

WEBINAR

2024 Videos Trends:

Ready to conquer 2024 with video content that engages and converts?



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What's on for today?



**Video is queen
of engagement**



**The hottest trends of 2024
& the best way to use it**



**Questions and answers
with our video experts**



Video is
queen of engagement

Only 10% of a message is retained when read.
How much with video?

19%

A

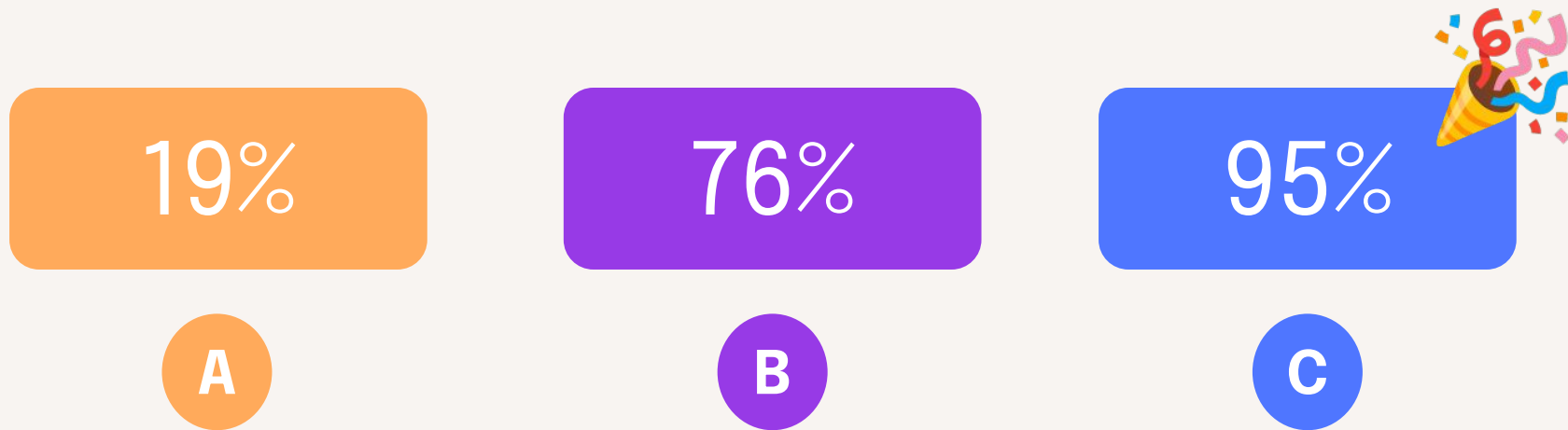
76%

B

95%

C

Only 10% of a message is retained when read.
How much with video?



Source: Statista

What is the conversion impact of video on landing pages?

+28%

A

+54%

B

+86%

C

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+28%

A

+54%

B

+86%

C



Source: LinkedIn

On **LinkedIn**, **posts with videos** are shared _____ times more than other types of content.

x3

A

x20

B

x30

C

On **LinkedIn**, posts with videos are shared _____ times more than other types of content.

x3

A

x20

B

x30

C



Source: LinkedIn

What percentage of prospects **watched a company video** before buying the product/service?

15%

A

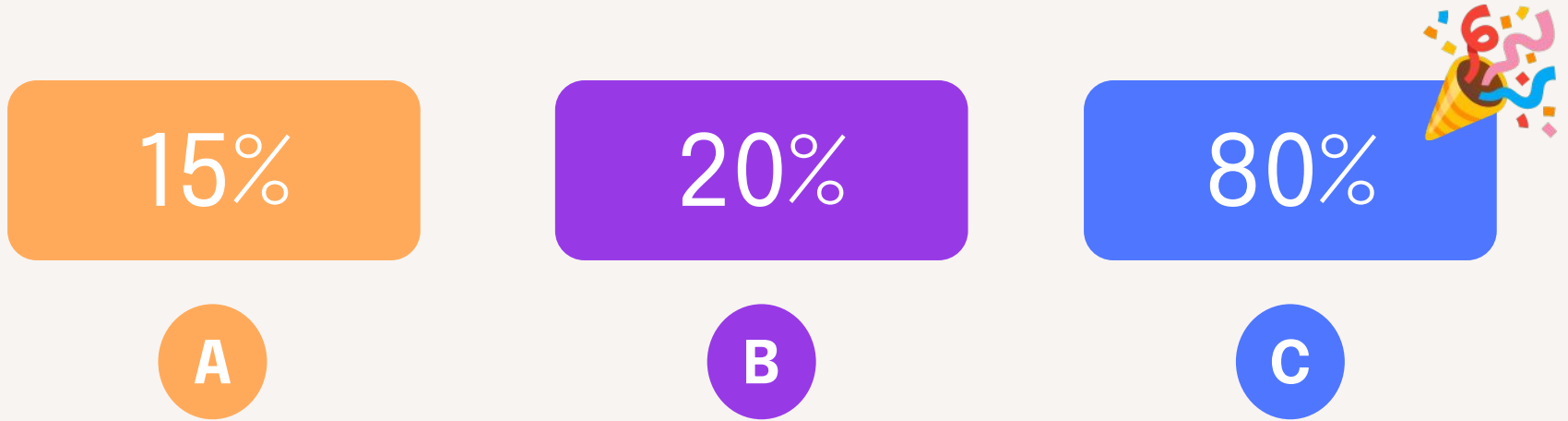
20%

B

80%

C

What percentage of prospects **watched a company video** before buying the product/service?



Source: LinkedIn



4 video trends to engage audiences in 2024

Trend 1: Creator Era

01

Welcome to the “Creator Era”

Authentic content
& brand personality



Ryanair



Notion

Trend 1: Creator Era

Short form, vertical, “unpolished”, value-based



Focus on Authenticity

90%

of consumers mentioned authenticity as an important factor in deciding which brands or companies they like and support.



The 80/20 rule

80%

of posts should provide value or entertain. Only 20% should promote.



Built trust

48%

of decision makers spend an hour or more per week consuming content.

Trend 1: Creator Era

Top short video formats for brands



Vlogs



Tutorials



Thought Leadership



User Generated Content (UGC)

Our best tips

Scroll, scroll and scroll to get to understand the codes of authenticity and the trends.

Prefer vertical formats filmed on phone.

Shots of 3 seconds maximum and use of **sticker elements** for dynamism.

02

The SGE revolution

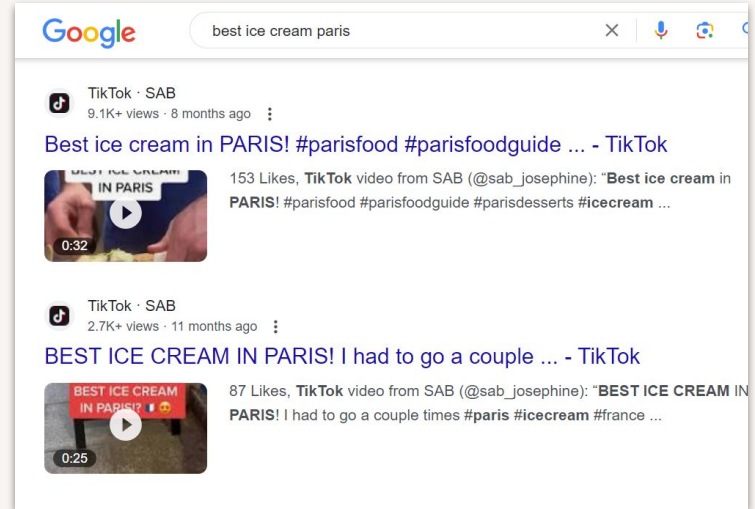
Social Media is the new Search
Engine Results Page

Google Perspectives

Go

SGE:
Search Generative
Experience, using
generative IA

“People use TikTok to find answers.
Google has noticed.”



Conversational, Visual & topical expertise content

Design is king

Eye-catching content and optimized thumbnails are key to getting that coveted click.

Prioritize thought leadership

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

Audience experience at the forefront

More interactive, immersive and conversational content, with the possibility to follow-up on queries.

Our best tips

Pay close attention to keywords for **video referencing (VSEO)**

Promote more interactive, immersive and **conversational content**

Prioritize **user-generated content (UGC)**

Trend 3: Long format

03

Long format is not dead

Depth, nuance, and rich content

CREATORS / TECH / TIKTOK

TikTok is opening up its paywall and 20-minute video feature to more users



Illustration by Nick

the flow
by HockeyStack

Entertainment

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Edutainment

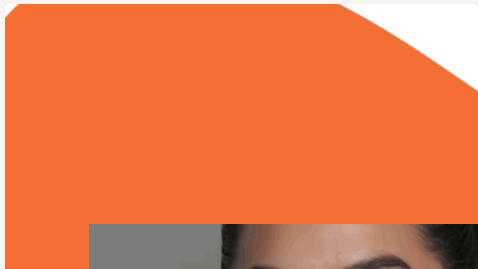


Trend 3: Long format

“Short form is to reach,
what long-form is to creating connections
and long-term engagement”

Trend 3: Long format

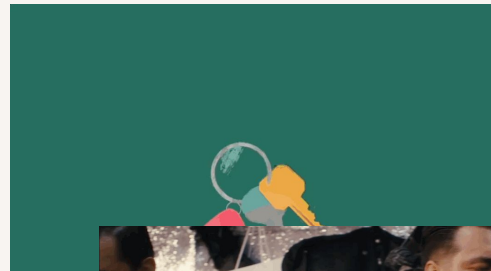
Top long-form video formats for brands



Masterclasses



Vidéo podcast



Stories to inspire

Trend 3: Long format

RECYCLE YOUR CONTENT



Trend 3: Long format

Our best tips

Go beyond the status quo with more details, more expert content, more authentic stories.

Dedicate time and effort to quality recording.

Optimise your efforts by repurposing your long-form content.

Trend 4: Employer reality

04

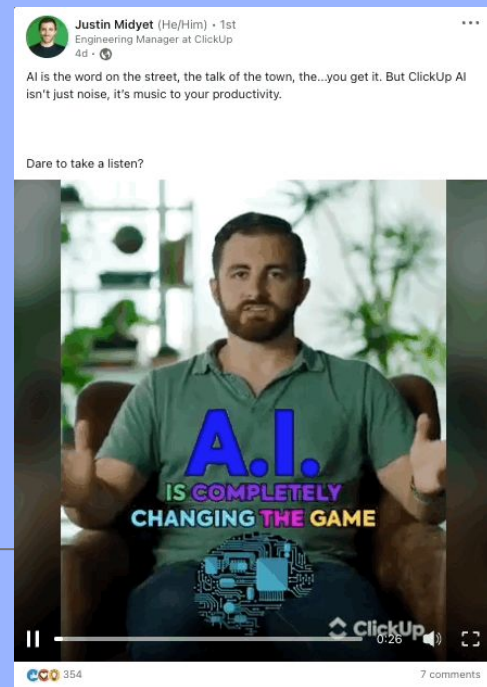
Goodbye 'Employer Branding'

Hello 'Employer Reality'



Life at TikTok

ClickUp



“Don’t paint it beautiful
Paint it real”

Our best tips

No more 'HR jargon' and over-curated content,
hand over the mic
to your employees!

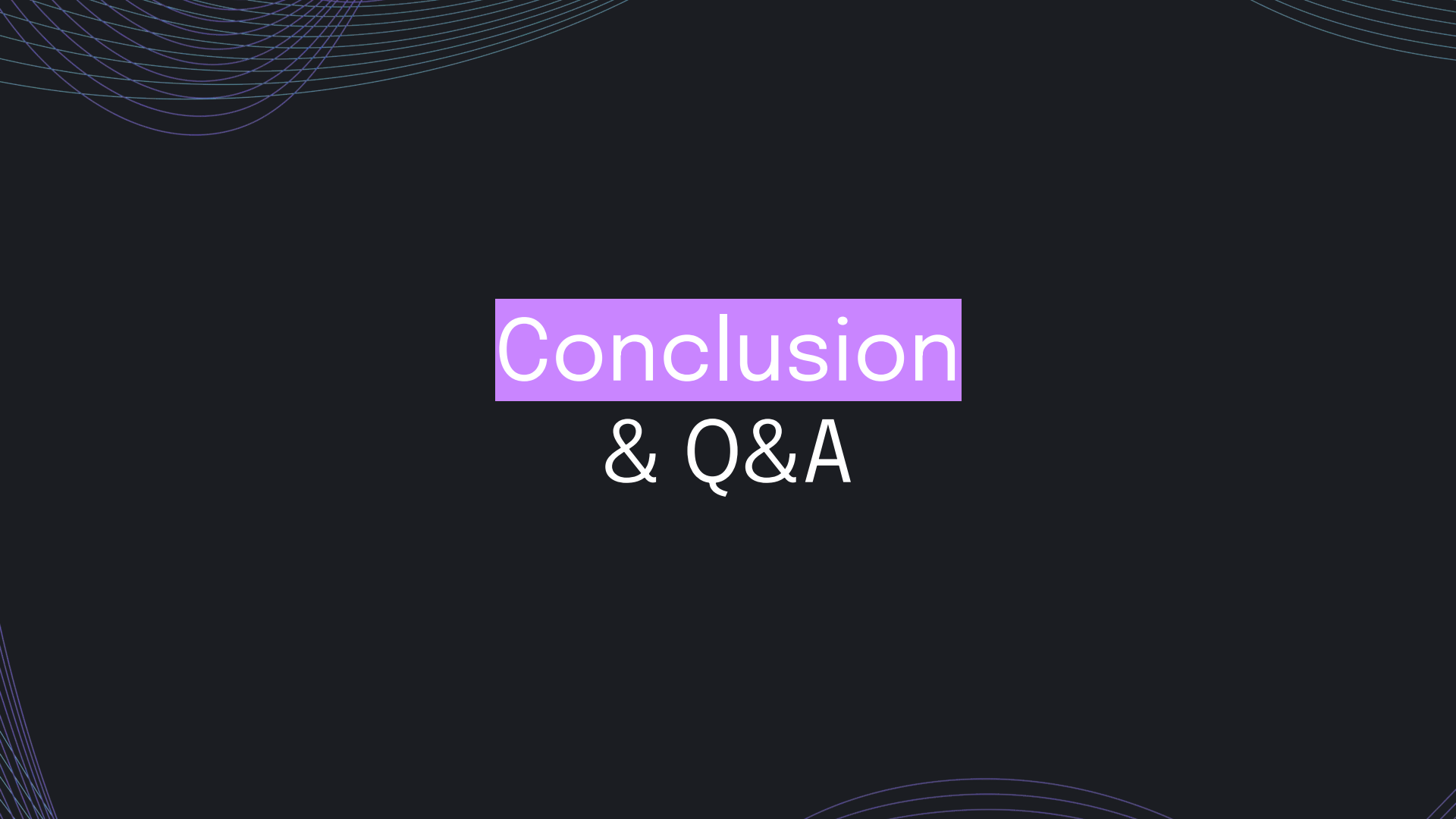
Showcase your **CSR efforts** through tangible data and acknowledge **areas of development.**

Don't just focus on culture, highlight **your teams expertise**

Trend 4: Employer reality



Komodo

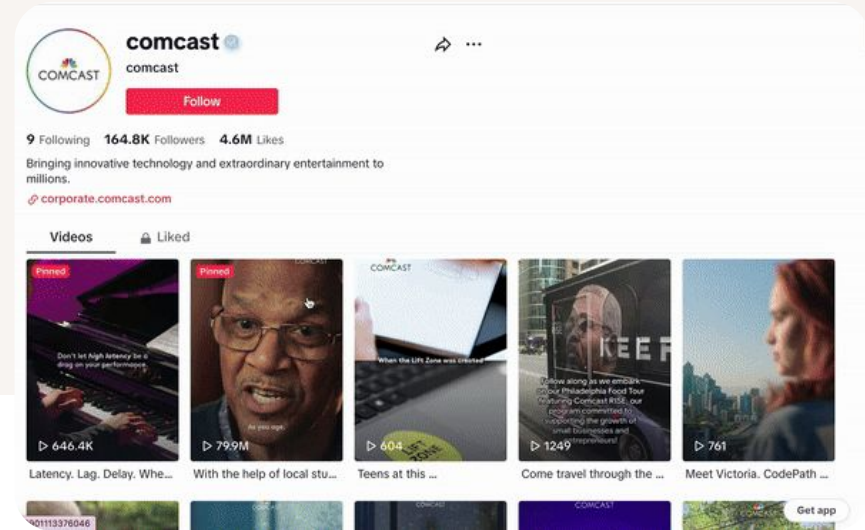


Conclusion & Q&A

Summary

Your next steps after this webinar?

1. Authenticity!
2. Employees are the new star!
3. Repurpose your content!



Comcast