
What's next? Video beyond YouTube

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State of Play

Facebook

Mark Zuckerberg

Facebook CEO

27 April 2016

“We're at the beginning of a GOLDEN AGE of online video. Video isn't just a single kind of content.”

Mark Zuckerberg

Facebook CEO

27 July 2016

“We see a world that is video first, with video at the heart of all of our apps and services.”

Sheryl Sandberg

Facebook COO

“The best marketers understand that people watch video differently in mobile feed. The goal is to create what we think of as ‘thumb stopping creative’”

Twitter

LinkedIn

Snap(chat)

Introduction to Snapchat: <https://www.youtube.com/watch?v=Hiv4KeoBeuo>

Instagram

Overview of Instagram Stories: <https://vimeo.com/177180549>

360 videos

GIFs

Example from Dell Email Marketing article:
<http://content.marketingsherpa.com/heap/cs/dell/1.htm>

The Six S's of Social Video

1. START

National Geographic example: <https://www.facebook.com/natgeo/videos/10153936385663951/>

2. SILENT

Captain Obvious silent ad: <https://www.facebook.com/Hotels.comUS/videos/898438500197893/>

3. SHORT

Very short example: <https://www.facebook.com/nswroadsafety/videos/1115624385152462/>

4. STORY

Unsuitable Journey: <https://vimeo.com/160027317>

5. STYLE

GE #6SecondScience: <https://youtu.be/iNdBHmZAOr4>

6. SHAREABLE

Tasty Recipe Videos: <https://youtu.be/-D8MOeH9oYk>

The Six S's of Social Video

1. Start
2. Silent
3. Short
4. Story
5. Style
6. Shareable

Contagious STEPPS principles

source:

jonahberger.com

1. SOCIAL CURRENCY

Nifty Videos: <https://www.facebook.com/buzzfeednifty/videos>

2. TRIGGERS

Dumb Ways to Die: Train Safety Campaign: <https://www.youtube.com/watch?v=GzT3ZmFQU58>

3. EMOTION

NZ Safe Driving (Humour): <https://youtu.be/wM75uIDRkhl>

4. PUBLIC

Ice Bucket Challenge Compilation: <https://www.youtube.com/watch?v=SuuJjLLyrNs>

5. PRACTICAL VALUE

Jameson Ginger and Lime: <https://www.facebook.com/Jameson.Ireland/videos/10153688885346852/>

6. STORIES

Guinness - Gareth Thomas : <https://www.youtube.com/watch?v=xFTUTfiUMeM>

Contagious STEPPS principles

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1. Social Currency
2. Triggers
3. Emotion
4. Public
5. Practical Value
6. Stories

Quick Vote

Thanks!

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