

# Two Years and Hundreds of Tests

What Research Tells Us About  
Successful Video Content



# What You'll Learn

- What types of video content performs best  
What works best on each platform  
Organic versus paid video content  
How to apply these learnings  
And more!



# All based on science!

*Well, mostly...*



- Square vs. Landscape Video and \$1.5K Worth of Experiments: Here's How They Compare
- The 2019 Ultimate Guide to Facebook Engagement (100 Million Videos Studied)
- We Analyzed 43 Million Facebook Posts From the Top 20,000 Brands
- Does Vertical Video Make a Difference? We Spent \$6,000 on Tests to Find Out
- 2018 State of Social Video: Marketer Trends
- 2019 State of Social Media Report

- Square vs. Landscape Video – \$1.5K W

Experiments: Here's What

The State of

## Our #1 Finding

Video posts get at least 59% more engagement than other post types on social media.

The State of Social Video: Marketer Trends

## Recommended content type ratio for 2019:

70% videos

20% photos/images

10% links/text

***Mari Smith***

*Facebook Marketing Expert*





# Part I:

## *Marketing in a Mobile-First Era*

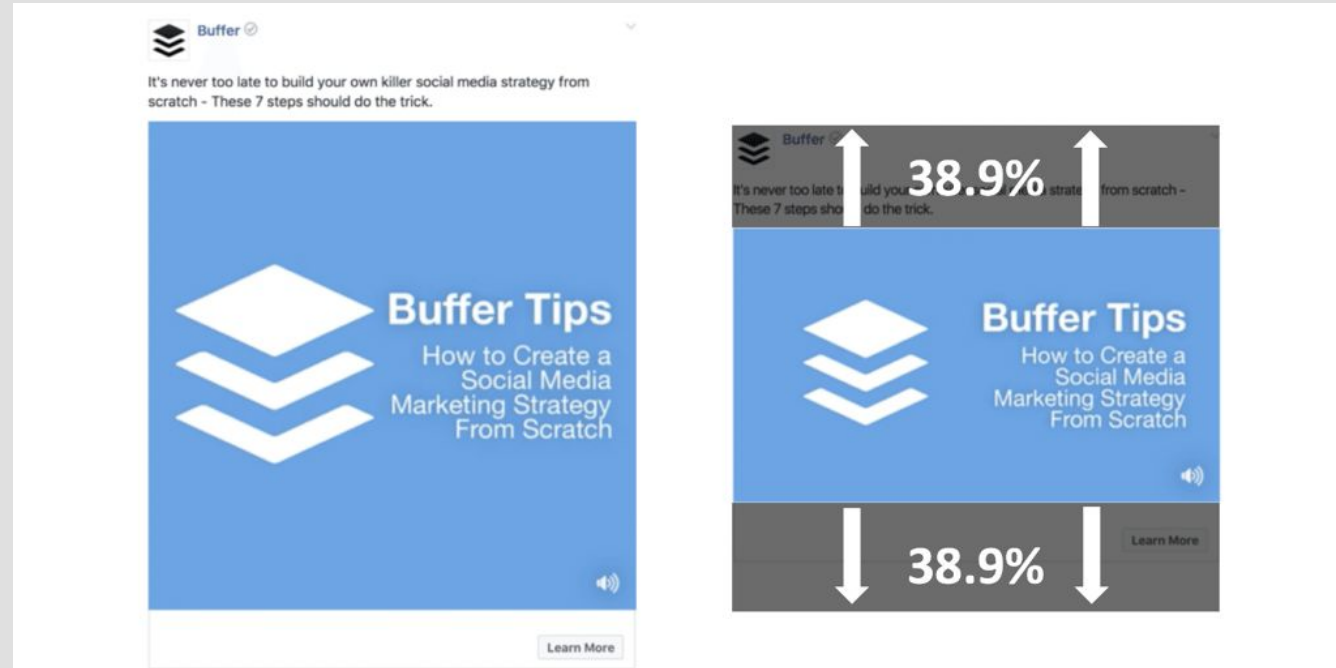


# Mobile-First Stats

- Mobile phones accounted for **65% of total digital usage in 2018**, up from 62% in Q1  
More than **95% of Facebook & Instagram users** access the network from their mobile device only  
**79% of vertical video consumers** agreed that the vertical format is more engaging than others  
**65% of consumers** said that brands using vertical video for their advertising are "more innovative"



**Square video (1:1)**  
takes up **78% more**  
**real estate** in a  
**person's mobile**  
**newsfeed** than does  
**landscape video**  
**(16:9)**



***Why aren't we creating video content  
for the mobile generations?***



**Part 2:**

***Square and Vertical Video***



# Two Major Studies

- Square vs. Landscape Video and \$1.5K Worth of Experiments: Here's How They Compare (2017)

Does Vertical Video Make a Difference? We Spent \$6,000 on Tests to Find Out (2019)

# Square vs. Landscape Video (2017)

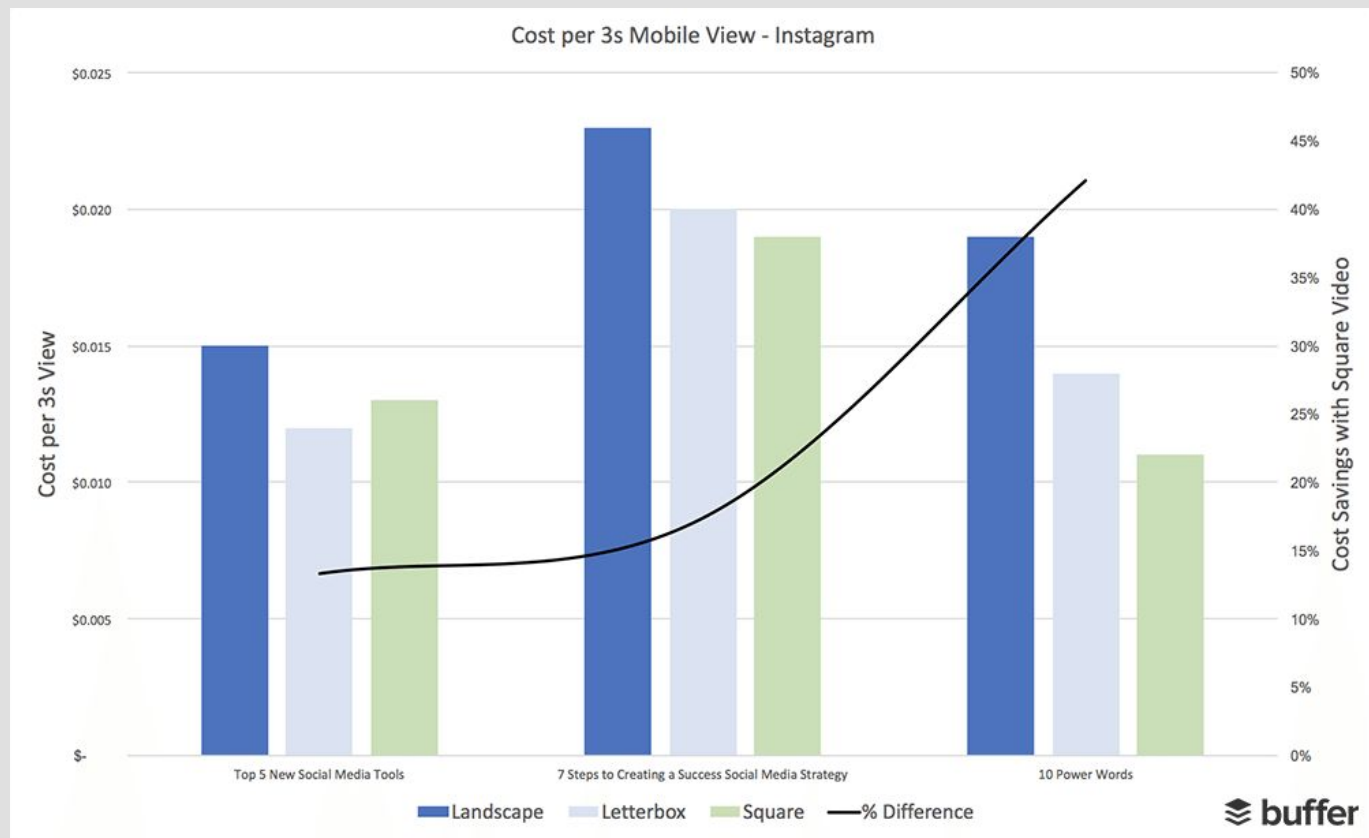
- Square video resulted in **30-35% higher** video views and an **80-100% increase** in engagement.

Costs **7.5% less** to get someone to engage with square video on Facebook and **33% less** on Instagram.

# Instagram Algorithm

7 Key Factors that Influence  
Your Organic Reach and Why It's  
Great for Marketers

It costs  
significantly  
more to  
advertise with  
landscape  
video



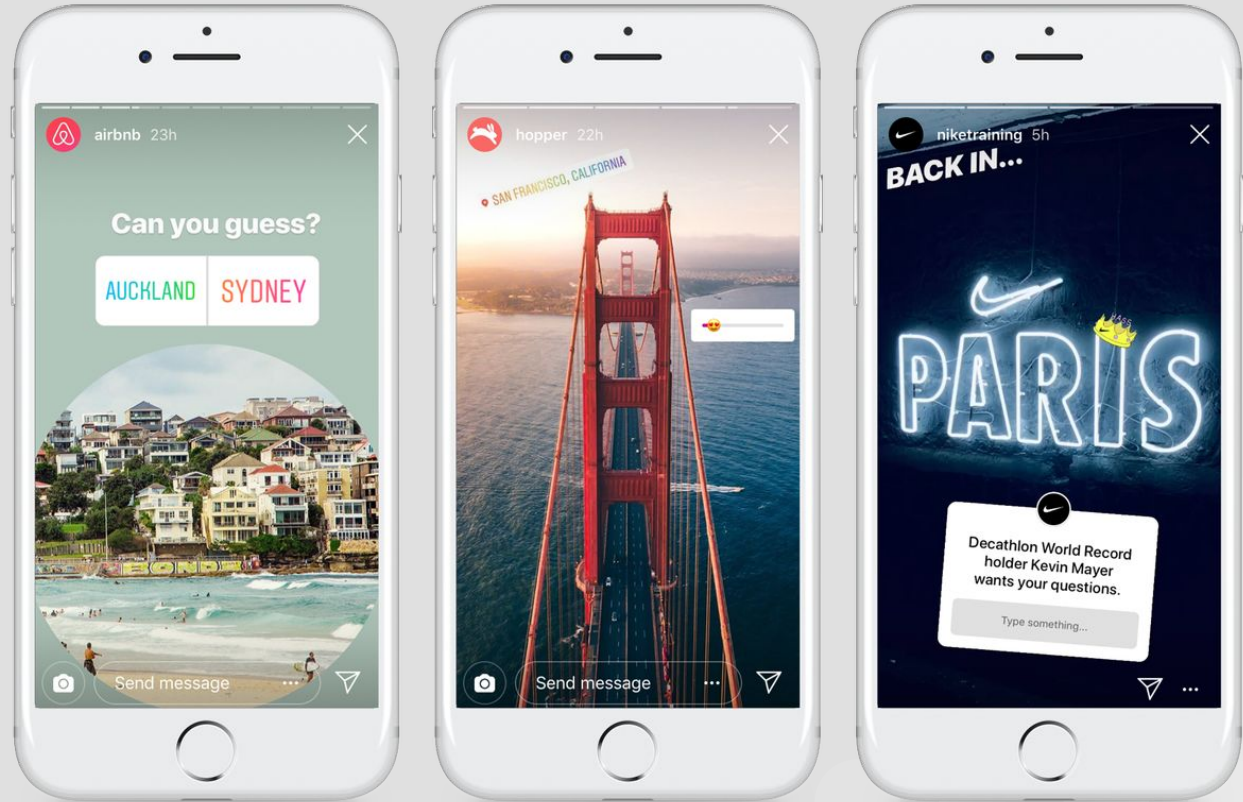
**Results:** 2,263,555 video views in one year (+1,027%)





***Then, the rise of Stories content  
gave way to vertical video.***

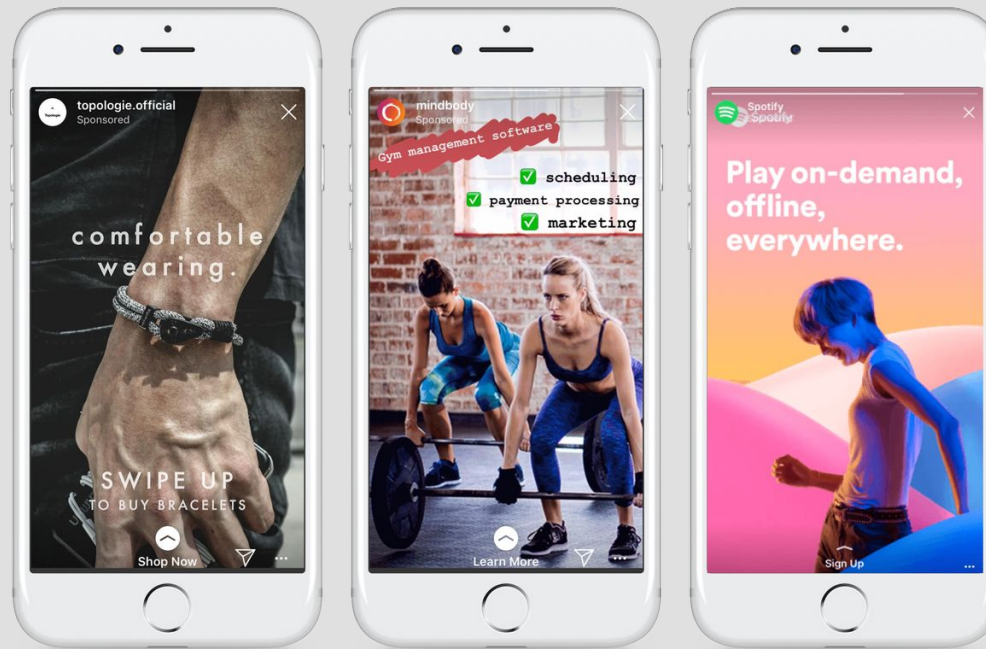
Instagram  
Stories boasts  
**500 million daily  
users** and  
remains an  
untapped  
advertising  
resource



# Instagram Stories Ads Data

- Instagram Stories ads cost just **\$0.06 – \$0.12 CPC**  
Facebook feed ad typically costs between  
**\$0.30 – \$0.60 CPC (+133%)**

Stories, on average, cost **53% less** for CPMs and CPCs vs. the Instagram Feed



Right now, one of the interesting things about Stories is there's a **benefit to being an early adopter**... the pricing is really attractive.

- Sheryl Sandberg, COO at Facebook



***As marketers and brands, we should  
be focusing on creating more video.***

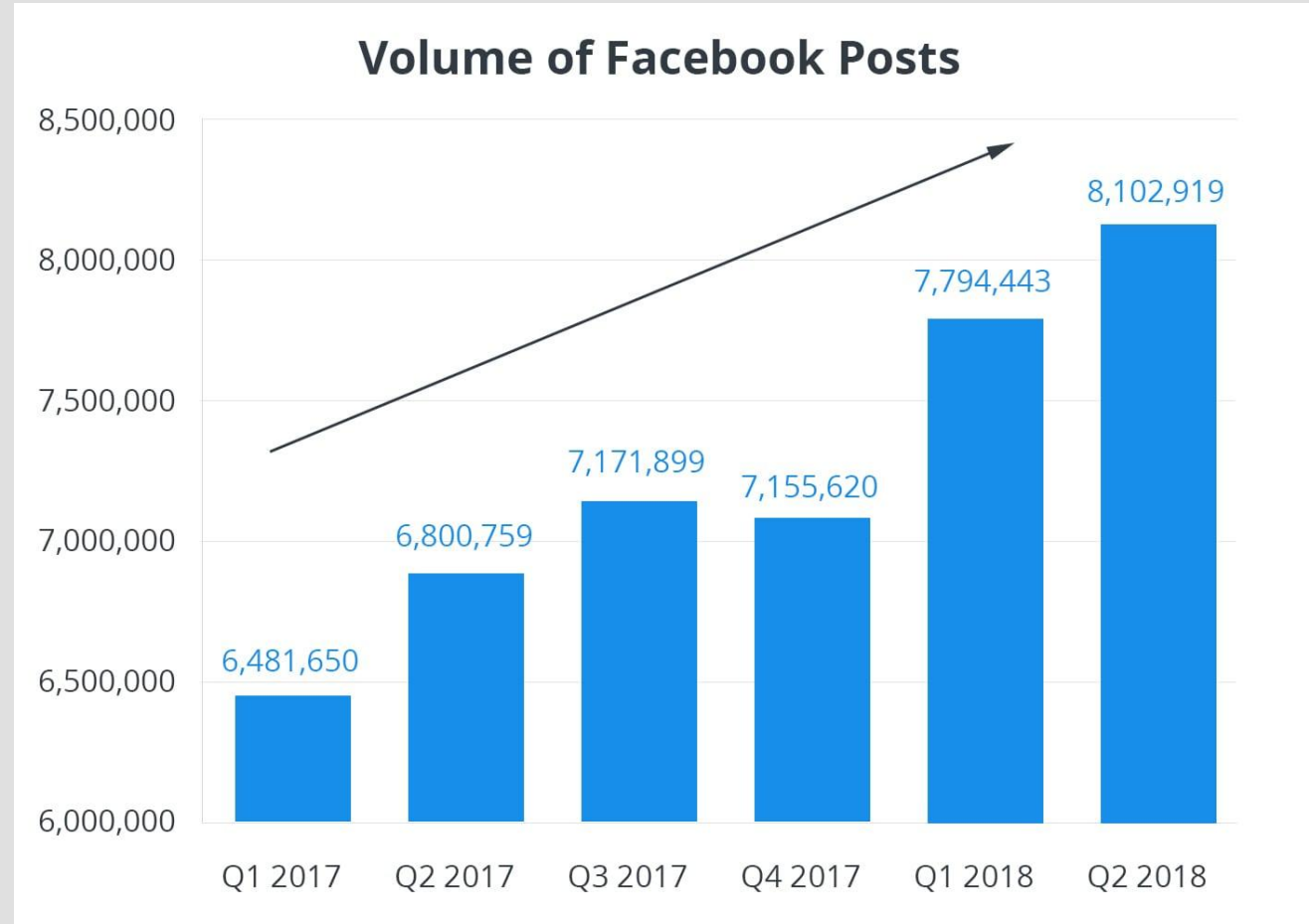
*...but where do we start?*



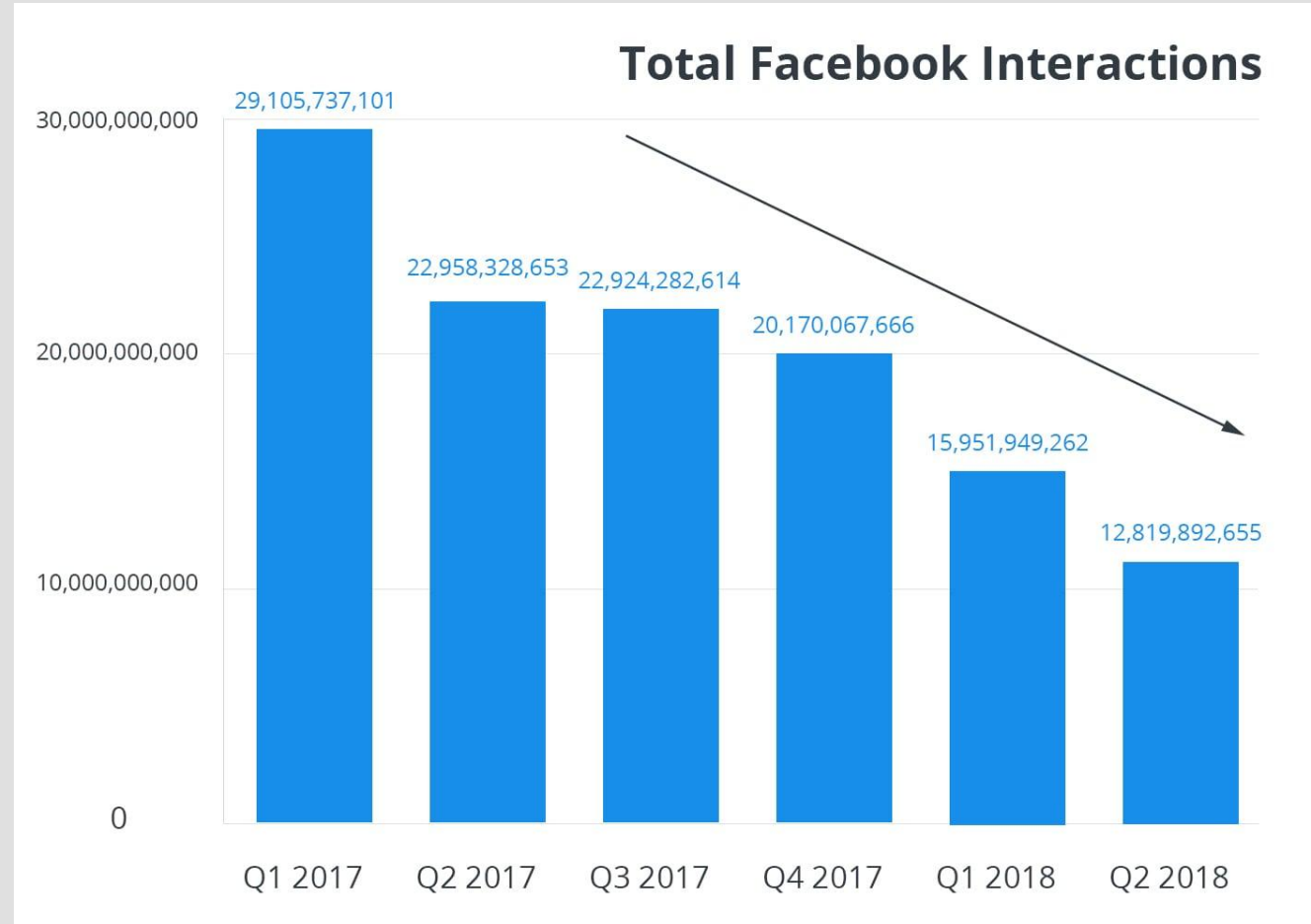
# Part 3:

## *Video Tips (Based on Science)*

**Content  
frequency and  
volume are  
always  
increasing on  
social media**



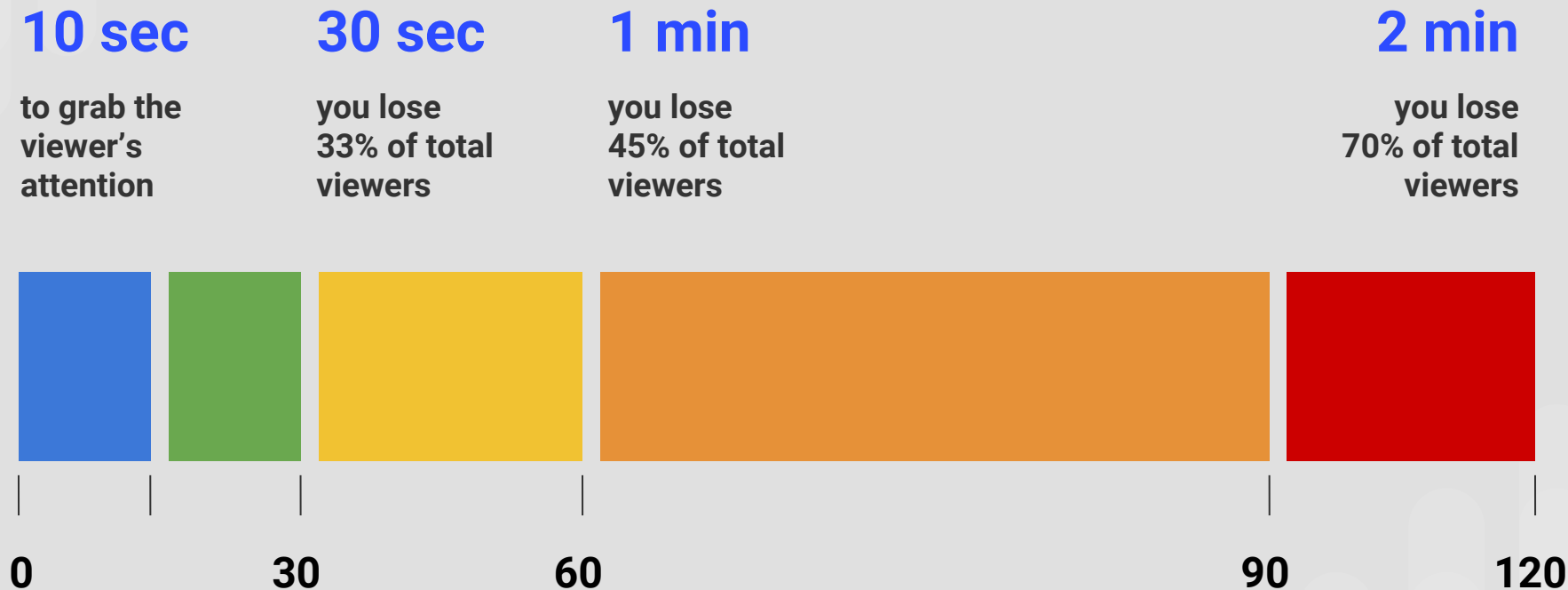
Reach is  
**rapidly declining** for  
many brands  
across the  
board





***Every single piece of content we post to social media must count.***

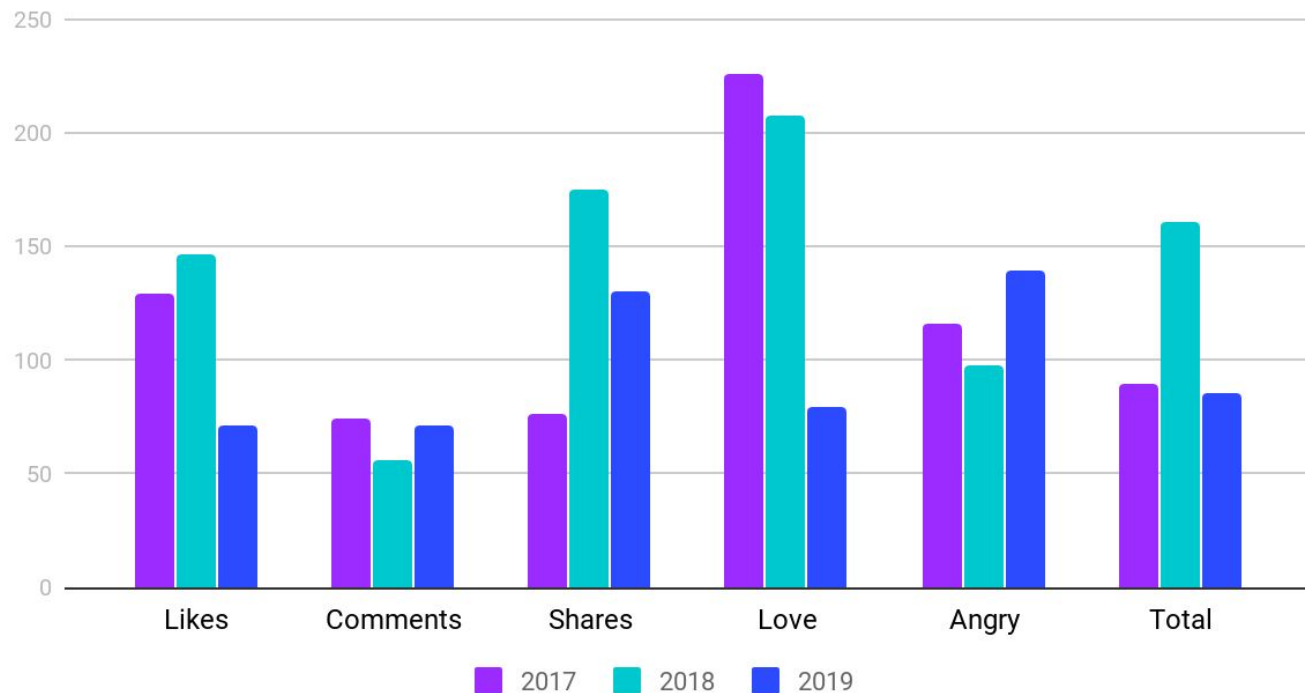
*80/20 rule.*



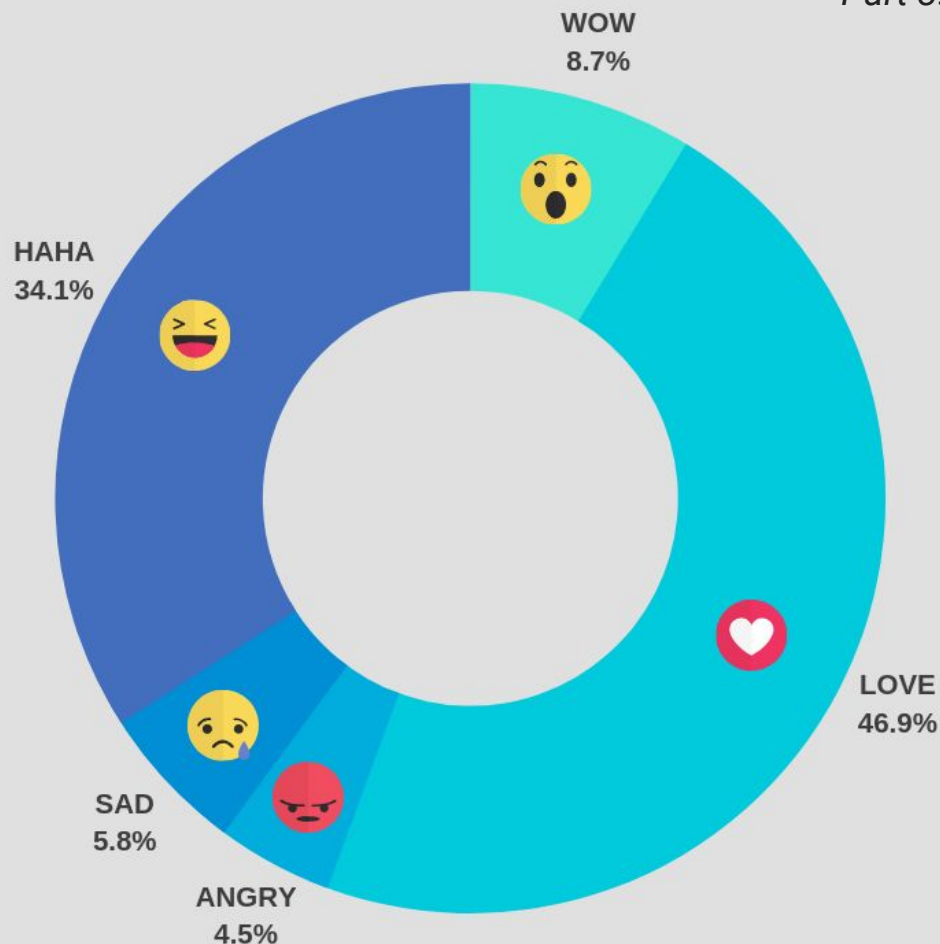
The first **10 seconds** are critical to overall success

The top performing Facebook video in 2019 is **1 min 26 seconds** long. Down 75 seconds from 2018.

### Length of Top Performing Videos

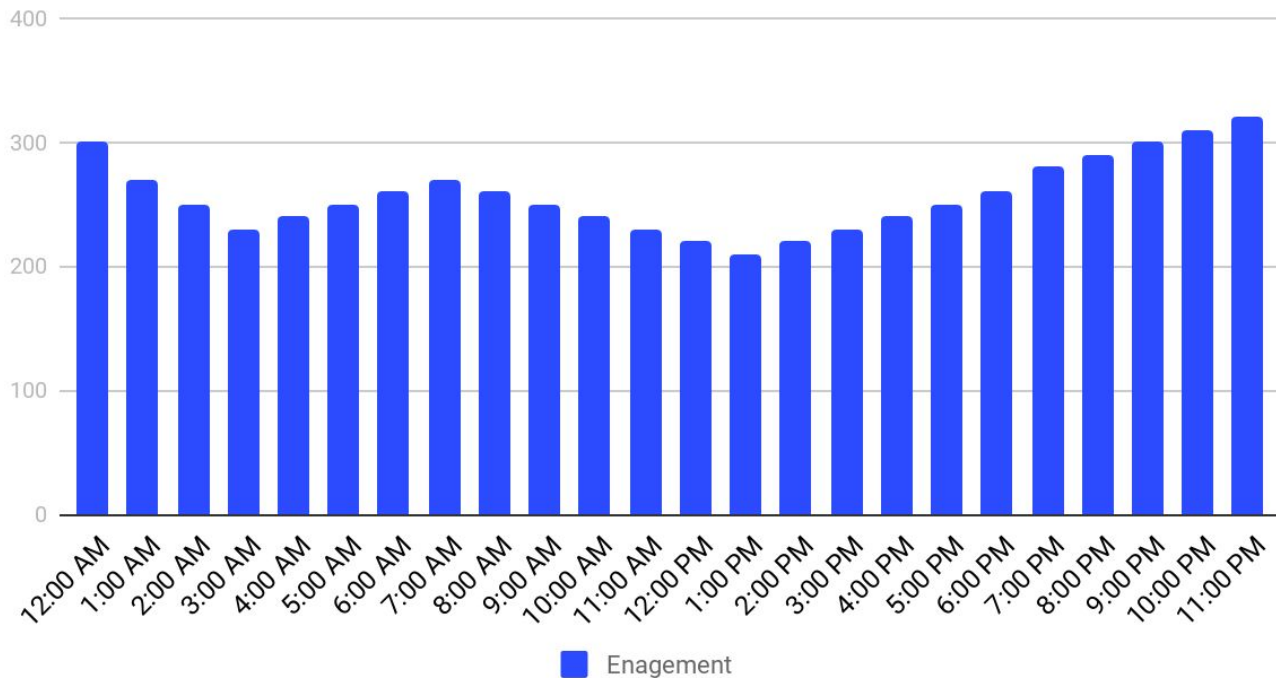


The reactions  
**LOVE** and **HAHA**  
made up **81%** of  
the total  
Facebook video  
reactions in 2018



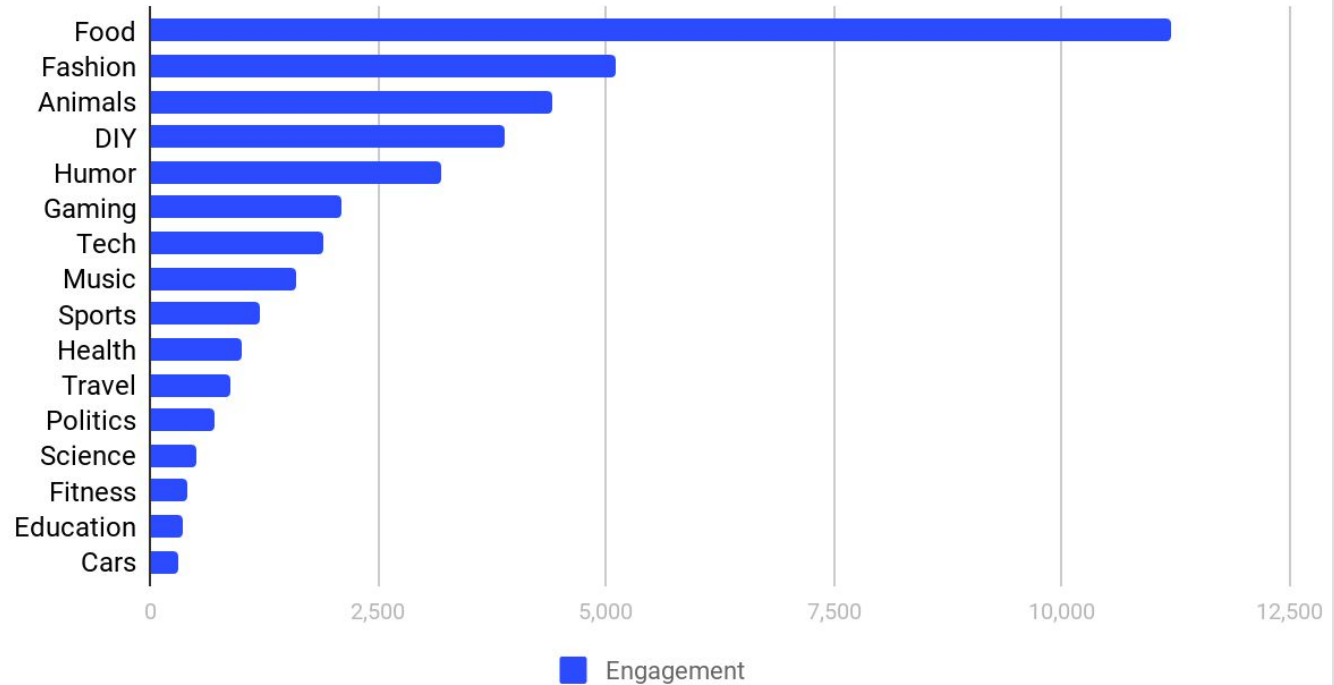
Timing **still matters** for engagement. Post during off-hours and on the weekends

Best Time to Post



Topic choice  
is important.  
How can you  
**educate** or  
**entertain** your  
audience?

Engagement by Topic



# Psychology Behind Why We Share

- To **delight others** with valuable and entertaining content
- To identify and **present ourselves** to others
- To **foster relationships** with friends and family
- For **self-fulfillment**, i.e., feeling good
- For **spreading the word** about issues, products & brands

# Part 4:

## *Video Tips (Based on Intuition)*



Start  
with  
what  
already  
works

**Blog Posts**

**Curated Content**

**Campaigns**

**Events**

**Original Series**

**Behind The Scenes**

**Amplify  
with  
video**

**97,000+** views on  
YouTube alone  
from recycling a  
top-performing  
blog post



DIY videos resulted in a **50% decrease** in CPV. Unpolished imagery was up to **2x more** effective at capturing their viewer's attention

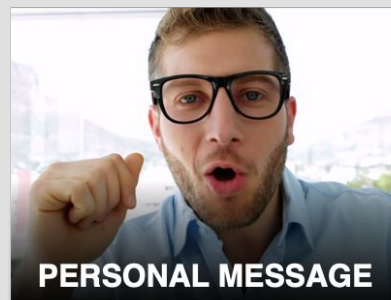


# 12 types of great videos

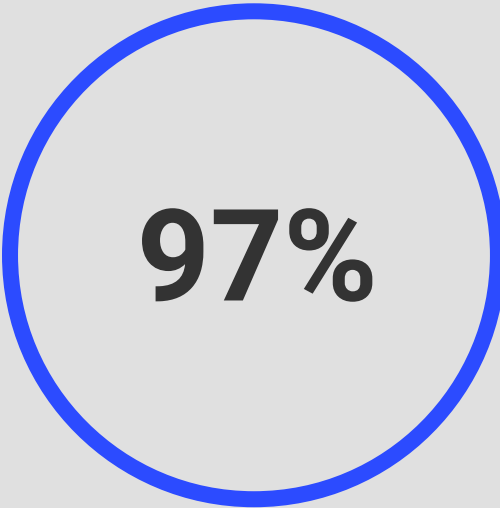
## Create Awareness



## Convert Customers



# Top 3 Qualities of Great Videos



**97%**

**Entertaining Storyline**



**91%**

**Funny**



**90%**

**Educational**



**Brian Peters** 

@Brian\_G\_Peters



Uber driver: You work for Buffer? That's awesome. How can I blow up my Instagram account to 250K followers?

Me:

1. Find your "thing." Why would people follow you?
2. Put in the work. Consistency. Quality. Community.

Sorry to say, there's no silver bullet.

9:52 AM - 18 Mar 2019 from [El Segundo, CA](#)

9 Retweets 48 Likes



7



9



48







*Would love to get in touch!*

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