SHORT-FORM VERSUS LONG-FORM VIDEO CONTENT

Video is an essential part of any marketing or comms toolkit, and an important way for all brands to support digital business. But there's no one-size-fits-all for video content: you need to match the goal and message with the right length and platform.

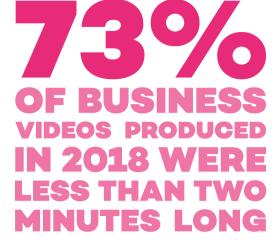
SHORT-FORM VIDEO

On the surface of it, short-form video is king.





DID YOU KNOW?



A THIRD OF VIEWERS LOSE INTEREST HALF WAY THROUGH VIDEOS OF UP TO 10 MINUTES

[1] https://www.vidyard.com/business-video-benchmarks/

OPTIMAL VIDEO LENGTHS ON SOCIAL MEDIA FAVOUR SHORT ATTENTION SPANS²²

100% 🗸 🧿 🗖 Full 🗸



[2] https://blog.hubspot.com/marketing/how-long-should-videos-be-on-instagram-twitter-facebook-youtube

To capture the most attention, videos should be eye-catching, compelling, and short.



If short-form video captures attention, long-form video holds it.

80% OF VIDEOS SHORTER THAN **FIVE MINUTES** DRIVE LESS THAN A THIRD OF TOTAL ENGAGEMENT[®] **8%** of videos that are 15 minutes **OR LONGER ACCOUNT FOR** HALF OF ALL VIDEO **ENGAGEMENT**⁵³ **10+** MINUTES OF RUN TIME IS TYPICALLY CONSIDERED LONG-FORM

Long-form video enables brands to tell the whole story.

[3] https://motioncue.com/short-form-vs-long-form-video-for-business/

"THE BEST THING TO DO AS A CREATOR DON'T OVERTHINK YOUR VIDEOS, THE RUN TIME SHOULD MATCH THE CONTENT"

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CRISTOS GOODROW, VICE PRESIDENT OF ENGINEERING, YOUTUBE

4 TIPS FOR BETTER LONG-FORM CONTENT



Go live! Live broadcasts are preferred over short content by the algorithms that drive social feeds



Focus content on your area of expertise. Be authoritative, educational or entertaining



Grow interest and boost engagement with regular episodes - for example, a weekly review.



A video podcast can build a following of committed fans



4 ---- []

The right video strategy combines the strengths of both forms. Choose the right subject, create interesting videos, and package them for the channels where you want to be seen.

Getting it right means re-cutting the source material and sharing teasers, bloopers or brief excerpts to Twitter, Instagram or TikTok. It means creating longer excerpts or summaries for YouTube and Facebook. And it may even mean saving the full-length video for your most engaged audiences – possibly even as gated content on your own website.



LOOKING TO GET MORE FROM YOUR VIDEO CONTENT?

If video is simple to create, it should be simple to share. Whether you're a video pro, a marketing expert or considering new media channels, you need to connect with your audience on their terms. Imagen's award-winning media management platform helps you do exactly that, unlocking the full value of short- and long-form video content.

To discuss your needs, visit: https://imagen.io/about/contact/