a sense of your story to encourage users to explore your brand further.



Tania Rahman
Social Media Director at Fast Company

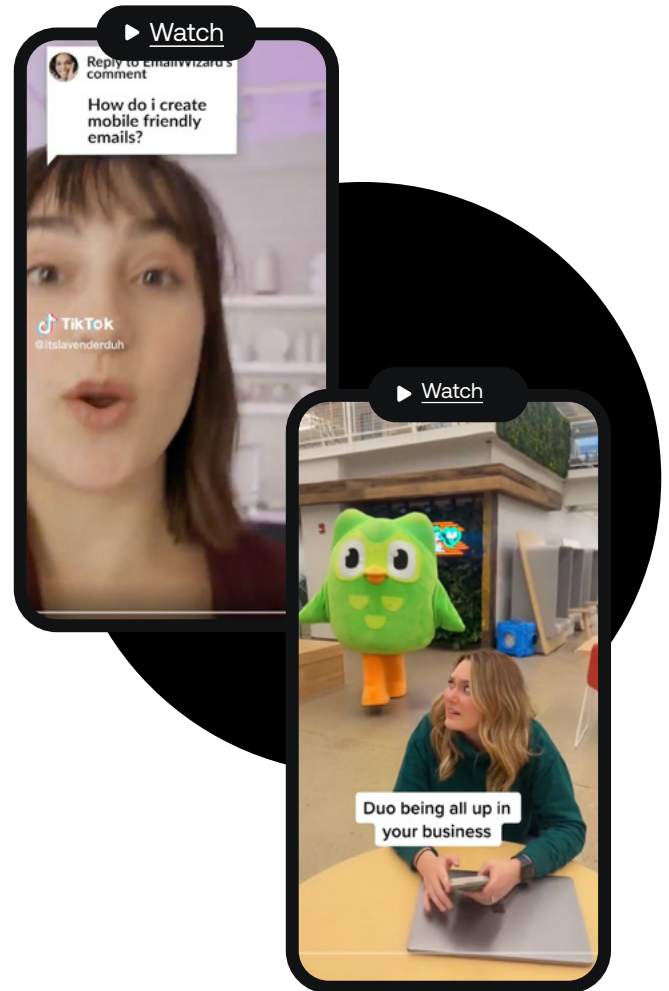
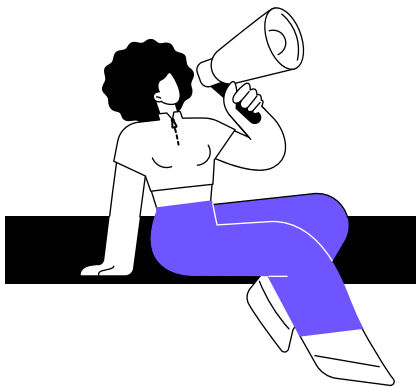
→ What makes an effective short-form video?

To make short-form videos effective, aim for a length of a few seconds to a few minutes approximately 5-90 seconds max. The duration should be long enough to convey your message but short enough to hold viewers' attention.

Short-form content is great for a number of different purposes. A great example of short-form videos include event and product teasers, quick tips and product demos, or quirky, fun and relatable employer branding content.

As demonstrated by this tips video from [Lavender](#) and a funny, yet relatable [Duolingo](#) video.

The key to success? **Keep it snappy, engaging, and focused on delivering your message swiftly for maximum impact!**



→ Examples of Great Short-Form Video Content Strategies

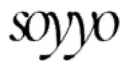
Want inspiration from brands that are leading the way in short-form content? We got you.

Coca-Cola

1. Twelve Days of GIFs

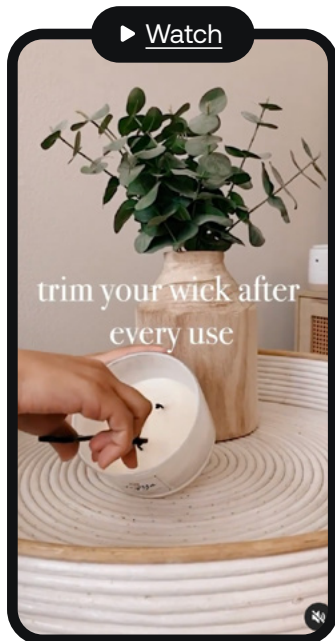
For Christmas 2022, [Coca-Cola](#) used short-form content to create their “Twelve Days of GIFs” campaign, an idea that increased their Tumblr presence and brought their brand to a whole new audience.





2. How to videos

One of the issues that many candle lovers have is how to make them last. [Soy Yo Candle](#) used the power of short-form video to show their followers how to do just that, giving the problem and solution in just a few moments.



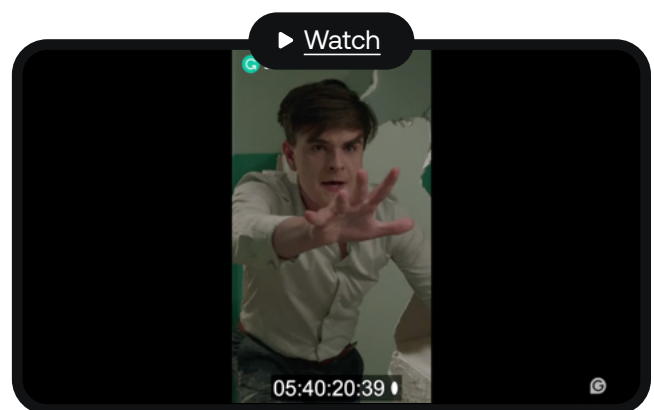
3. The Collaboration Hub for Work

[Slack](#) used this short and simple video to give an overview of the features and benefits of their tool, using a mix of live clips, animations and screencasts. They've also popped a really clear call-to-action in there, making it even easier for viewers to get started.



4. Back to School BTS

We love a behind the scenes sneak peek! [Grammarly](#) gave us a look behind the curtain of the filming of their 'Back to School' ad. This is a great example of being creative with content to get more out of a shoot, shows how short-form video can make your brand more relatable.



5. Customer testimonial

Short-form video is one of the best ways to showcase your customer testimonials! By conducting short and simple interviews, you can get heaps of content ready to snip up and present to your audience, showing them exactly why you're the best at what you do and why your customers love you. Here's a great example from [Zoom](#) (and their customers [HubSpot!](#))





When determining the type of video content to create, it's crucial to consider the platform where it will be shared. For instance, short, attention-grabbing videos perform well on platforms like Instagram and TikTok, while longer, more informative content may be better suited for YouTube or your website. Additionally, personalized video content can be highly effective in email marketing campaigns, helping to engage subscribers and drive conversions.

→ Measuring the Success of Your Video Content

Creating a bank of video content is great, but if your audience isn't engaging with it, it can feel like a huge waste of time. Leveraging key metrics and analytics is essential for effectively measuring the success and ROI of your video content.

Here are some of the best metrics to keep an eye on your video marketing strategy.

View count

View count provides a basic measure of how many times a video has been watched. However, a high view count alone doesn't necessarily indicate engagement; you need to combine it with more insightful metrics.

Watch time

Watch time is the total duration viewers spend watching a video. This metric is particularly valuable in checking whether the content retains audience attention. A high watch time often indicates compelling

and engaging video content that resonates with the audience.

Click-Through Rate (CTR)

Another pivotal metric, especially for videos embedded in email campaigns or advertisements is CTR. This metric measures the percentage of viewers who clicked on a call-to-action or a link in the video. This provides insights into the effectiveness of video content in driving further engagement or conversions.

Engagement metrics

Engagement metrics such as likes, comments, and shares offer qualitative insights into the audience's response. A high number of likes and positive comments show your audience is enjoying your content, while shares amplify the video's reach, extending its impact beyond the immediate audience.

Conversion rates

Analyzing conversion rates is crucial for assessing the impact of video content on actions such as sign-ups, purchases, or form submissions. Understanding how videos contribute to the conversion funnel helps marketers optimize content for specific objectives and improve overall campaign effectiveness.

Consumer feedback

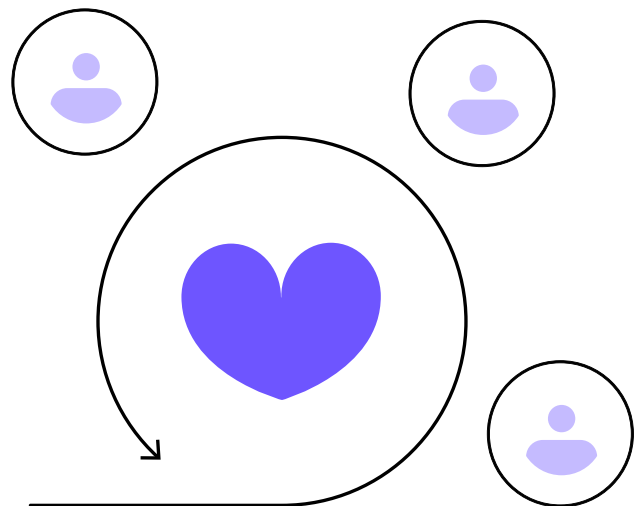
Analyzing consumer feedback is another essential for understanding the success of your video content. This feedback can come in various forms, including comments on social media platforms, reviews, direct messages, and surveys.

While positive feedback is great, indicating that the video has resonated well with your audience and effectively conveyed your brand message, negative feedback is equally important. This highlights areas for improvement, such as unclear messaging, technical issues, or aspects of the video that failed to engage the audience. This can be used to iterate and refine your video content strategy, ensuring future videos are better aligned with your audience.

Community engagement

By analyzing community engagement metrics, you can gain important insight into how effectively a brand video sparks conversations within the audience community. These metrics include likes, shares, comments, and mentions across social media platforms.

By keeping an eye on community engagement, you can see how well your videos are sparking conversations and connections within your audience, helping to build stronger loyalty and support in the long run.



8.

Why is Video Marketing Moving In-House?



8. Why is Video Marketing Moving In-House?

Video marketing has previously been a specialized art, with experts spending years honing their craft. But with such extensive advancements in the tech world in recent years, this is all changing.

With audiences increasingly gravitating towards video for information and entertainment, marketing teams need to bring video marketing in-house. It means you can have direct control over content creation, ensuring it aligns with brand values and resonates authentically with your target audience. We're moving towards the creator's era, where everyone has high-quality cameras in their pockets, and expensive equipment or skillset is no longer a barrier to producing quality content, especially with the simplicity of social media platforms like TikTok for sharing videos.

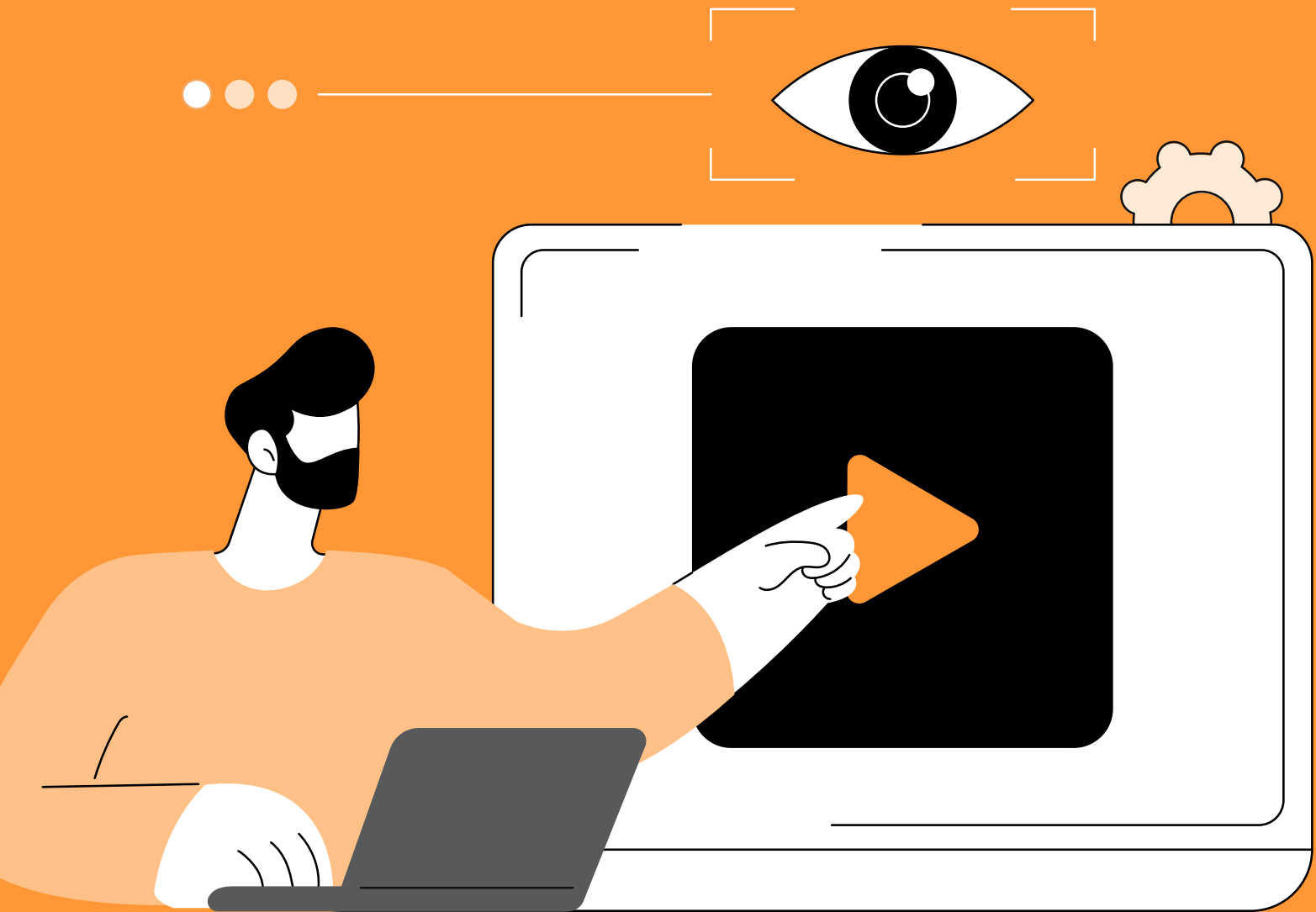
In this creator-centric landscape, tools like the PlayPlay's [AI-powered Video Assistant](#) shine, helping marketers turn ideas into videos in just minutes, without extensive training or video experience. Simply provide a few prompts, and it seamlessly combines text, media, and music into a captivating storyboard.

This means you're no longer reliant on cumbersome, slow, and expensive external resources to produce high-quality videos.

And as Sean Duggan from September Swell Productions advised, don't worry about perfection. It's important to try out several approaches and gradually learn what resonates with your audience. It doesn't have to be perfect, because AI makes developing ideas faster, simpler and cheaper. So crank out the content — the more you create and share, the more you'll learn.

A Final Say...

Video is the key to connecting
with your audience



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Video content marketing is a wild ride. New technology is springing up all the time, and as marketers, we're compelled to stay on top of these changes and use them all to our advantage. But in reality, it's not the tools we use, but the messages we convey that are of the most importance. New technologies like AI are only there to support us by helping us convey the message better.

As we've explored, video marketing holds immense potential to revolutionize your strategies, user engagement, authority, and conversions. However, at its core, the true power of video marketing lies in its ability to authentically connect with people.

Crafting a compelling video strategy isn't just about algorithms or chasing popularity; it's about resonating with your audience on a human level. Authentic narratives that speak to the needs, interests, and values of your target audience are what truly makes a difference.

Rather than focusing solely on metrics or trends, prioritize creating video content that genuinely connects with the people you're trying to reach. Be real, be authentic, and let your brand's personality shine through.

Because, in the end, it's these genuine connections that will drive meaningful engagement and foster long-lasting relationships with your audience.

Having video creation in-house can support this move, by ensuring you stay in charge of your message. After all – who knows your audience and their needs better than your team.

So, let's get to work on creating scroll-stopping, authentic narratives that resonate with the hearts and minds of your audience. Ready to get started? Why not learn more about PlayPlay.

PlayPlay

PlayPlay is the video creation platform that allows marketing and communication teams to turn any message into a memorable video. With PlayPlay's intuitive solution, anyone can create impactful, on-brand videos in a matter of minutes — without any technical skills.

3,000+ large and mid-sized companies across the globe already use PlayPlay to communicate: company news, tutorials, employee interviews, event teasers, and more. The result? Authentic videos that communities love, share and remember.



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Try for free at playplay.com