

Video Trends in...

2023



# Video in 2023

The way we communicate is changing rapidly. The tech industry boom continues, creating new platforms and opportunities to share the stories we want to tell. Video has become the go-to format for sharing everything. And social media has changed the way people consume information, not just when they're scrolling in their free time, but at work too.

Viewers remember 95% of a message when they watch it in a video compared to 10% when reading it in text.

This makes video the ideal medium for learning, development and communication in the workplace, and particularly for companies with hybrid working practices. Harnessing the power of video for your business communications is where you need a video platform partner that works for you.

So, what's happening with video in 2023? Binumi has the inside track.



# 01

## Fast Video Creation

As soon as something happens, there's content about it online. Within moments of an event, there's news coverage, with footage from the scene.

How quickly can your business react? Whether it's good news or bad news, sharing key messages with colleagues throughout your organisation quickly helps your people feel as though they're part of the team, provides reassurance and makes sure everyone is on the same page.

Picture the scene – you're shortlisted for a prestigious industry award. The awards night rolls round and you attend the black- tie dinner. Your category comes up, you hear the host say "and the winner is..." and then your company's name. How do you share the news with your employees? Bring it to life with video!





# What to look for in your video platform

You'll want to keep all your video content in one place, so you can access it quickly to pull together your message and share it across your organisation. Combine video of your event with talking head interviews and b-roll background footage.

One touch translation into multiple languages and the ability to personalise your video for different locations or teams you can make sure your messages have the widest possible reach.

And a platform with real people on the other end to support with your video creation can significantly speed things up.



# 02

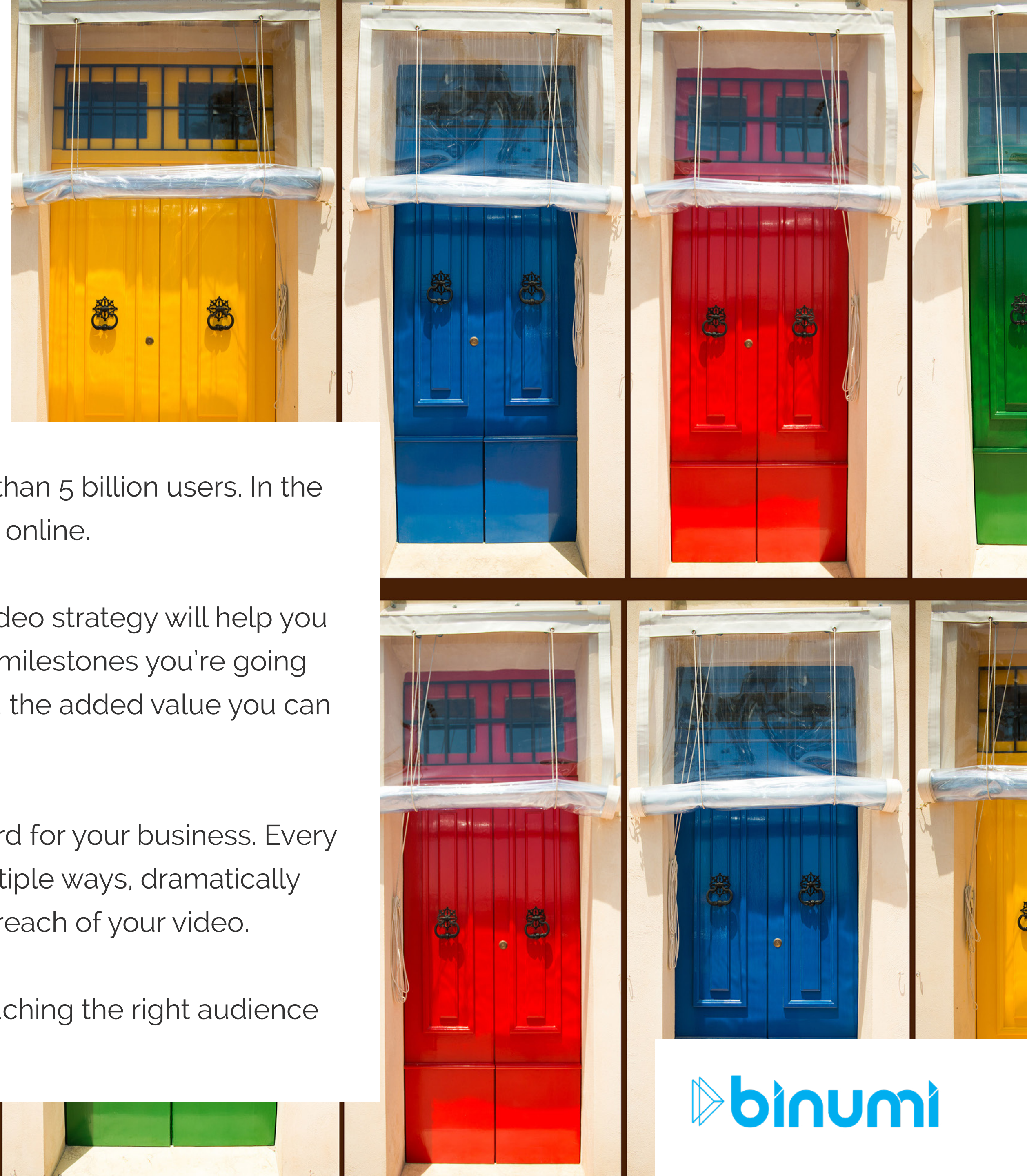
## Multiple Videos

TikTok, Instagram and YouTube have a combined audience of more than 5 billion users. In the last year, those users spent more than 12 trillion hours viewing video online.

Still think video is a “nice to have” for your business? Developing a video strategy will help you know the type of footage you need to be collecting, the events and milestones you’re going to mark with video, the key messages you’ll share through video and the added value you can gain from video.

Your video strategy will also help you make sure video is working hard for your business. Every piece of footage you capture can be used multiple times and in multiple ways, dramatically reducing the amount of time you spend filming and maximising the reach of your video.

“Going viral” shouldn’t be the aim of your video. Instead, prioritise reaching the right audience with the right message.





# What to look for in your video platform

To make the videos you need quickly and effectively you want to be able to combine your own footage alongside stock footage from the likes of Getty and Shutterstock. This gives you everything you need at your fingertips.

Choose a platform that means there's no need for a comprehensive in-house team, an editing suite or expensive software as you can do it all online.

Make multiple videos fast. Want to roll out a new health and safety induction for multiple sites? Pull together your core content and enable editing for teams on each site to add their own, personalised content quickly and easily, making your videos accessible and relevant.

# 03

## Enterprise Demand

As a business attribute, transparency has become king. People want to make a difference through their work. Being clear about your business purpose and how you're achieving it can help attract and retain talent. A 2020 white paper from Harvard Business Review demonstrated that companies that prioritised purpose were more profitable than those that didn't.

Video is the most compelling way you can share details of both your purpose and your progress.

But you're a global business, with colleagues and customers in multiple locations, speaking multiple languages. So, you have two options. You can create one corporate video and roll it out throughout your organisation and hope for the best, or you can invest heavily in video production in each location to create the kind of personalised video content that speaks to people.

# What to look for in your video platform

Don't compromise. Instead, create personalised, translated versions of the same video, relevant to your local audiences with consistent messaging.

Picture your business in this scenario: you're creating a corporate video in the US. You want to share it with a reseller in Brazil. While the messages were consistent, the delivery just isn't going to work.

Use a video platform that enables you to lock the editing on key sections of the video, giving the Brazil team access to add locally produced content in specific areas and translate the entire video into Portuguese, making it work for multiple audiences at the touch of a button.



# 04

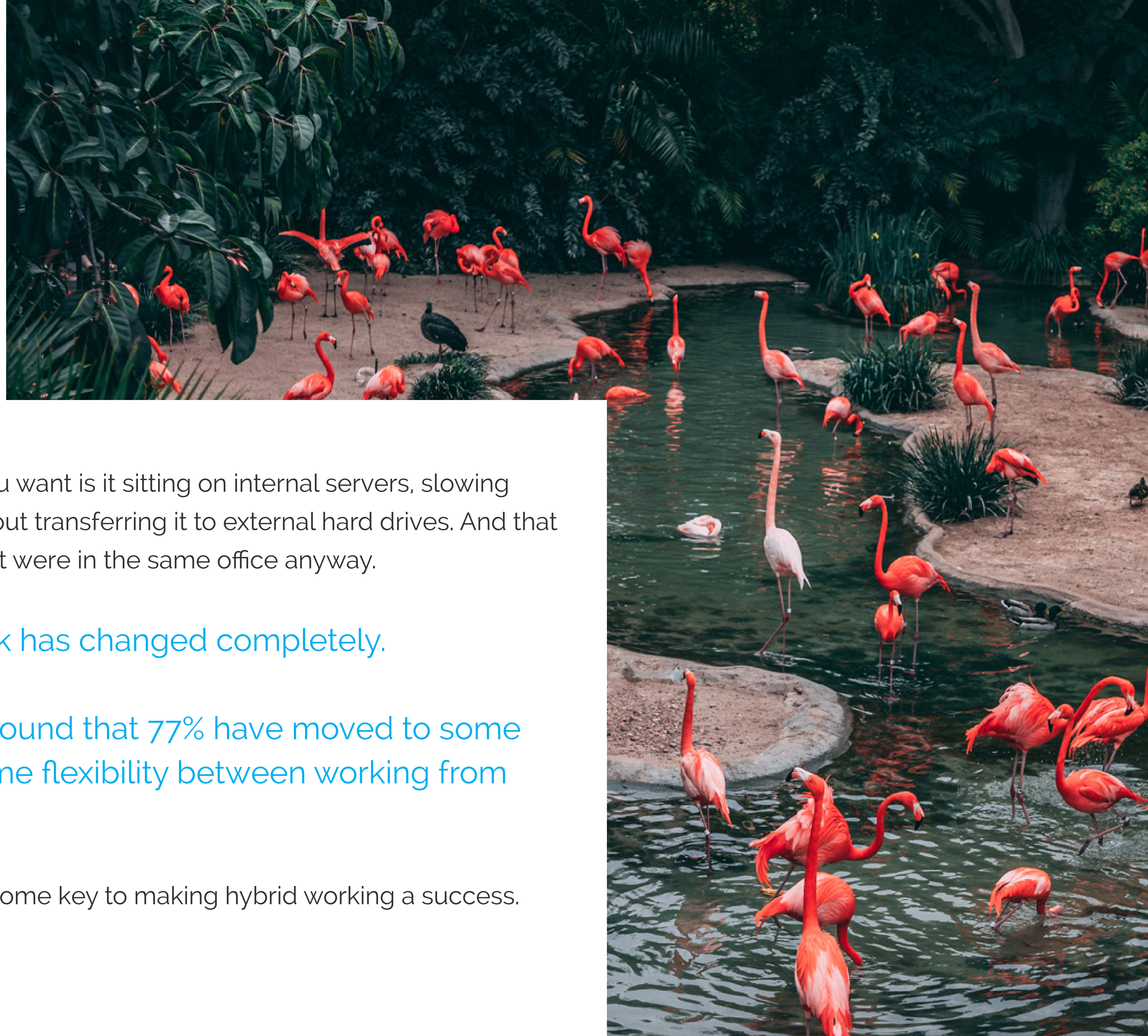
## Collaboration

Video takes up a lot of space. The last thing you want is it sitting on internal servers, slowing everything down and impossible to share without transferring it to external hard drives. And that only works if the people who needed to share it were in the same office anyway.

Since the pandemic, the way we work has changed completely.

A [survey of businesses in April 2022](#) found that 77% have moved to some level of hybrid working, providing some flexibility between working from home and the office.

Tech that enables online collaboration has become key to making hybrid working a success. And video is rarely a one-person job.





# What to look for in your video platform

Keep your video content in the cloud, so colleagues can access it from anywhere. People can collaborate on projects, sharing work in progress files and contributing different elements from different locations to produce a single product. With different people in different countries, use a platform that enables another team or team member to immediately edit and repurpose a video for their local geography.

Look for a platform that is web-based, and ideally with a mobile app so your people can move seamlessly between devices to carry on creating. New content can be added to your video library from any device, anywhere and be slotted into the edit.



# 05

## Scale

When you've got a story to tell, you don't always want to get from "once upon a time" to "the end" in one sitting. Instead, you want to build interest and engagement by revealing a bit at a time.

Take a new product launch, for example. You could just use a 30 second clip of the product being unveiled with some bullet points about its benefits, or, you could create a suite of videos bringing the development to life. Introduce the innovators behind the product, tell the story of why, interview some early adopters and get them to describe why the product is so great.

The average human attention span is now only 8.25 seconds, so grabbing your viewer's attention early, keeping it brief and leaving your audience curious to find out more can all encourage engagement.

So why try to cram everything into one video when a series gives you more time to add depth and interest?



# What to look for in your video platform

Multiple bite-size videos are easy and effective when your creators can collaborate. With all your footage and work in progress in one place, you're easily able to check the tone and content of your video series to ensure it's consistent without being repetitive.

Create the video in house or hand it over to an expert team of video content creators to add a more professional touch.



# 06

## Purpose Led Storytelling

Why are you making a video? Not just because people expect videos now, right?

Video should be an intrinsic part of your organisation's communications, HR and training strategies, not just an add on.

Use video to share your key messages. Think about what you want the people watching the video to take away at the end.

Consider how you can use video to share information most effectively. How about a pre-first day induction for new starters? In just a couple of minutes, you can not only tell them, but SHOW them how to get to the site by car or public transport, how to access the building, where to store their personal items and who's in charge. Imagine how invested that individual is going to feel in their new place of work before they even start!



# What to look for in your video platform

Choose a platform that takes the guess-work out of video creation. One that's set up in a way that guides your creators through establishing the purpose of the video long before they start creating it through subject headings, templates and file set-up.

Look for a human team behind the platform to help create and curate your world of stories, provide additional guidance and help determine the purpose of the video by asking what you want your audience to think, feel or do.



# 07

## Content Management

No matter how ruthless you are with your video footage, you'll always end up with more than you need. And that's a good thing. You never know when a piece of b-roll of a corridor might be just what's needed to break up talking heads in your video.

[Eye tracking studies by the Nielsen Norman Group](#) have found that breaking up what your viewer sees can keep their attention. For that reason, you need an extensive video library.

As your content grows, your ability to manage it shrinks. Your knowledge of what you have and where to find it diminishes. Making sure you're set up to search for content is an important first step in managing the volume of files available.



# What to look for in your video platform

The ability to store, tag, file and find your content is essential. You'll also want to set permissions for different clips depending on who can use them and manage quality control and messaging within your chosen video platform.

Combining a digital platform with expert people will give you the best of both worlds and you'll benefit from video experts carefully curating all your video content so you can always get access to what you need.

If you're putting together a 10 year anniversary video, you might want help finding the clips and making sure you celebrate every success from the last decade.



# 08

## Remote Working

When people work remotely, reaching them with corporate messaging can be more difficult. You can't rely on posters in the toilets or t-shirts on your canteen workers. Instead, you have to reach them digitally. And we've established, by now, that video is very much the 2023 way of doing that.

Video can create the shared purpose on which successful businesses thrive. In a [recent Forrester Research survey](#), 88% of businesses said that video is crucial for their company's ability to foster corporate culture.

HR might find it easier to explain employment policies, compliance procedures or work from home expectations to a hybrid workforce via an instructional video than a lengthy document.

Use video to describe what people do all day. Share footage of cultural celebrations in different parts of the world. Demonstrate the diversity of your workforce through video.





# What to look for in your video platform

Combine scale, flexibility, collaboration and personalisation to reach your entire workforce with messages meant for them.

Gather footage from all locations into one place. Allow individuals to edit specific sections.  
Provide connection between colleagues with videos that resonate, sharing consistent messages translated into multiple languages.



# 09

## Cost Effective

Unless you're already set up for video, transitioning to a video ready organisation sounds expensive, right? Movies are the most expensive form of entertainment – and at least they have a chance of making their money back at the box office.

While the benefits of video might save you money in recruiting new people, you're probably going to want to find a sweet spot between cost and quality when it comes to your video output.

Grainy, mobile phone video clips edited together on a free smartphone app probably aren't going to give quite the right impression.

And with budgets tight all over the world, investing in new tech, training or talent to create videos is probably going to feel like too big of a barrier.



But video makes up for its cost and according to biteable.com, 68% of marketers say video has a better return on investment than Google Ads.

## What to look for in your video platform

Put simply, corporate videos simply shouldn't cost what they cost. You're not making the new Avatar sequel!

A clear pricing structure will enable you to budget effectively while getting the most out of your video creation platform.

Combine an easy-to-use platform with expert people to create effective, high-quality videos that add value to your business.



# 10

## Hybrid

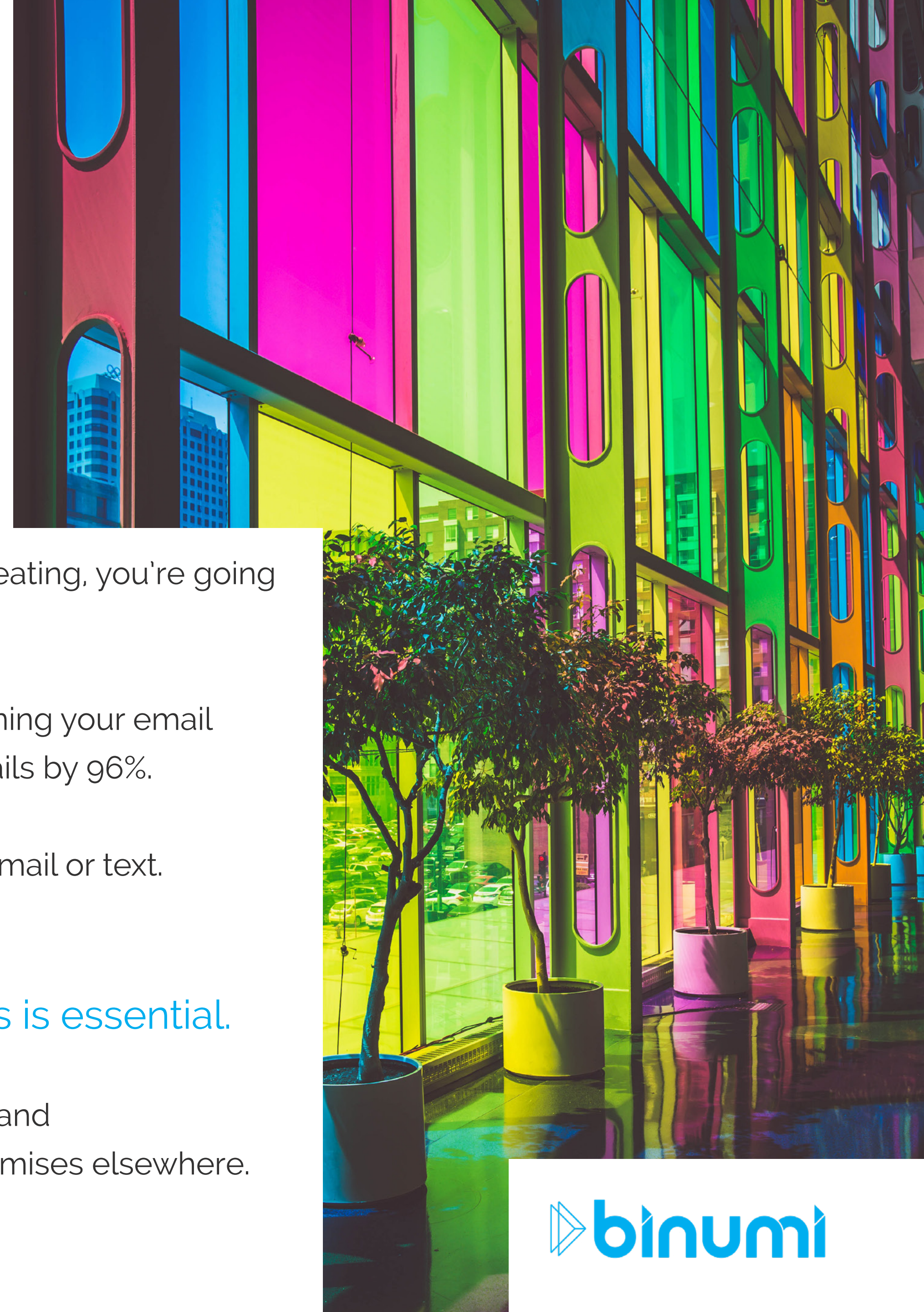
If you're creating the scale of video that marketing trends suggest you should be creating, you're going to have your hands full.

The average email open rate is just 21%; that's a one in five chance of someone opening your email according to [HubSpot](#). In comparison, videos improve click rates to those same emails by 96%.

[Ragan](#) found that 75% of employees are more likely to watch a video than read an email or text. Videos save users' time and grab their attention more effectively.

So leveraging the power of video for your internal communications is essential.

If the responsibility for all video production falls on the shoulders of your marketing and communications team, you're going to need additional resource or to make compromises elsewhere.





# What to look for in your video platform

The rise in video content's popularity has coincided with an influx of apps, tools, and programmes that make it easy for anyone to produce their own video content to a professional standard.

Work smarter, not harder, by choosing a video platform that enables your people to create professional videos quickly and easily and offers a video production service resourced by experts.



# 11

## Onboarding and HR

When it comes to sharing instructions, 83% of people prefer accessing that content by video than by text or audio.

With disparate teams and the rise in hybrid working, we may have seen the back of the type of new starter induction where everyone who has joined an organisation in the last month congregates at head office for a day of orientation, health and safety and vision and values.

Instead, more and more organisations are providing induction by video, welcoming new starters, setting the expectations, and crucially, reaching these people BEFORE their first day.

The benefit of video is that not everyone needs the exact same information. Different sites or different job roles can have site or role specific video tailor made to make them feel welcome and up to date.



# What to look for in your video platform

The ability to personalise a core video will give you the flexibility to treat new starters as individuals. Create one set of corporate information and enable local teams or professional functions to add local information.

You might want a clip of the CEO talking about the organisation's vision and values and then have site leads talking about the culture on their site or professional leads talking about the ambitions of their department.

Choose a video platform that provides this flexibility and personalisation.



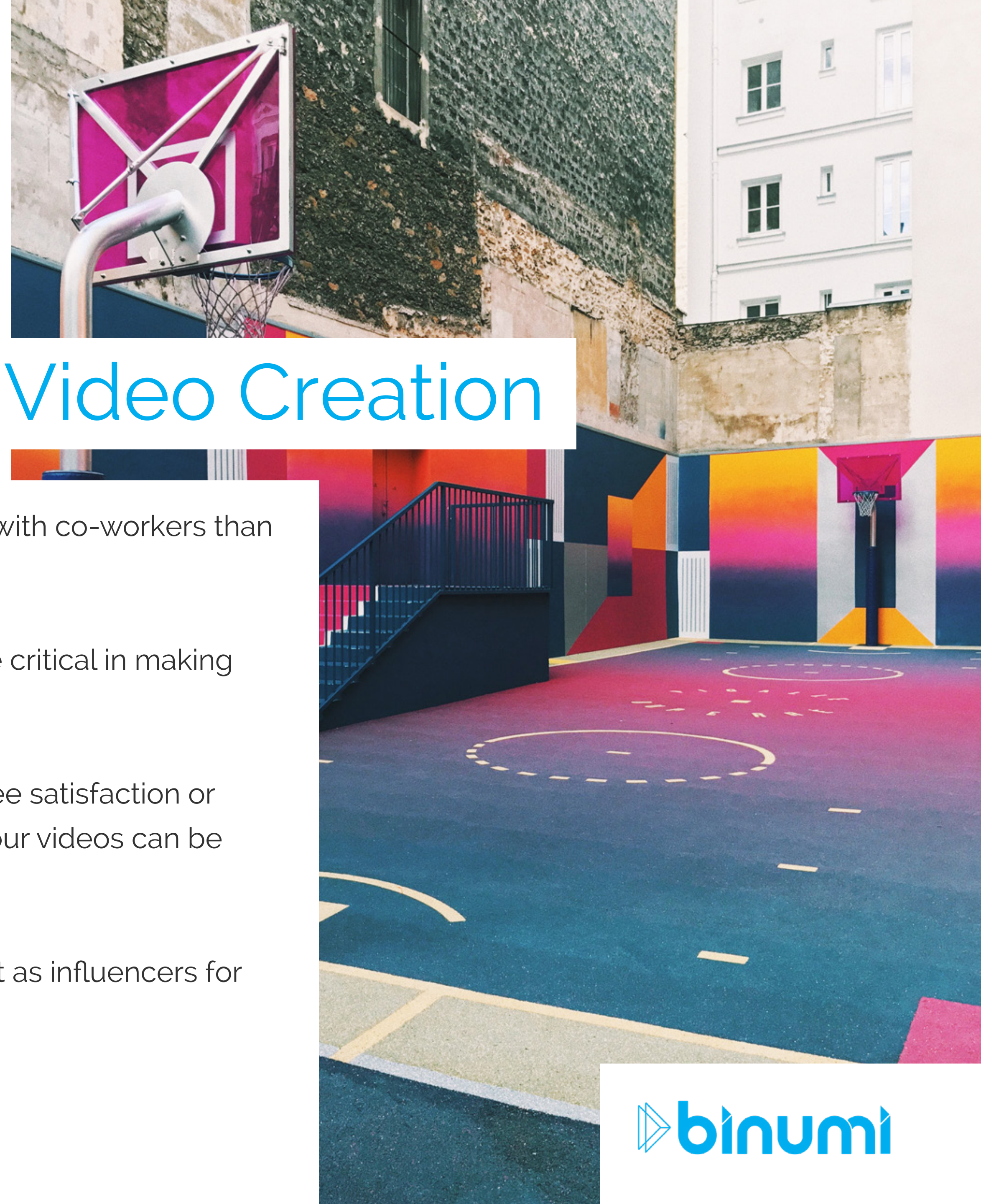
# Team and User Generated Video Creation

Work peers matter because many of us spend more of our waking hours with co-workers than with anyone else.

Using your workforce to share messages and create video content can be critical in making sure key messages land.

Whether it's health and safety information, corporate messaging, employee satisfaction or diversity and inclusion, using a broad cross section of your workforce in your videos can be a powerful employee engagement tool.

Once again, hybrid working can hinder the ability of your employees to act as influencers for one another, which is why video can be so powerful.





# What to look for in your video platform

You'll want to enable easy uploads without extending editing and publication rights to the same wide audience, so you'll need a video platform that enables you to manage user controls centrally, switching access on and off at the touch of a button.

Anyone uploading content to your video library needs to use the tagging and filing system to enable footage to be found and used easily.

Look for a platform that can respond to your unique needs, for example by enabling you to publish your own branded templates for your team or clients, or letting you create specialised and unique video campaigns.



# 13

## Hyper Localisation

Who has the influence in your organisation? Who have you been influenced by in the past? You can draw concentric rings from an individual employee that start with their immediate team and extend out to the wider local team or profession and then the corporate leadership.

According to [recent research](#), 3% of employees drive 90% of the conversations held in an organisation.

Knowing this enables us to use the people with the most influence to share important messages.

For that reason, using local influences as multiple spokespeople on a new product launch or set of messaging can be much more powerful than simply sharing the views and voice of a member of the board.

Micro targeting of audiences for video can increase engagement, resulting in a higher return on investment.



# What to look for in your video platform

The ability to add local voices to a corporate video is crucial here. If you have 20 sites, identifying an influencer for each location and adding their voices to a broader video enables you to share messages and tell stories in a way in which they will resonate with your workforce.

A video platform with adjustable permissions, the ability to edit certain sections and add content from multiple locations enables you to do this effectively.



# A Word From Binumi

The world of video content creation is changing rapidly. At Binumi, we believe in putting the power of video in the hands of businesses.

As video has become the dominant source of information from consumers around the world, it's essential that we recognise that our workers, partners, suppliers and stakeholders are consumers too.

A key principle of effective communications has always been to take ourselves to where our audiences are rather than expect them to come to us. In 2023, our audiences are watching videos, so we're making them.