



Tell your story with
MOBILE VIDEO

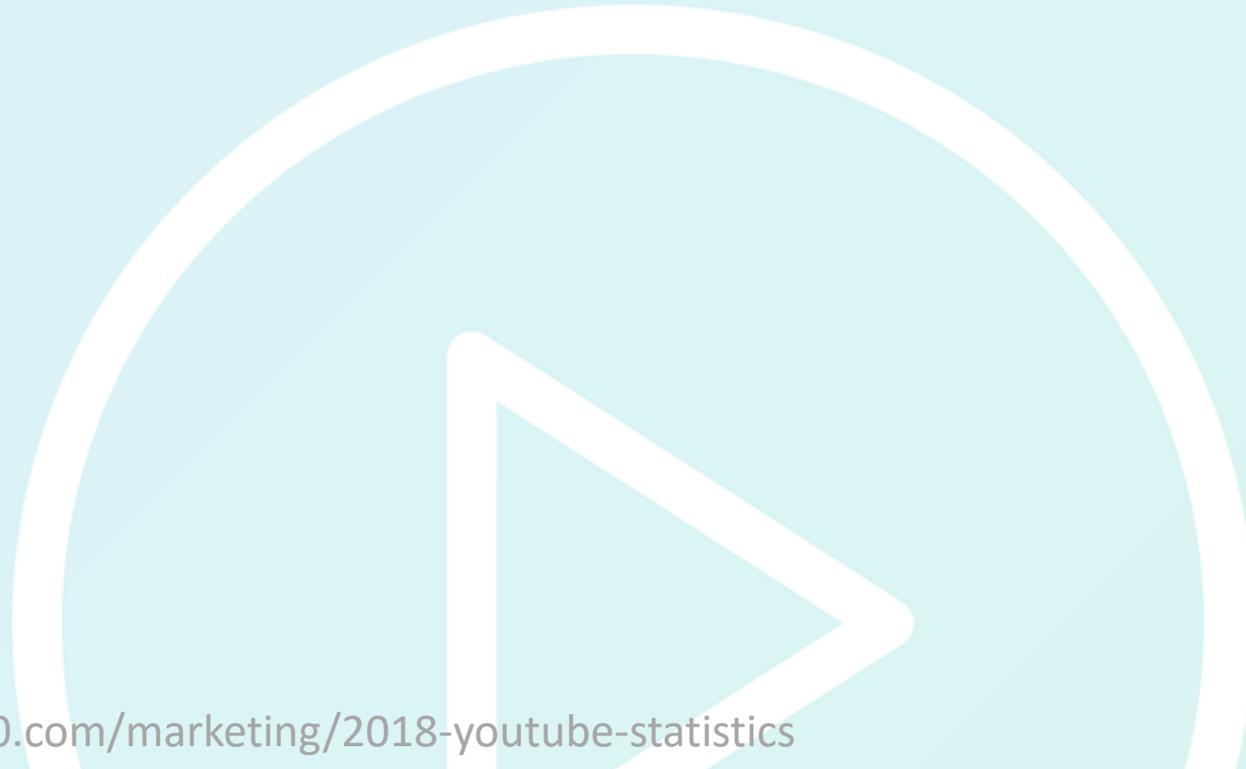
Interreg
North Sea Region
European Regional Development Fund



EUROPEAN UNION

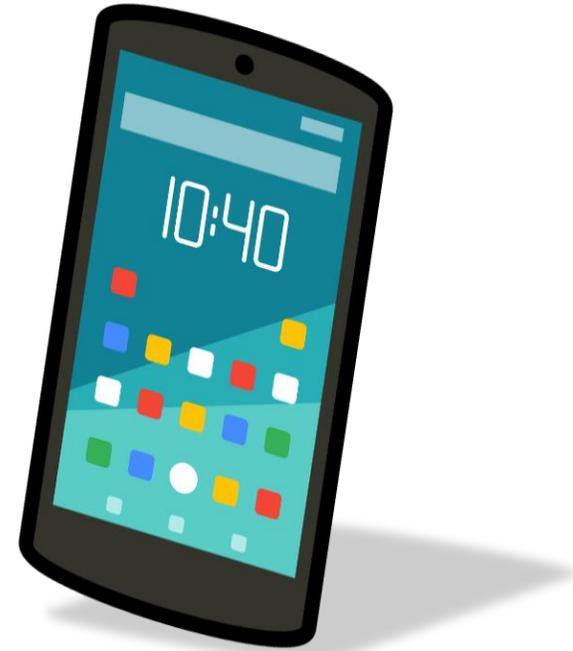
400

hours of video are uploaded
to YouTube every minute



3 advantages of mobile video

- 1 Handy, all-in-one
- 2 Affordable
- 3 Low-stress





VIDEO USER TRENDS

Rise of video

By 2022, videos will make up

82%

of all internet traffic

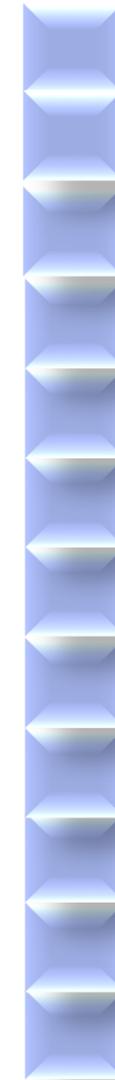
Social media

Video generates

1200%

more shares than text
and image combined

Text +
image

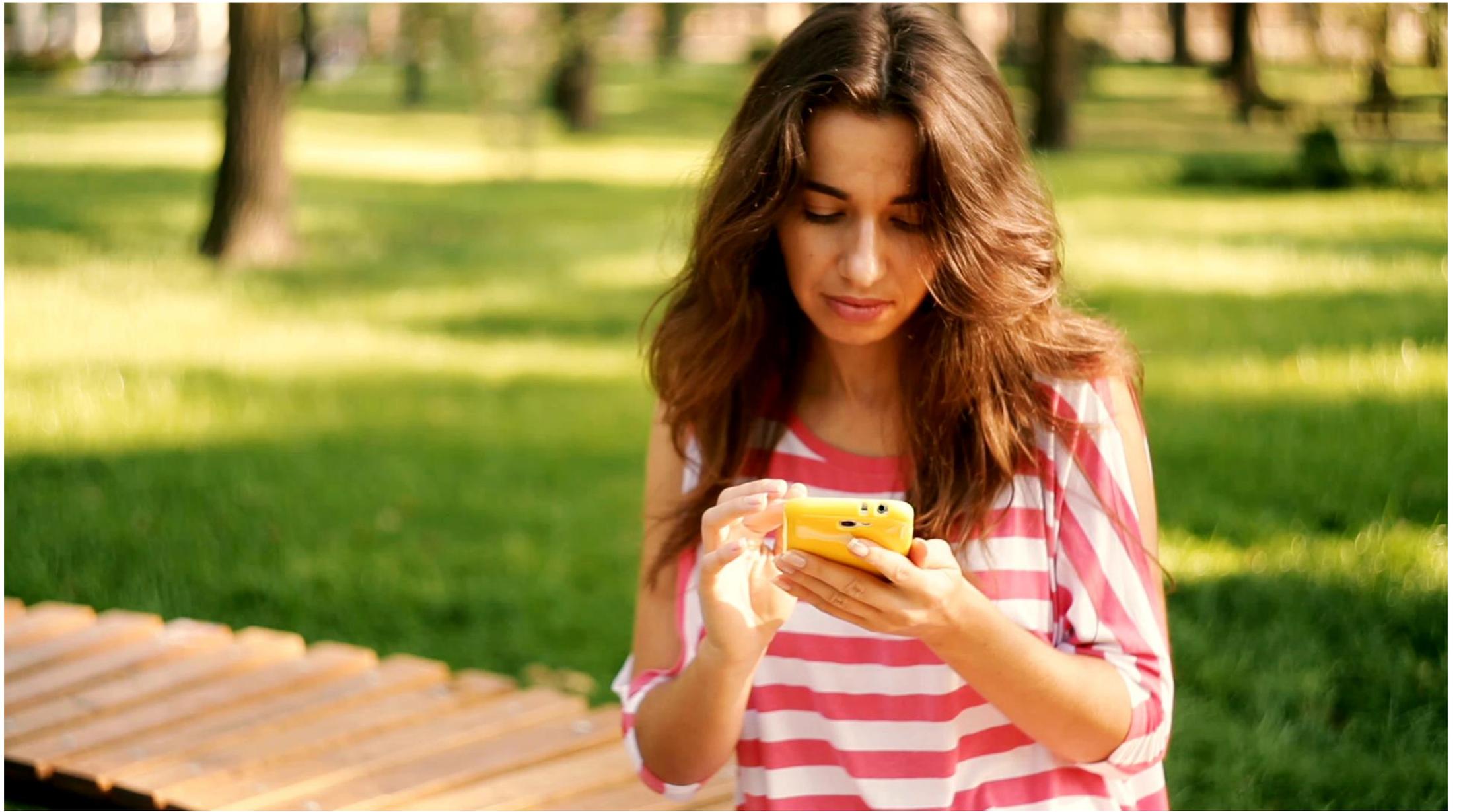


Video

A close-up photograph of a person's hands holding a white smartphone. The person is wearing a blue jacket with brown leather straps and a gold watch on their left wrist. The background is a textured, greyish-blue surface.

75% of all video plays are on mobile devices

source: <https://biteable.com/blog/tips/video-marketing-statistics/>



Experiment with format



GRAB ATTENTION 5-second rule



Shh...Think
silent movie



POLISHED

into #smartART



ORGANIC



Smarties

POLISHED



SMARTIES

ORGANIC

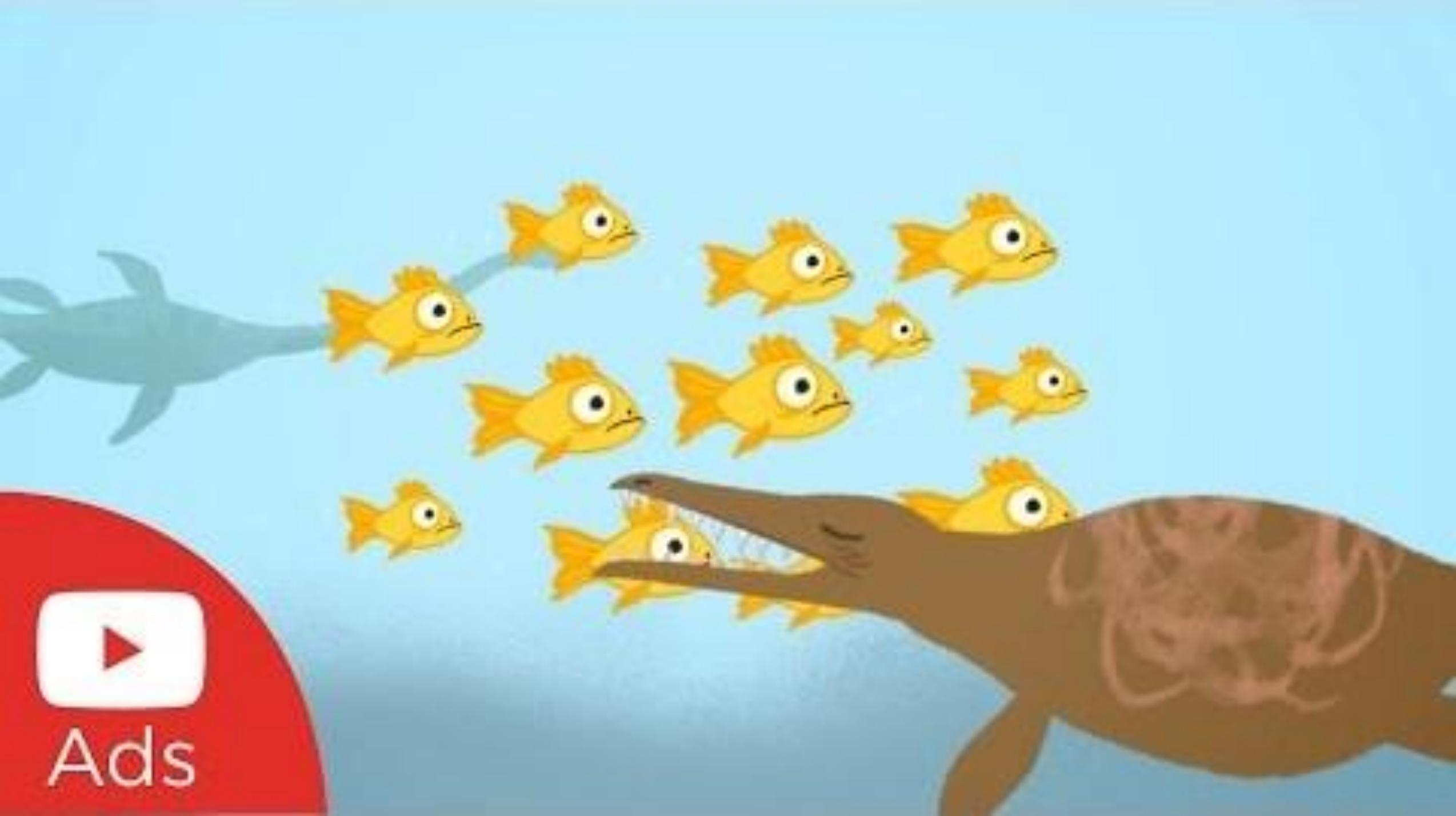


and tag

@Smarties

Short videos dominate: 70-20-10 rule





Ads



Video formats

Interview

Explainer

Teaser

Announcements

How-to

Fast facts

Made with KINEMASTER

Interreg
North Sea Region
European Regional Development Fund



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Create video in 5 steps

