



HOW VIDEOS CAN HELP TO ACHIEVE CUT THROUGH ON YOUR FOLLOWERS' SOCIAL MEDIA FEEDS

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Introduction

With social media feeds being inundated with updates about COVID-19, it's becoming even harder for brands to achieve cut through and engagement with audiences. How do we get that cut through? Video has proven to be a great disruptor when it comes to posting on Facebook, LinkedIn and Instagram. One channel that has picked up particularly during the pandemic is Tik Tok.

Not every channel might be right for your audience, which depends on your business or brand, but it's undeniable the power of video to capture the attention of your audience to inspire, provide valuable content and ultimately drive engagement. Here is a list of why video is so effective in getting cut through on social media:



1. Grab attention early

Video is a fantastic tool to hook your audience. Unlike long-winded copy, it's extremely easy to consume. We're all been guilty of passively scrolling through our social media feeds and only the most compelling content tends to make the grade for our attention.

Video allows you to be concise and capture viewers' interest in the first few seconds. Social media success lies in your ability to condense information down into easily digestible snippets of content that's long enough to maintain viewers' attention but short enough to leave them wanting more.

Social media feeds automatically mute content to allow the user to unmute if they come across content they wish to listen to. One way of bypassing this is by captioning videos. Your script should clearly state the video's intention at the start before users have the chance to scroll away.



2. Appeal to emotion

Emotions can drive people to take action, and videos that appeal to users' emotions can resonate and stick with the people who do watch them. Appealing to viewers' emotions also increases the likelihood that people will respond to your call to action (CTA).

Videos are ideal for maximising the emotional impact of your content as they feel more real and lively in comparison to other types of media. Additionally, they can help you deliver a big emotional punch in a very short time frame.



3. Offer instant value

Offering value by answering viewer questions offers instant gratification. The objective of your video is to provide content and information you know they want. It's a great way to engage with users as well as establish your knowledge and credibility.

At the end of the video, let viewers know where to go for more great content (e.g. your website). This CTA can drive clicks to your site, as you've proven your value in a quick video on social media.



4. Put a face to your business

Videos are a great way to let your followers see the people and processes behind the business, creating brand transparency and humanising what you do.

Behind the scenes videos reveal how you work and create familiarity with the people inside your brand, demonstrating why consumers should use your brand or services. Posting only business-related content can be monotonous, and followers will start to tune out if your content is not diverse, human or entertaining enough.



5. Share breaking news

What's more exciting than breaking news and big updates? Sharing big developments on social media keeps users engaged and informed at the same time. Whether you introduce a new product or announce a change to your business, sharing this information with your followers via video can have a big impact.

If you're not comfortable appearing live on camera (e.g. Facebook Live, Instagram Live) you can still use recorded videos to keep your followers updated in real time. Either way, make sure you or your spokesperson has a script nearby and has well-rehearsed talking points. The last thing you want is for breaking news to be incorrect.



6. Drive engagement

What is the goal of your video? Goals require some sort of user action, whether that's getting people to visit your site, share your video, or purchase your product or service. While viewers should get the idea of what you want them to do just from the video, you should always have a clearly stated CTA.

It's most effective to place CTAs at the end of the video. Even just a caption telling users that they can "learn more at (insert your URL)," may be all that's necessary to motivate them to take your desired action.

The benefit to posting YouTube videos across social media is the clickable annotations, which can turn into clickable CTAs. To date, no other native videos have this feature unless you're running paid ad campaigns.



7. Increase brand exposure through SEO

Your online content should be optimised for search engines and your videos should be no different. Social media channels are quickly becoming like search engines themselves, so it's important that you make your content relevant.

Be sure to create compelling headlines and descriptions for your video so it will register in searches, whilst complementing with relevant hashtags to boost search results across YouTube, LinkedIn and Facebook.

In summary

Video has proven to be an effective way to capture attention of social media users. By creating engaging content that offers value, you have the ability to connect with your followers on a deeper level.

Aside from humanising your business or brand, video allows you to appeal to their emotions. If a picture speaks 1,000 words, imagine what a video is worth!



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Questions? Comments? If you would like to know more about Agent99 & how we can help you and your business, get in touch today!



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