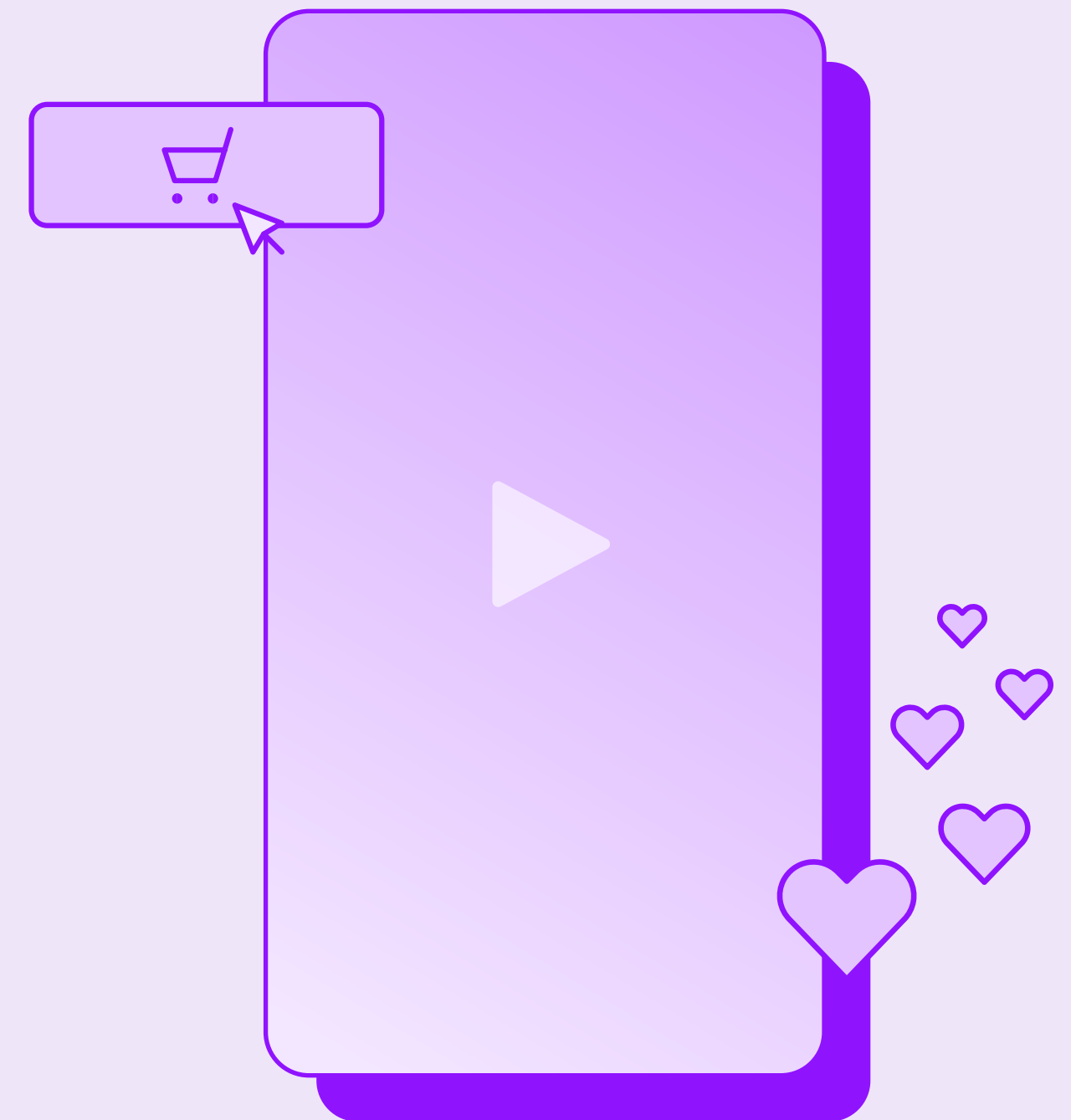


GLOBAL DIGITAL INSIGHTS

# Short-Form Content to Build Long Term Customers

DASH HUDSON



# The Shift to Short-Form Content

Spearheaded by TikTok’s dynamic short-form videos that entice users into an addictive infinite scroll, the social media landscape has shifted from social connection-driven feeds to content-driven ones — enter short form content.

Content is served up to audiences profoundly differently in 2023, favoring quick, popular and trending content over updates from those they follow. Platforms like Instagram, Facebook, and Pinterest have also introduced short form content, making the format and a shift from static images an inevitable part of the social landscape.



TikTok users are projected to grow from **97.6 million** in 2023 to **103.3 million** by 2025.

Reach is also no longer capped by the size of one’s digital network and is propelled by the strength of the content being shared. What does this mean? Anyone who creates content has just as much chance to go viral and build an engaged audience as a multibillion-dollar brand or celebrity — quality and creativity matter more than ever.



In 2022, Instagram accounts with up to 500 followers had a **892%** user reach for Reels content, while accounts with 500 to 2K received **152% user engagement for Reels content.**

Source: [Statista](#)

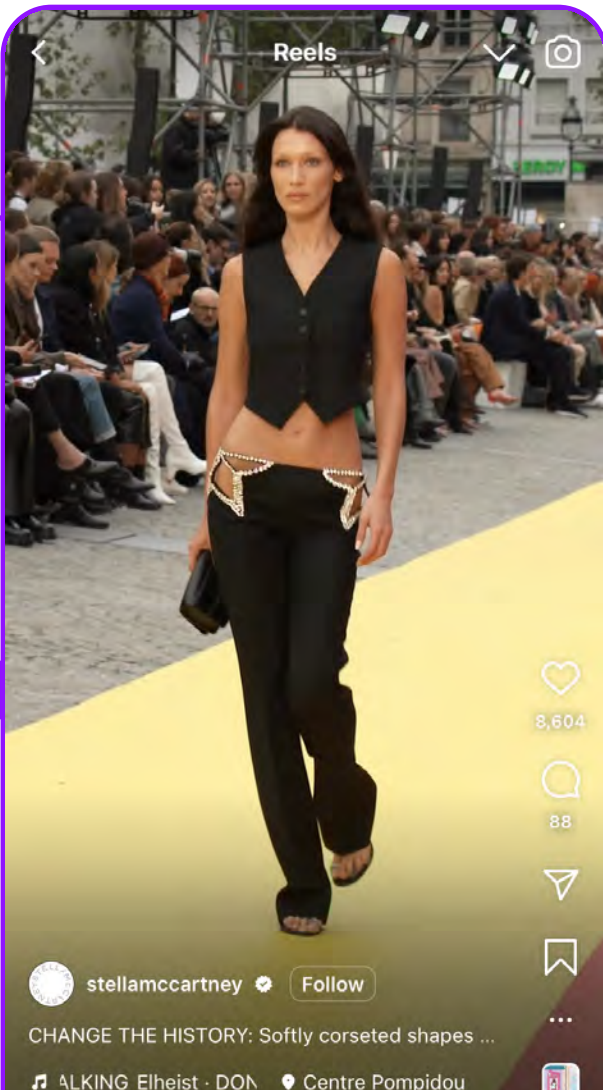
This untapped reach means there’s an opportunity for brands to stretch their video production budget by creating short form content, since this content doesn’t necessarily require professional studios, lengthy editing sessions and approval processes, and other factors that can go into producing long-form video.

It’s also important to note that different content might perform differently on Instagram, TikTok, and YouTube, and brands should continue to measure which mediums perform best on which platforms.



## BRAND SPOTLIGHT

[Stella McCartney](#) optimizes their budget by focusing on short video snippets over long-form content.



# Get Into Reels, Shorts, and a Multi-Channel Strategy

Reels and Shorts have become a key area of focus for their respective companies — even Twitter is considering bringing back Vines.

During its Q3 earnings call, Pinterest CEO Bill Ready noted the platform's supply of videos has increased by 3x over the past year. In June, Google reported that more than 1.5 billion people watch YouTube Shorts every month, while Mark Zuckerberg announced that viewership of Reels accounts for 20% of the time people now spend on Instagram.



**The number of YouTube Shorts posted has risen throughout 2022, increasing from 6 Shorts a month on average in January to 11 in October.**

As consumers identify with increasingly niche sub-cultures, they turn to a wider variety of channels to find the content, creators, and communities that fit their interests and needs. At the same, the major social platforms are locked in an ongoing competition for attention.

Given these current dynamics, it's become critical for brands to diversify their social media marketing efforts both in terms of channels and content to ensure they're reaching their desired audiences, getting in front of new ones, and maximizing ROI. A cross-channel strategy for creating and distributing content protects brands from sudden shifts in the marketplace, gives them more test and learn opportunities, and, most importantly, drives greater engagement from audiences.

Brands should invest and plan video content for their social strategy — it's also important to consider a multi-channel strategy and which videos will perform best on each respective platform.




As audiences shift from text to video-based communication, brands must quickly adapt — both in how they participate in the conversation and what tools they use to measure impact.

## Here's why video and a multi-channel strategy is so important in 2023:





- Campaigns that include video perform stronger than campaigns without video in terms of Engagement Rate (+66%) and Impressions (+586%).
- Cross-channel campaigns perform stronger than single-channel campaigns in terms of Engagement Rate and Impressions. Metrics increase with the addition of each new channel.
- Over one-third (36%) of campaigns have one social channel, while a small percentage (2%) of brands use six channels. **This highlights an untapped opportunity for brands to leverage cross-channel campaigns.**

# How Platforms Are Adapting for Social Entertainment

Entertainment is a priority for major platforms — enter new partnerships and features.

-  YouTube is expanding partnerships with music labels and publishers to provide more music options for videos, and Shorts adds narration voice overs to power everything from tutorials to reaction videos.
-  Instagram enables users to add music to image posts and AR elements within Stories.
-  TikTok deepens its AR investment with the 'Camera IQ' tool, rolls out an in-app text-to-image AI generator to create video backdrops, and plans to launch a dedicated gaming channel within its app.

Major platforms are also making a push to enhance live video and social interaction around content.

-  TikTok expands multi-participant live streams.
-  Pinterest launches 'TV Studio' app to expand its live commerce offerings.
-  Instagram tests 'Live Producer' tool to up the quality of IG Live Streams and releases an 'Add Yours' sticker for Reels that allows users to respond to other users' Reels with their own following a prompt or a certain topic.
-  YouTube introduces a 'Live Q&A' feature to streamline audience interaction and adds an option to reply to video comments with Shorts.

## Final Takeaways

- Don't miss an opportunity to partner with new creators and explore opportunities to reach an audience on new social platforms. There are many ways for brands to add value for consumers that don't require traditional video production methods, and they could be left behind if they don't adapt short form video content.
- Brands should treat each platform as a unique opportunity to build a community and turn them into consumers.
- Dash Hudson's [Community Manager](#) is the perfect way to ensure you're connecting with your audience during every touchpoint of their social journey, from sentiment analysis that tells you how your content is perceived, to finding the users who post about your brand the most.