



The Videos Your Customers Want on Social

Understanding your customers' behaviors and desires is key if you want to craft a message and video content that gets results. We've pulled together some insights to help you out.

Consumer Behavior by Social Platform (AND THE VIDEO CONTENT THAT WORKS)

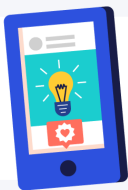
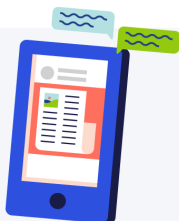


FACEBOOK

-  Looking for updates
-  Share what's new

TWITTER



-  Looking for news and trends
-  Share what's happening now

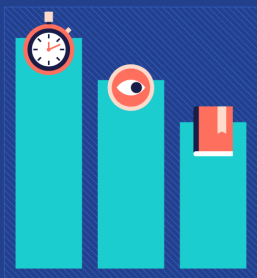
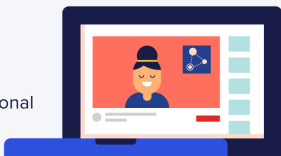


INSTAGRAM

-  Looking for inspiration
-  Share something interesting

YOUTUBE

-  Looking to learn
-  Share something educational



Top 3 Features Viewers Like in Branded Videos

1. Straight-to-the-point messaging
2. Eye-catching imagery
3. A compelling story

Consumer's Favorite Types of Videos to See from Brands



1. How-to videos



2. Sale videos



3. Top 5 lists

SOURCES

Animoto's 2018 State of Social Video Report
Jason Hsiao's 2018 Social Media Week NY Presentation



Animoto's award-winning online video maker makes it easy for anyone to drag and drop their way to powerful and professional marketing videos.

