



# **Video is More Effective Than Ever**

How to Utilize it in Today's Hybrid Work Environment

# Meet Your Presenters



**Drew Palmer**

Creative Director



**Jordan Hester**

Creative Coordinator



“The first key to greatness is to be  
in reality what we appear to be.”  
– **Socrates**





ART +  
DESIGN

SOCIAL  
MEDIA

MARKETING





# Why Video is Important

27x

more likely to click on an online video ad than a static banner ad.

1,200%

more shares on videos than text and images combined.

95%

of a video's message is retained compared to 10% when reading text.



# Video Drives SEO

- Companies that use videos on their websites have **41% more web traffic** from searches than sites that don't use video at all.
- Video also drives organic traffic up by **157%.**
- Embedding videos on landing pages can increase conversions by **80% (Idea Rocket Animation)**
- Video keeps attention on your page





# My Personal Experience





# Job Seeker Experience







# Job Seeker Experience

HR Data Survey Question Group: 

Select One

Please answer all questions below to help us accurately gauge feedback from all parties involved in the hiring process.

On a scale of 1–5, how would you rate this candidate overall?\*

Does this candidate meet all of the core requirements for this position?\*

Please check the key traits exhibited by this candidate during your interview with them:\*

☐ Assertiveness

☐ Team Player

☐ Mentally Tough

☐ Work Ethic

☐ Experience

☐ Willingness to Learn New Things

Please share any concerns or reservations you have related to offering this candidate the position.\*

Would you hire this candidate for this position?\*

Submit Answers

Cancel

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# Job Seeker Experience





# Professional Videos





# Modern Day Equipment







# User-Generated Videos





# User-Generated Videos

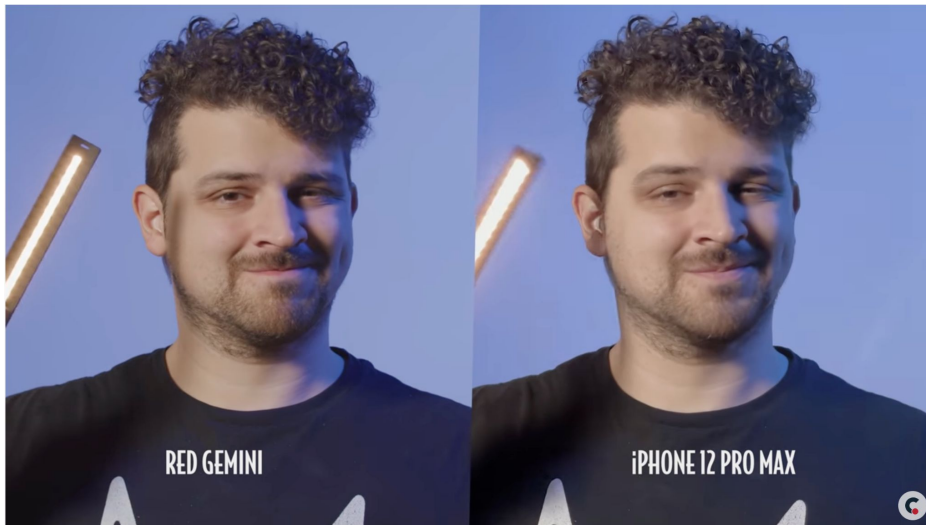




# Professional VS Phone Quality



\$40,000+





# Employees Record Remotely







# Attention Spans are Shrinking

A recent study by Microsoft concluded that the human attention span has dropped to eight seconds – shrinking nearly 25%



# The Rise of Recording Vertical





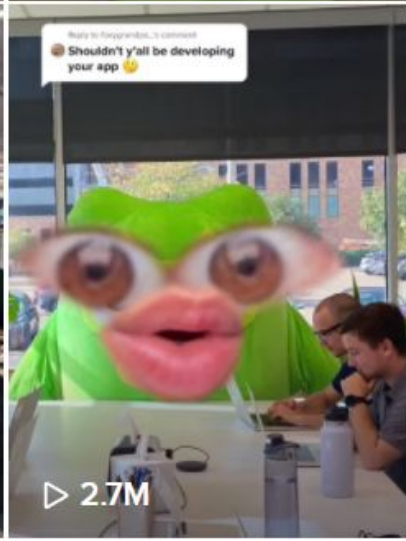
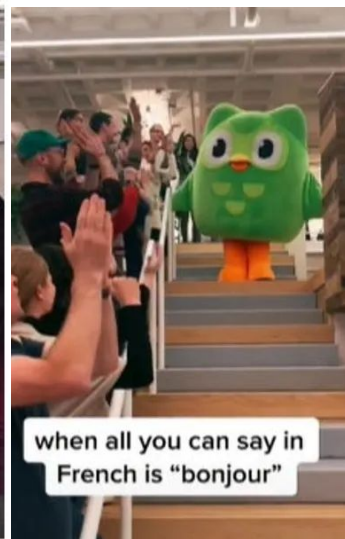
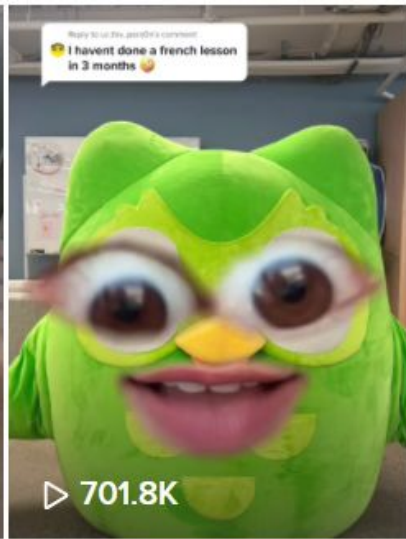
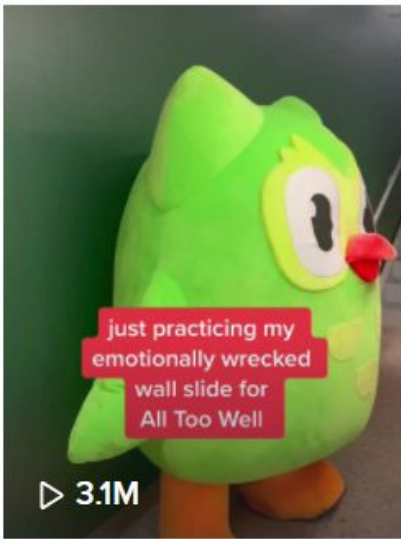
#TikToking



# Duolingo's Path to Tik Tok Success







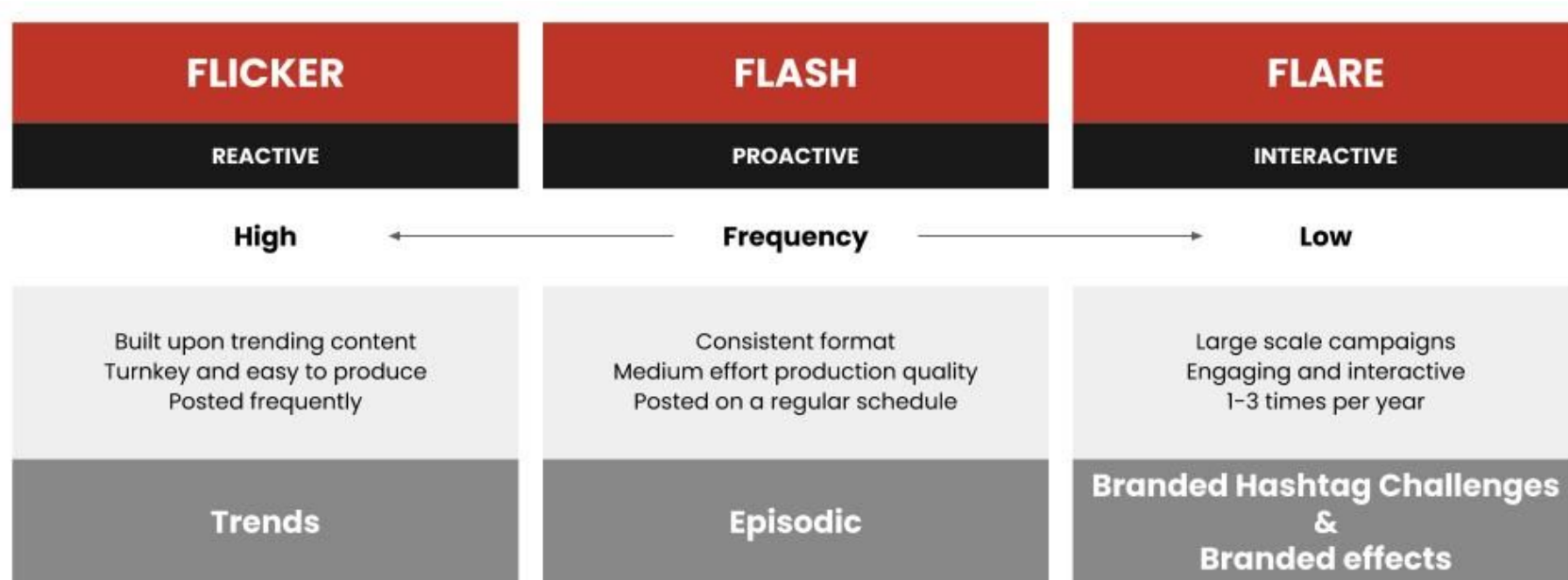


# Tangible Reach Beyond TikTok





# Moving Forward











# Hear from Practitioners



American  
Heart  
Association®

Questions?



# Thank You



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