



How to Effectively Engage Your Audience Through Video



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Introduction

Video is driving viewer engagement now more than ever. 85% of the U.S. Internet audience watches videos online (HubSpot), and the visual content is undoubtedly what keeps viewers more engaged and involved than words alone. Visuals help foster engagement, but there are many other pieces to delivering a video that remarkably grabs interest and resonates.

In this white paper, we'll cover **how to effectively engage your audience through video** by providing 4 key methods for structuring engaging video content, offering best practices for increasing viewer engagement, and walking you through important steps to ensuring your videos strike a chord with your audience.

Let's dive in.





4 Ways to Structure Engaging Video Content

Oftentimes, companies think they should be focusing heavily on driving video views when, in actuality, producing engaging content is more influential in the long run. If your viewer engagement is low, you're probably lacking the knowledge necessary to effectively engage your audience. You can use every trick in the book to drive millions of views, but if people don't engage with your content, views don't matter much.

So, start with properly structuring your video content in order to make your message engaging and memorable for viewers. Here are some key tips on where to begin:

1. Fundamentals of Video and Cognition

In order to create great video, we must understand how the brain processes information. Here, we'll focus on the creation and retention of new memories, as explained by industry expert Jonathan Halls. Videos must capture the sensory memory, which makes split-second decisions to either keep or discard a sensory experience based on its relevance and familiarity. If a piece of information is accepted, it moves to the working memory, where it is given context by internal abstractions (stories, values, processes) stored in the long-term memory. Your role as a video content creator is to build memorable mental models, which means producing video that is concise, easy to understand, and formed out of recognizable archetypes. Repetition is also a key part of memory retention, so information should be reiterated throughout the video in various different formats.

2. Power of the Story

Because our memories allow us to interpret and process new information, the narrative is a valuable tool for education. Various theories insist that there are only about 7 basic plot lines (quest, rebirth, comedy, tragedy, etc.) and that we best remember stories that follow these recognizable patterns. By delivering your message within the context of one of these storylines, it will fit into a well-known framework that will make it more memorable.

3. Power of the Process

ROPS is a cognitive research-based device used to structure workshops and video training. It stands for:

- Review, Rapport, Relate
- Overview
- Present
- Summary

Highly organized information is less challenging to understand and remember, and this model can be helpful for creating an outline for your content that will be easy for viewers to absorb. So, make sure to tell your audience why the video is important for them, overview what you will be teaching them, present the information, and recap what you've said.

4. Power of Persuasion

A video structuring option called AIDA, which is geared more toward persuasive content, reflects that video is a powerful medium for marketing and advertising, as well as for education. This model stands for:

- Attraction
- Interest
- Description
- Action

By following this 4-tier video content structure, you'll be able to enhance viewer engagement in an organized manner that the most makes sense for the human mind.





How to Engage Your Audience

When working to keep your viewers' attention, consider what really matters to them. What do they want to see and experience? Here are some important ways to nail it:

Let your viewers know you're there to help.

Video viewers are often trying to figure out what they want, so offering inspiration and ideas in “how-to” instructional videos is a tactic that your viewers are sure to appreciate. Tell them, “I’m here to help!” to position your brand as one that is knowledgeable and helpful, and most importantly, one that *cares*.

Show them that you're human.

Putting a face to your company gives people a reason to continue interaction. Providing compelling visual content helps to humanize an otherwise faceless brand. For example, sharing a compelling video series that depicts how your company connects to the viewers' lives gives you an edge – in a relatable and even emotional way that people are bound to respond well to.

Make your valuable written content visual.

Identify the written content that has been most popular with your viewers and then transform it into compelling video content. Often, teasers are a great way to inspire people to click through to experience more. Offer a short, enticing video clip to advertise some of your most popular content, and viewers are likely to continue on for more.

Allow for easy sharing of your content.

If you're running an event, such as a webinar or virtual tour, make sure your attendees can easily share their involvement with others, both on- and off-site. Great ways to do so include: encouraging the use of internal social networks (like Jive, Yammer, and Chatter) as well as company intranet sites to help promote your video content, recommending relevant hashtags to use on social media, and giving credit to your viewers when you use visuals they've shared.

Give your viewers what they like.

If people respond well to certain visual content, make sure to deliver more of what they're asking for. Pay close attention to the “social” aspect of visual social media to increase engagement. For example, if your audience relies on tips you offer, create a related channel where people can watch, learn, and enjoy.

When people can associate your videos with your brand personality and rely on you for content they love, you're doing something right. Make your videos mean something to your audience – make them valuable.



Tips for Increasing Viewer Engagement

What should you do when viewer engagement is low? Here are some best practices for reeling your audience back in and delighting them enough that they won't want to leave!

Be dependable and consistent.

It's been said that putting out content regularly is a great way to drive traffic to your video platform. However, consistency is also important in increasing audience return rate, which thereby increases engagement. The best way to increase engagement is to be a dependable source of entertainment or information. People need to know that there is going to be follow-up content, and the way to get them to know that is by being consistent. Develop a schedule that your subscribers can rely on. If you're going to post videos on a certain day, they'll be expecting that every week. It's really all about consistency.

Converse with your audience.

Always find ways to talk to your audience outside of your videos. Treat engagement online like a conversation in real life. There has to be two sides for it to work. When you make sure to respond to your audience on your various social media pages, you will see a vast improvement across all of your platforms. Block out time every day that is strictly devoted to directly engaging with your audience. Remember: in the social media era, if you don't engage with your audience, they won't engage with you.

Include a Call-To-Action.

Take advantage of the fact that viewers are watching your video. Make sure there is always a call-to-action after they watch your video. This can be as simple as telling your audience to follow your social media accounts. Add links within your video; you can use these opportunities to link to your other videos.

Time your uploads strategically.

Uploading videos during times of highest engagement on your platform go a long way in driving interactions and views. According to ReelSEO, the best time to upload is during the week, preferably Wednesday and Thursday, and between 12pm and 1pm PST to make sure it's ready during peak traffic time at 2pm.

By following these helpful tips, you'll be able to better engage your viewers and, in turn, ramp up your online following. Don't let your content fall flat; make it truly resonate with your audience. Your information should be as engaging and personalized as possible, and, by following these key points, your videos are bound to mean something more to your viewers than they had before.



Video Engagement Best Practices

Your videos are surely awesome, but, just like everything in life, they should be works in progress. Here are some helpful ways you can improve upon your video tactics and, in turn, enhance engagement:

Use short clips.

Video should be kept fairly short so that learners do not lose focus of the subject matter. It's recommended that video clips be limited to twenty to thirty seconds. Keeping video clip lengths on the shorter side not only can keep viewers focused, but also can lead to better learning.

Provide user controls.

Controls such as playing, pausing, rewinding, forwarding, and stopping the video should be present at all times. Allowing users to control video pacing lets learners pause and repeat segments of the video in order to better absorb the subject matter. It also creates the ability to click through to other content, segments of videos, related videos, or the comments section.

Do not overload working memory.

Watching video in a learning program can increase the cognitive load experienced by learners. Cognitive load increase puts a strain on working memory and can lead to lower levels of learning. Too much extraneous information presented together with video can easily overload working memory. The limited capacity of working memory, however, may be expanded by video because of video's dual modality presentation. The simultaneous processing of both auditory and visual information increases comprehension and retention. Video can help viewers remain engaged by expanding the capacity of working memory, just as long as the video content and other simultaneously presented information do not overload the cognitive processes of the learner.

Use good video and audio quality.

For video content that displays a person talking, both visual and auditory modalities contribute significantly to the overall quality of the video. The visual content of the video should contain smooth motion and good light balance. For auditory quality, video content creators should make sure to use high-quality microphones or audio source files and to evaluate audio attributes, such as sample rates, bit depth, audio channels, audio compression, and recording levels.

Now you have a better understanding of how you can best utilize video to nurture engagement. Viewers need to be actively engaged with quality content. Keep your videos interesting, stimulating, and fresh, and your audience will undoubtedly get more out of the experience.



Key Takeaways

With these important tips, you'll be able to improve how you structure your video content, how to drive viewer engagement, and how to produce a video that is memorable for your audience. Delivering quality videos can drastically leverage your brand; it's your chance to make a great and lasting impression on viewers with your very own messages. Remain interesting for your audience by offering content they care about and delivering it a timely and effective way. Video is meant to engage, so take advantage of this powerful medium the right way.