



*JobPixel*

Supercharge Your Engagement with Video

# The value of short-form video

- "Snackable", bite-sized video has gained in popularity thanks to tiktok & instagram and now accounts for **80% of all mobile content consumption**
- Short-form video generates the **highest ROI** of any social media marketing strategy
- **Authentic** and **Relatable** content connects most effectively with your audience
- Short-form videos are **highly shareable**, driving maximum reach, nearly 2x the rate of other content
- User-generated content is **budget friendly** - can be recorded from anywhere without the need of professional equipment or resources

# "Brand or Be Branded"

- Just because you're not putting out content about your company doesn't mean others aren't... **Take back control of your narrative**
- Don't let an obsession with perfection lead to procrastination
  - Consumers love user-generated content - they are **2.4x more likely to engage with it** vs. branded content
  - Companies lacking a video strategy are already behind the competition... The good news is tech platforms, like JobPixel, have made it easier than ever to dive right in!
  - The time to start was *yesterday*
  - Quality matters, but **quantity matters more** (drown out the *noise*)

# Video by the Numbers

- Short-form video ranks **#1 most effective** content for lead generation and engagement
- Only ~55% of companies have an established video content strategy = **Opportunity to get ahead of the competition**
- Video content can increase time-on-site by **up to 200%**
- **89% of consumers** surveyed said their buying decisions were influenced by video content

# Trends in 2022 & Beyond

- Consumers are interested in seeing "Behind the Brand", content that highlights the people and processes that drive the business
- Product Teasers will emerge as an essential marketing tool for building anticipation
- The continued rise of UGC (User-Generated Content) as a way to promote positive customer experiences and selectively highlight constructive feedback
- Educational video content searches are up 65% YOY and provide an easy way to create brand loyalty

# Where to start?

- The first step...determine who owns it
  - Identify brand ambassadors and influencers within your organization to build a cross-functional team
  - Tap into the expertise of your younger employees, 18-34 makes up the largest demographic of short-form video consumers
- Take it slow ... create just a single initiative with a realistic, achievable objective
- Build a compelling business case for upper management who may be unaware of how ***now or never*** video has become for brands