

Tips to engage and retain viewers on your videos



Blogosphere Community



Do first impressions count?

With a video, they really do! If you listened to our podcast with Sir Martin Sorrell he mentions the L’Oreal influencer campaign where videos on Facebook were... wait for it... 1.7 seconds long!

Why were they so short?

For a Facebook study it was found that this was the average time people engaged with content when scrolling through their feeds. So having an advert that could sell a product in 1.7 seconds seemed like an interesting idea.

Facebook and Nielsen research found that up to 47% of the value in a video campaign was delivered in the first three seconds, while up to 74% of the value was delivered in the first ten seconds - source: Facebook for Business

Did it work?

See for yourself: “How micromoments bring major results”
by MediaMonks

Ideas for starting a video:

- If you have a traditional introduction, perhaps begin by posing an **intriguing question** or **thought** that viewers may entice viewers to watch - “why is it...”, “did you know that...”, “would you believe it if...”, think about **using text** or titles too.
- A **pre-roll** that teases the viewer of what is coming up in the video. Does something funny happen later on in the video? Show how you react to it in the introduction without revealing what triggered that reaction.
- **Set the tone:** does this video have a poignant message? Perhaps begin with a thought provoking statement or title using a simple background to delicate music. Is this a fun day-out vlog? Think about opening with a colourful pre-roll to an upbeat soundtrack.
- **Hit the ground running** by starting your video right in the action and delaying your traditional introduction.



Hitting the ground running - Blogosphere’s videographer @ExploreWithEd with this vlog of Palma de Mallorca, Spain.

Music sets the pace of the visuals.

Above average audience retention for the first 28 seconds. People stay to watch over half the video on average.



How to make your videos more discoverable:

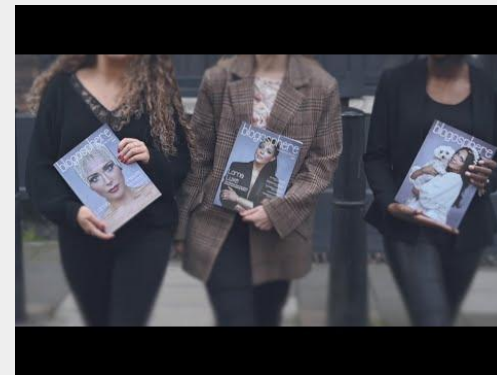
- Include them in **blog posts** that match the video theme (great for SEO too!)
- Think about the title and description and include **keywords**
 - Who is the video for? Is there a particular niche, community or market this would appeal to? Should I upload **subtitles** or include **translated keywords** and search terms?
- Create an **eye-catching thumbnail** for the video to attract people scrolling through feeds (think about colours and images)
- Share them across your social media feeds using appropriate **hashtags**
- Share a snippet on your Instagram stories/feed and **post the link in your bio** (or swipe up if available)
- Create a vertical pin for the video and share it on **Pinterest**

Things to do in...

GO 

Ideas for retaining viewers:

- Use **music to set the pace** and edit your clips to the beat
 - Think about the style and pace of the track and how it matches the tone and theme of the video
- Switch up the visuals regularly
 - If you're talking to the camera about something, think of **cutaways** and visuals that emphasise what you're talking about "show don't tell" or show whilst telling
 - Experiment and **try different angles** or perspectives, or **add cool transitions** using objects in your environment
- Plan your video like a story and **edit in chapters**
 - Assign a fixed amount of time per topic or event in your video and edit together each section accordingly
 - (ie. 10 minute video featuring 4 places - 2 minutes per place, plus intro and outro)
- Drip feed your best moments - **start and end strongly**, but save some best bits for the middle sections where viewers may be more likely to taper off



Above average audience retention for 00:00-00:56

Music beat sets the pace of the video

Starts with our biggest events of the year and ends with some funny moments at Blogosphere HQ

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using Final Cut Pro X

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