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The Benefits of Ultra-Short Marketing Videos

Many marketing videos are between 30 seconds and 2 minutes long, but what about making videos that are even shorter than that? Is there a benefit to using ultra-short videos for your business?

Let's start by talking about what we mean by "ultra-short" in terms of videos. The maximum length of a video on Vine is 6 seconds, while videos on Instagram can be between 3 and 15 seconds long.

If you're thinking that 6 seconds isn't long enough for you to get anything important across to your viewers, think again. It takes the human brain only 13 milliseconds to process an image. So a well-edited short video can convey an enormous amount of information very quickly.

Due to their extremely short nature, most viewers will watch the whole thing - and may even end up watching it more than once.

Ultra-short videos can be used for almost anything a longer video can, such as:

- Product demonstrations
- New product announcements
- Calls to action
- Entertainment

Not only that, but...

- They have the same SEO value as longer videos.



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- They are quicker and less expensive to produce.
- Vine and Instagram are relatively new social media sites, and using them can let consumers know that your company is hip and innovative
- Short videos are some of the most shared content on some major hitters in the social media arena. Vine is owned by Twitter, so you can embed videos in your feed and Instagram is owned by Facebook.

There are plenty of ways you can use ultra-short videos to increase brand awareness, generate fresh leads, and convert viewers into customers.

Here are a few ideas to get you started:

- Make a customer testimonial compilation video. Ask customers to record themselves saying the one word they would use to describe your company. Take the best ones and edit them together into a rapid-fire video.
- Go behind the scenes at your company. You can shoot footage of employees doing their jobs, and edit them together to give customers a feeling for how you do things.
- Unveil a new product on video. Edit together quick images of different components of the product, or various ways to use it. For example, an apparel company might edit together quick shots of a woman wearing a scarf tied different ways.
- Create a video series on a hot topic related to your industry. Vine allows you to link multiple videos together to create a longer narrative. If your business lends itself to storytelling, you might do a few short videos illustrating different elements of a story and then string them together



- Have a Vine contest. Encourage viewers to make their own videos showing your products in action. You can give away a freebie to the best one, and in the meantime, you'll have a whole slew of customer-produced videos to share on your feed.

As you can see, ultra-short videos are perfect for giving your online content a quick, easy and inexpensive boost.

While ultra-short videos can be super effective, they can be a challenge to produce if you don't have the equipment and skills to shoot or edit the video. If that sounds like you, why not give Cigma Media a call? We can help bring your video ideas to life through the magic of media. Just contact your Associate Producer or send us an email at info@cigmamedia.com.