



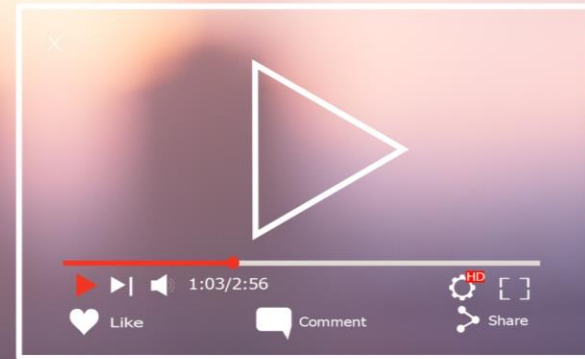
The Fundamental Strategies for Video on LinkedIn

A data-driven guide for outstanding video ad performance



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LinkedIn Marketing Solutions



Methodology

We isolated the top performing video content in EMEA out of 38,000 creatives

+260

video ad creatives on
LinkedIn

NOTE: This analysis includes only video ad placements. It does not include LinkedIn Live content or organic brand videos, or organic videos posted by individual members.



Methodology | +260 video ad creatives on LinkedIn

This included video creative with top performance across metrics like VTR, engagement rate, completion rate, and CTR.

Methodology | +260 video ad creatives on LinkedIn

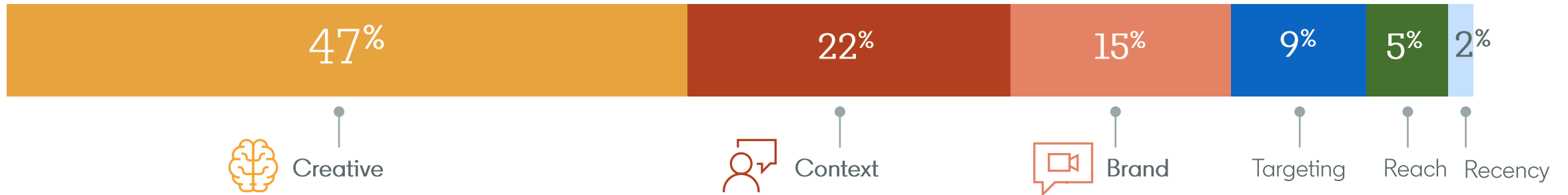
We analysed across various elements that go into killer creative:

- ✓ Content type
- ✓ Whether subtitles were included
- ✓ Audio
- ✓ Video length
- ✓ Style element, like use of motion graphics, animation
- ✓ Visual elements in the shots, such as close-ups, landscapes



Creative is the biggest contributor to sales in an ad campaign

Components of Ads that Contribute to Sales



Does video for
B2B differ from
B2C?



sprinklr

Or...



Hootsuite

How can my
content stand
out in a B2B
environment?

Are animated GIFS dead?



VS

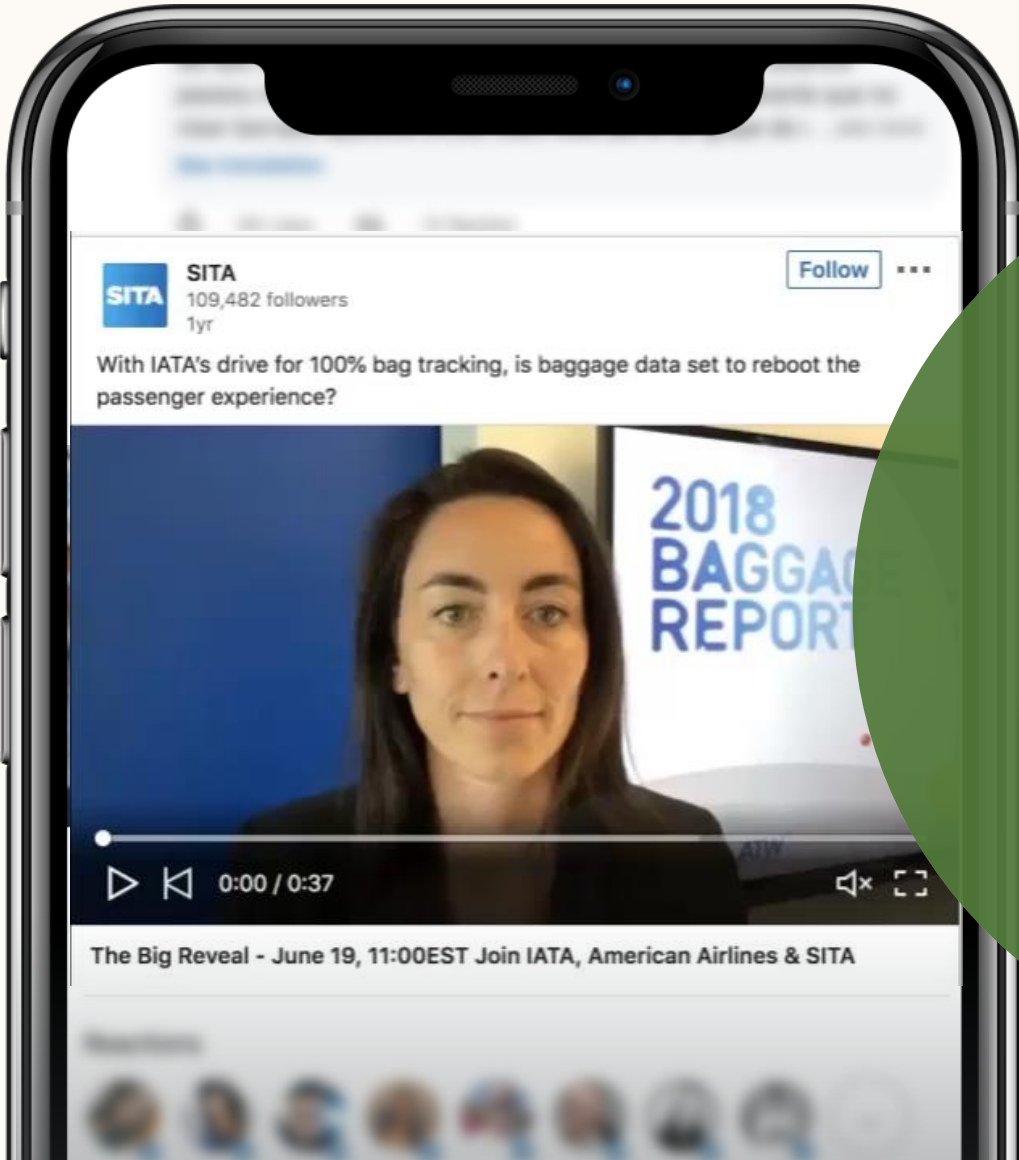


What creates conversation in B2B?

Video ads earn

30%

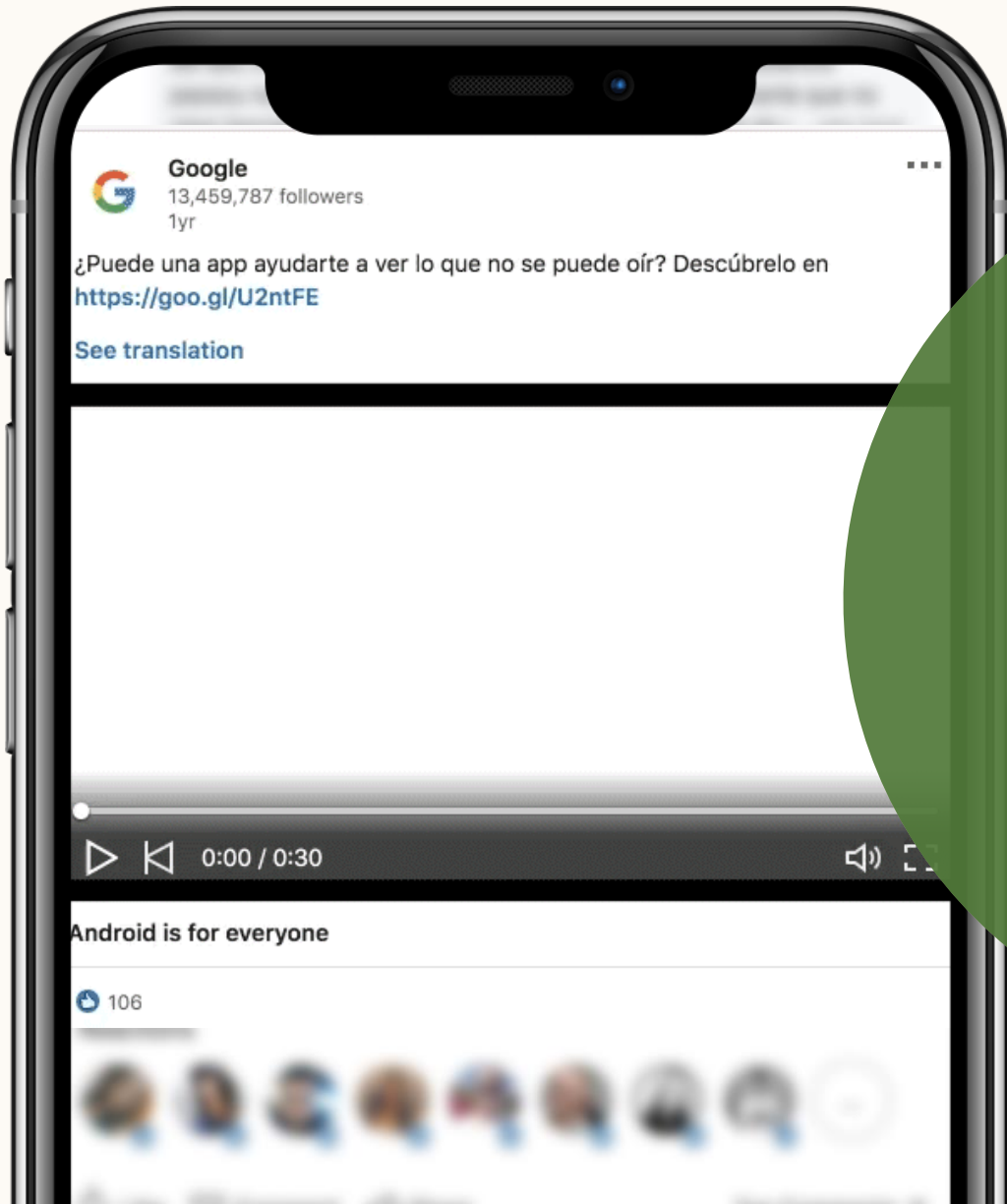
more comments per
impression than
non-video ads in feed



Thought Leadership



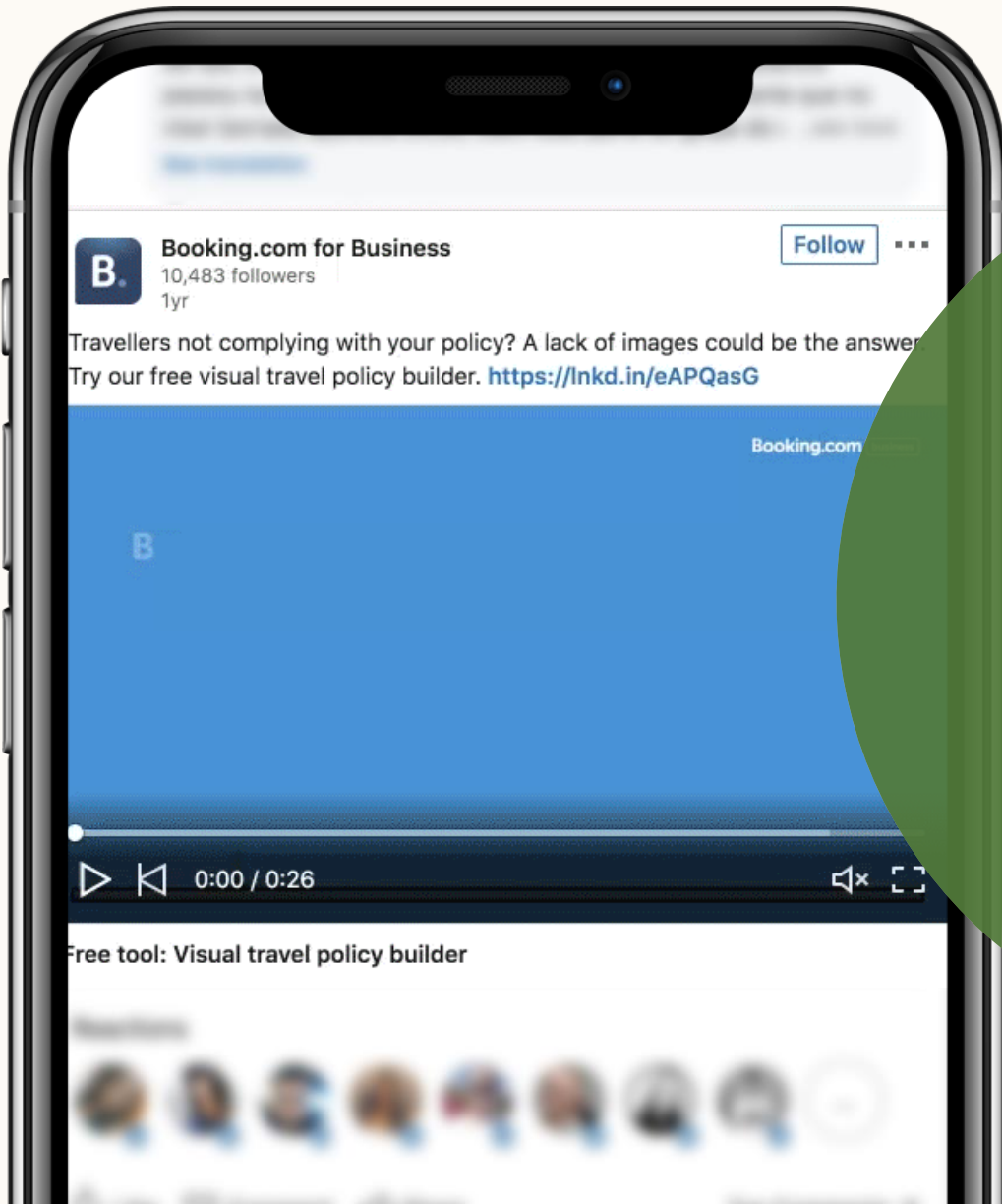
Professionals talk to people



Case Studies



Stories about people spur conversation

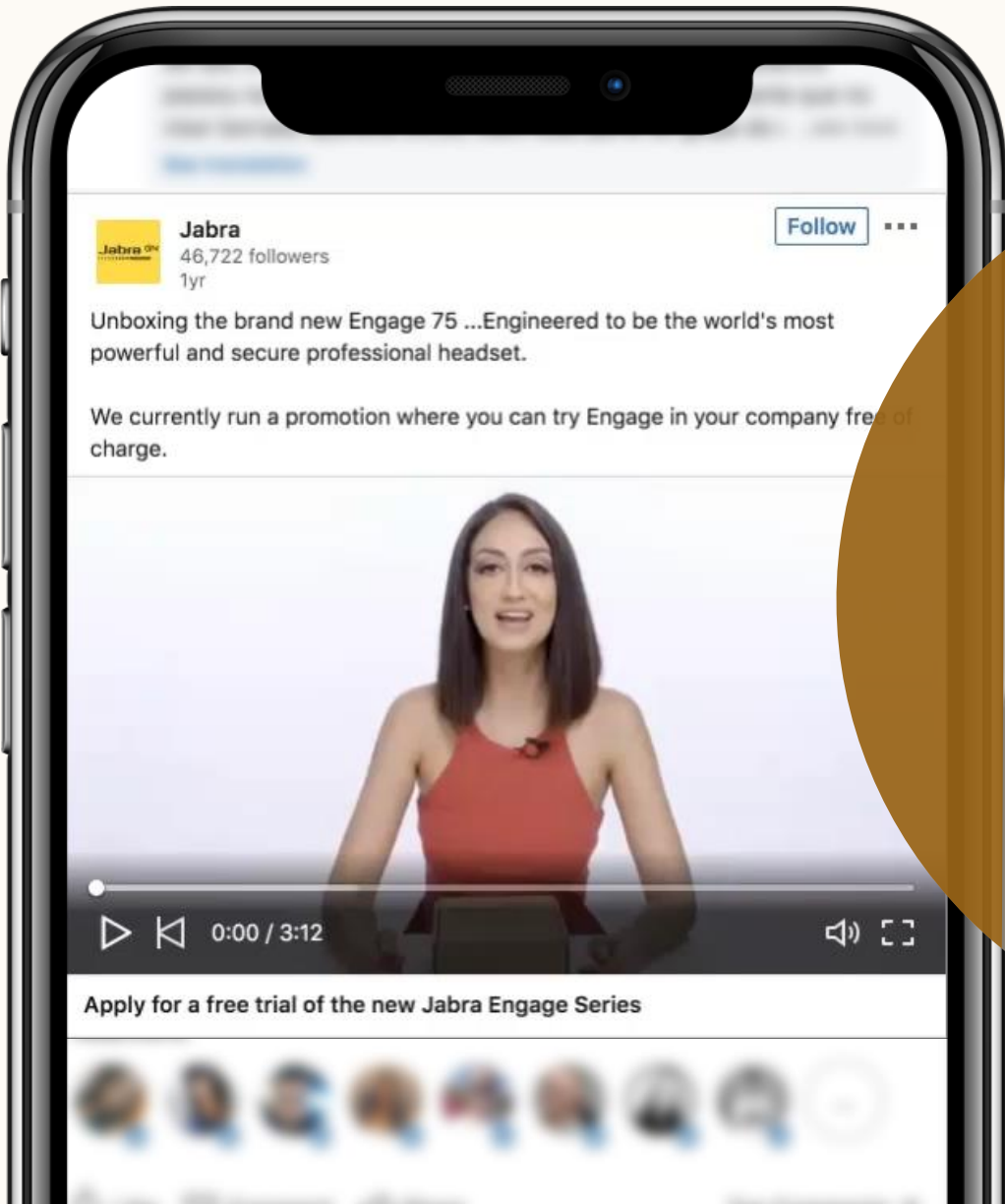


Product Demo



People talk
about pain
points

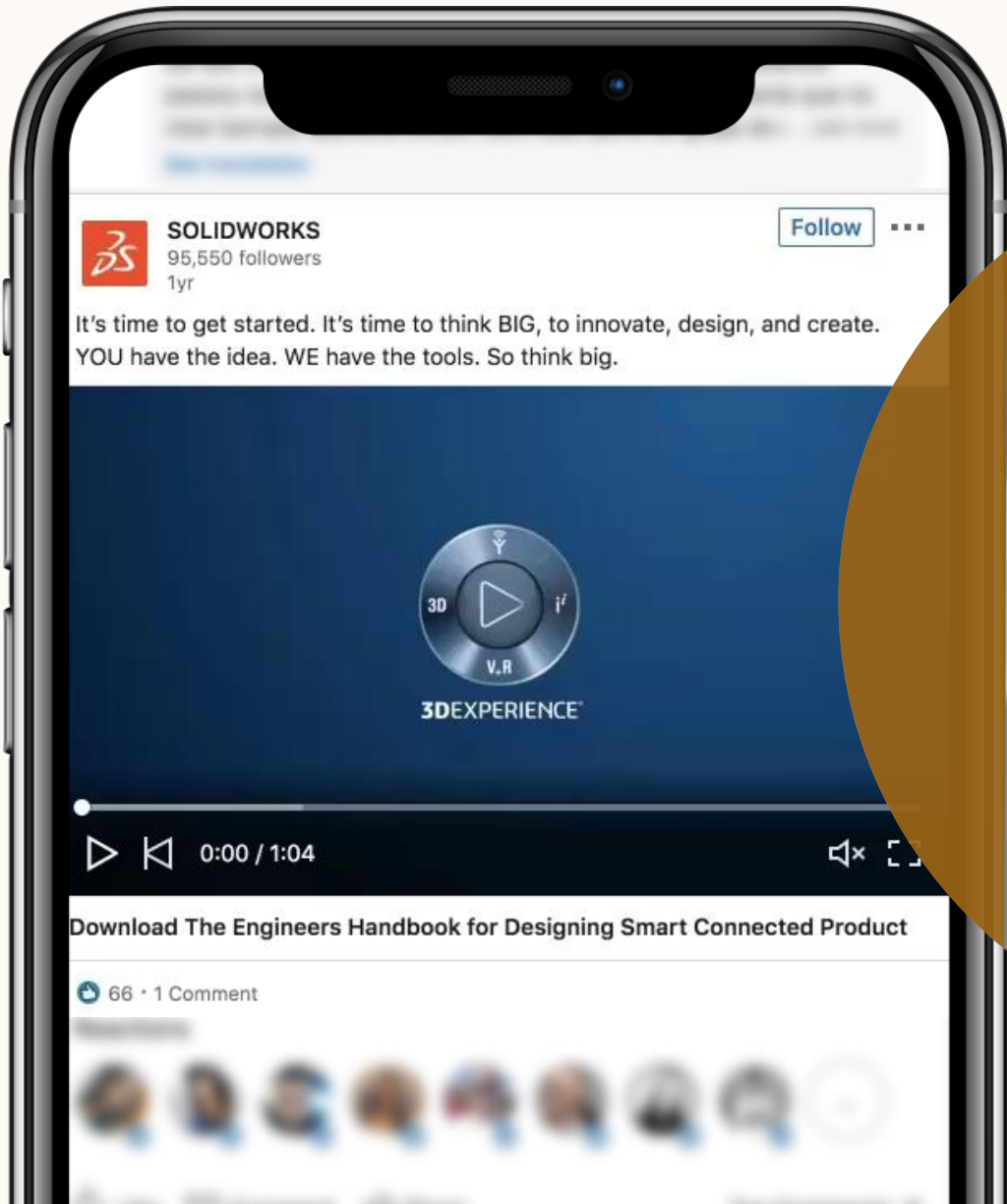
What makes people click?



Product Demo

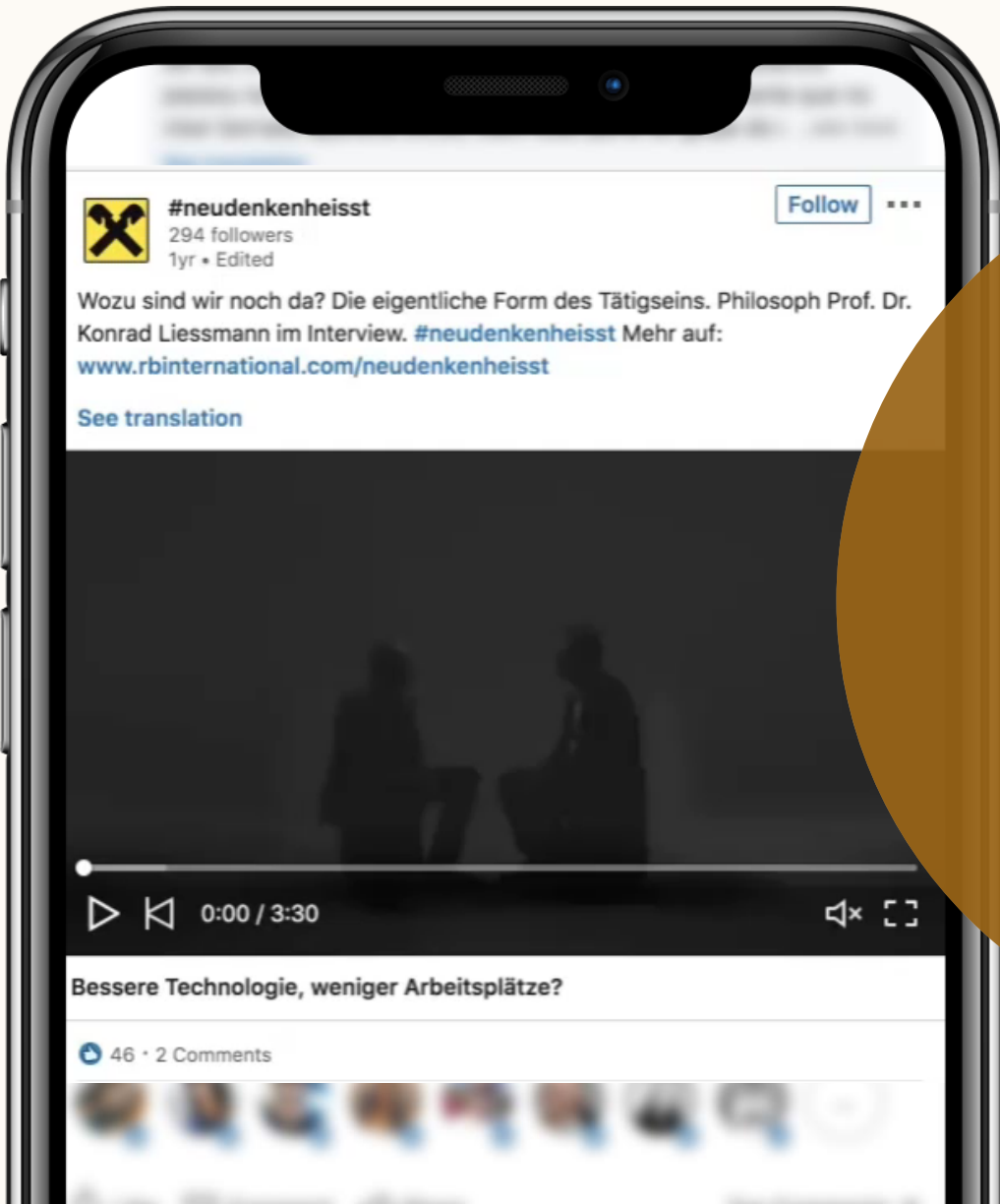


Tease



Lead Generation 

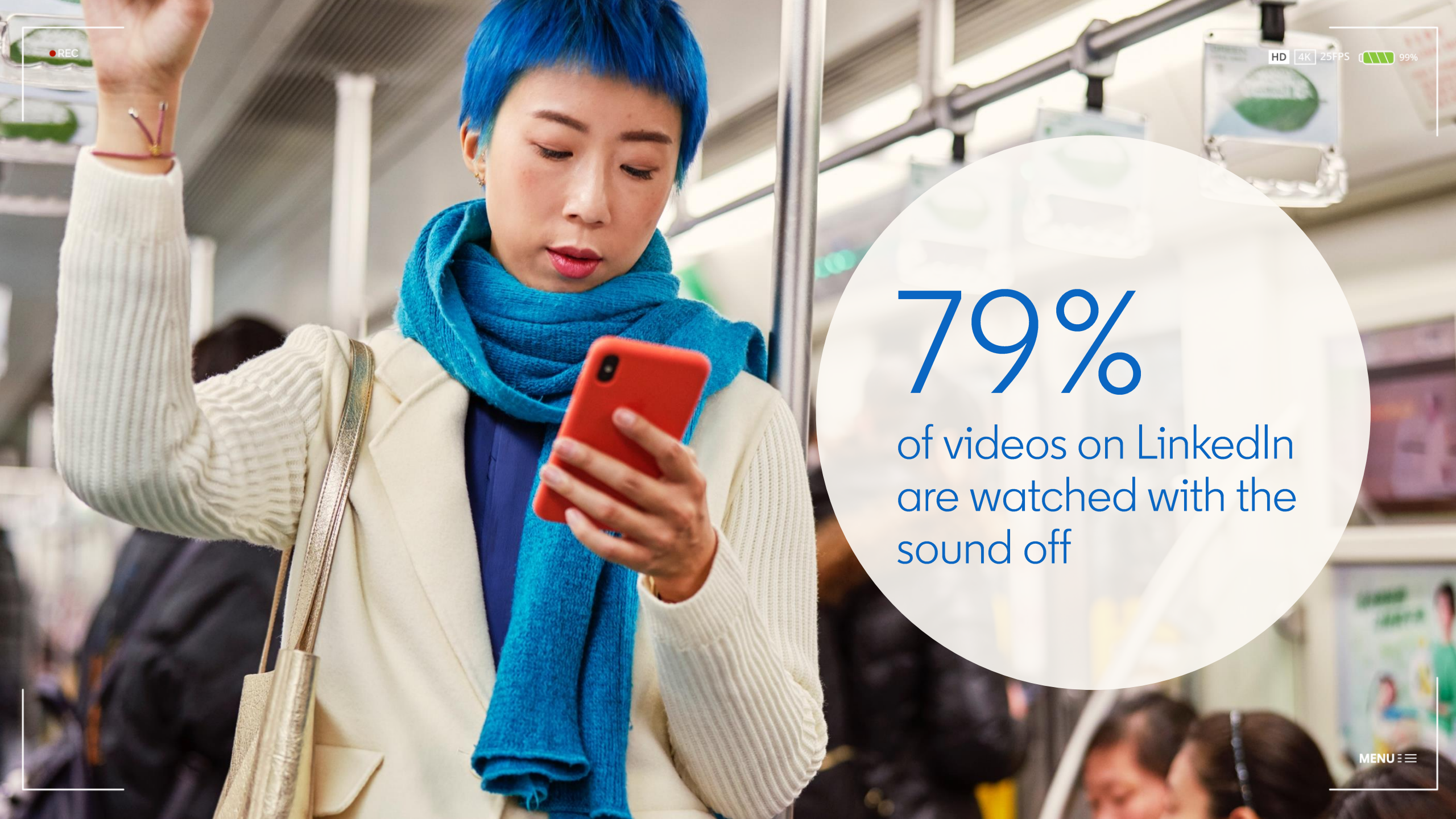
Surprise



Thought Leadership



Create Mystery



REC

HD 4K 25FPS 99%

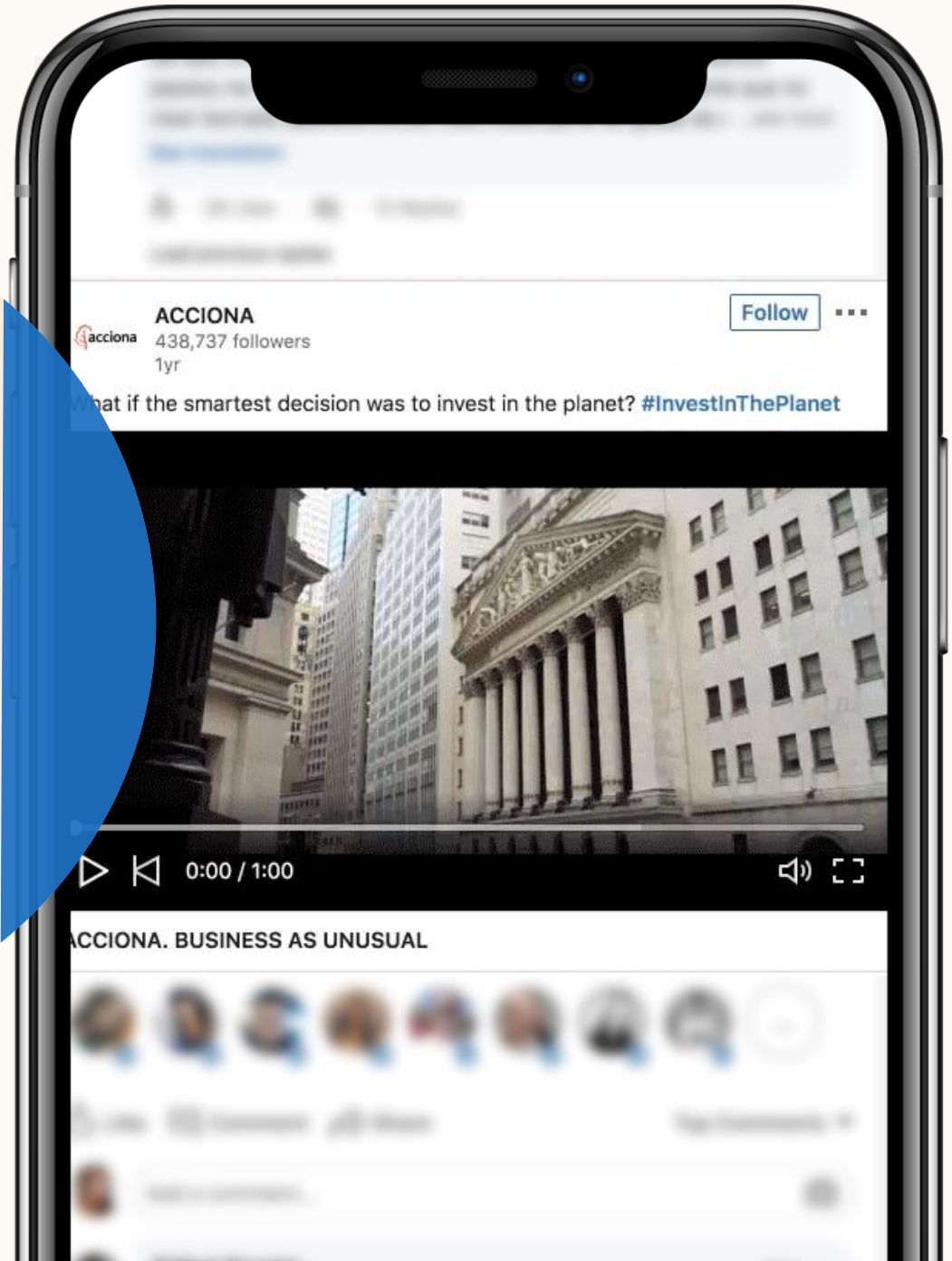
79%

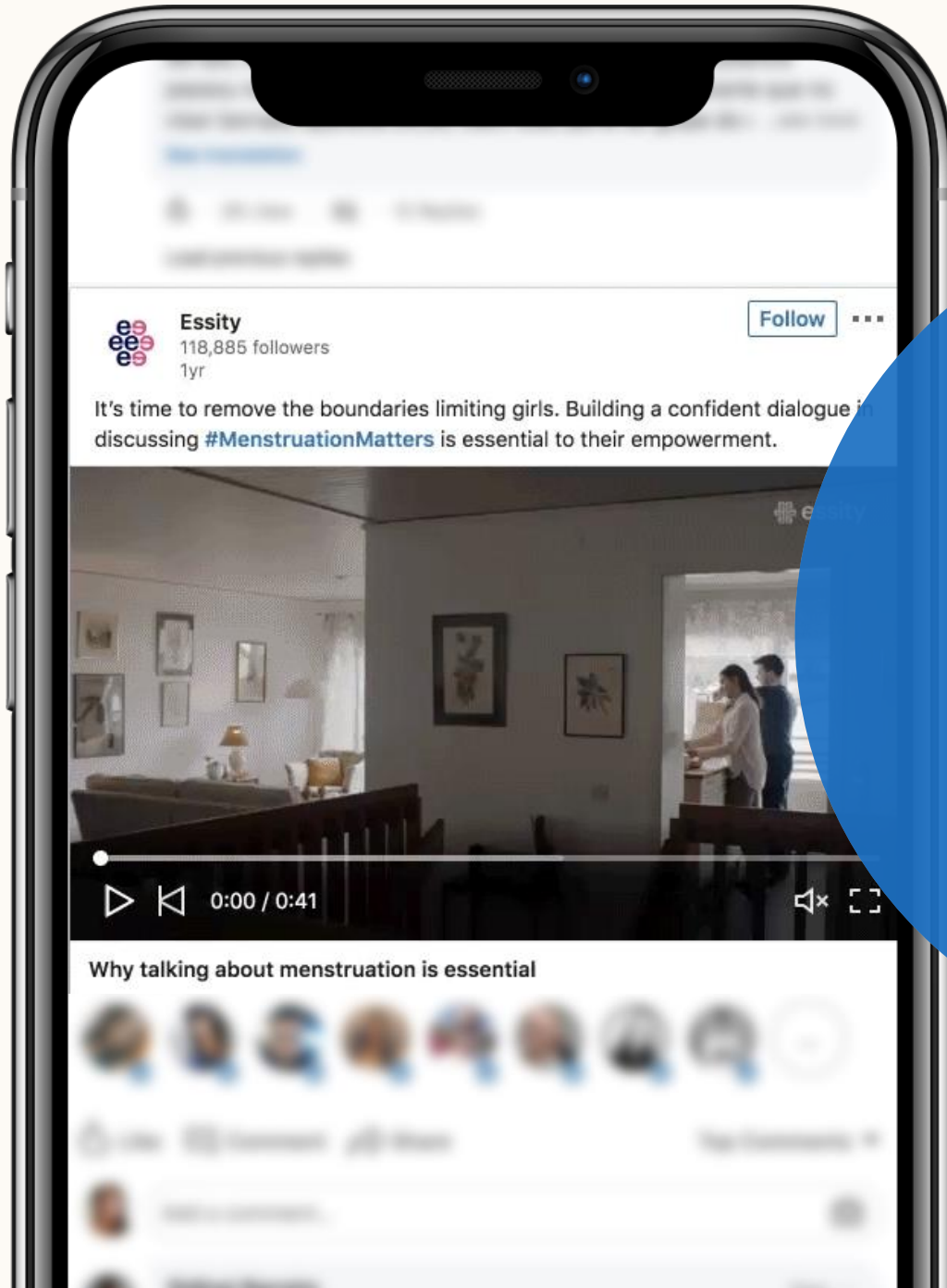
of videos on LinkedIn
are watched with the
sound off

MENU

How do I use
audio when no
one is listening?

Silence is
poetry





Use facial expressions

Is Completion Rate a Red Herring?





How can I
increase
completion
rate?

We broke the videos into duration by:

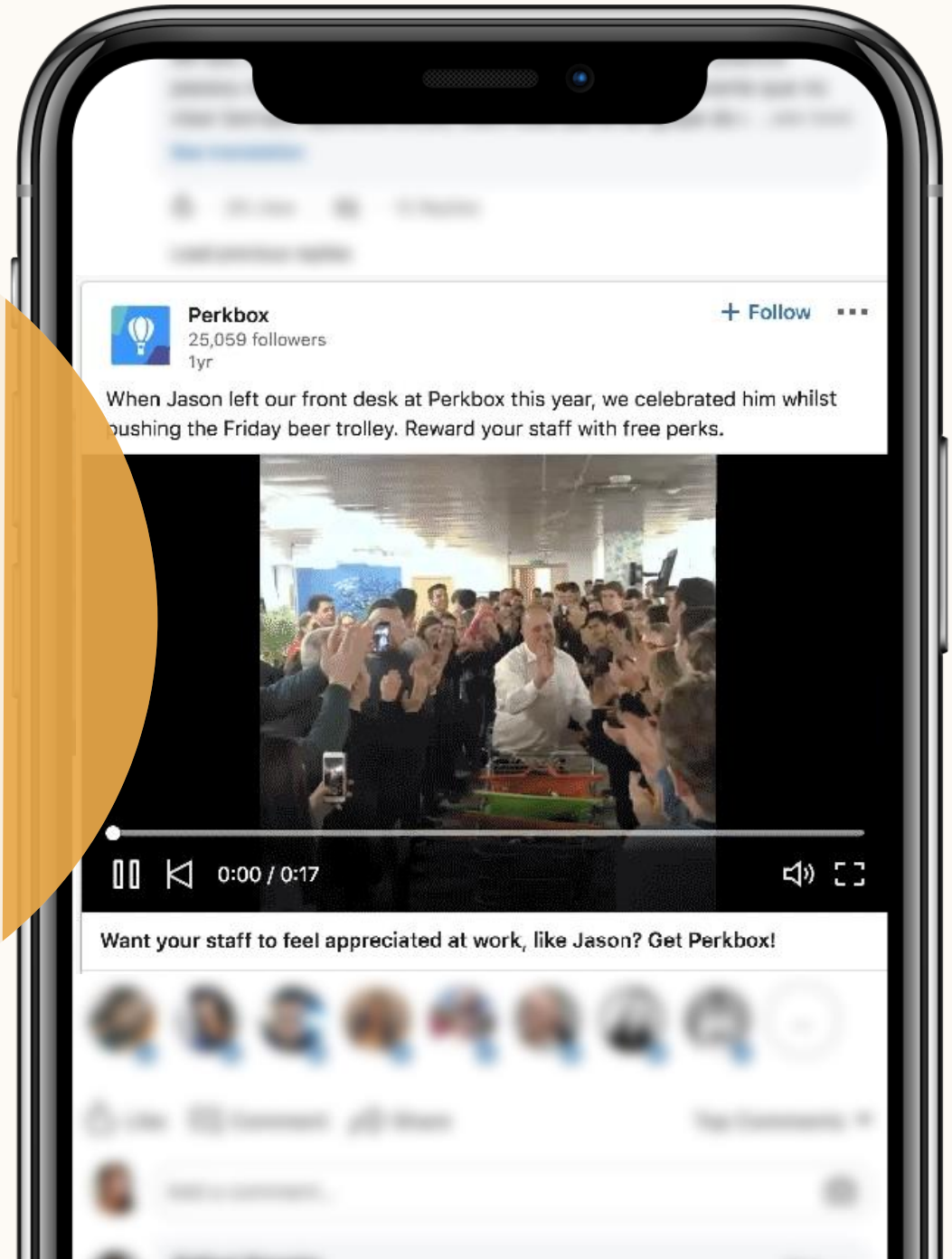
🕒 00:14 **Micro**
(under 15 seconds)

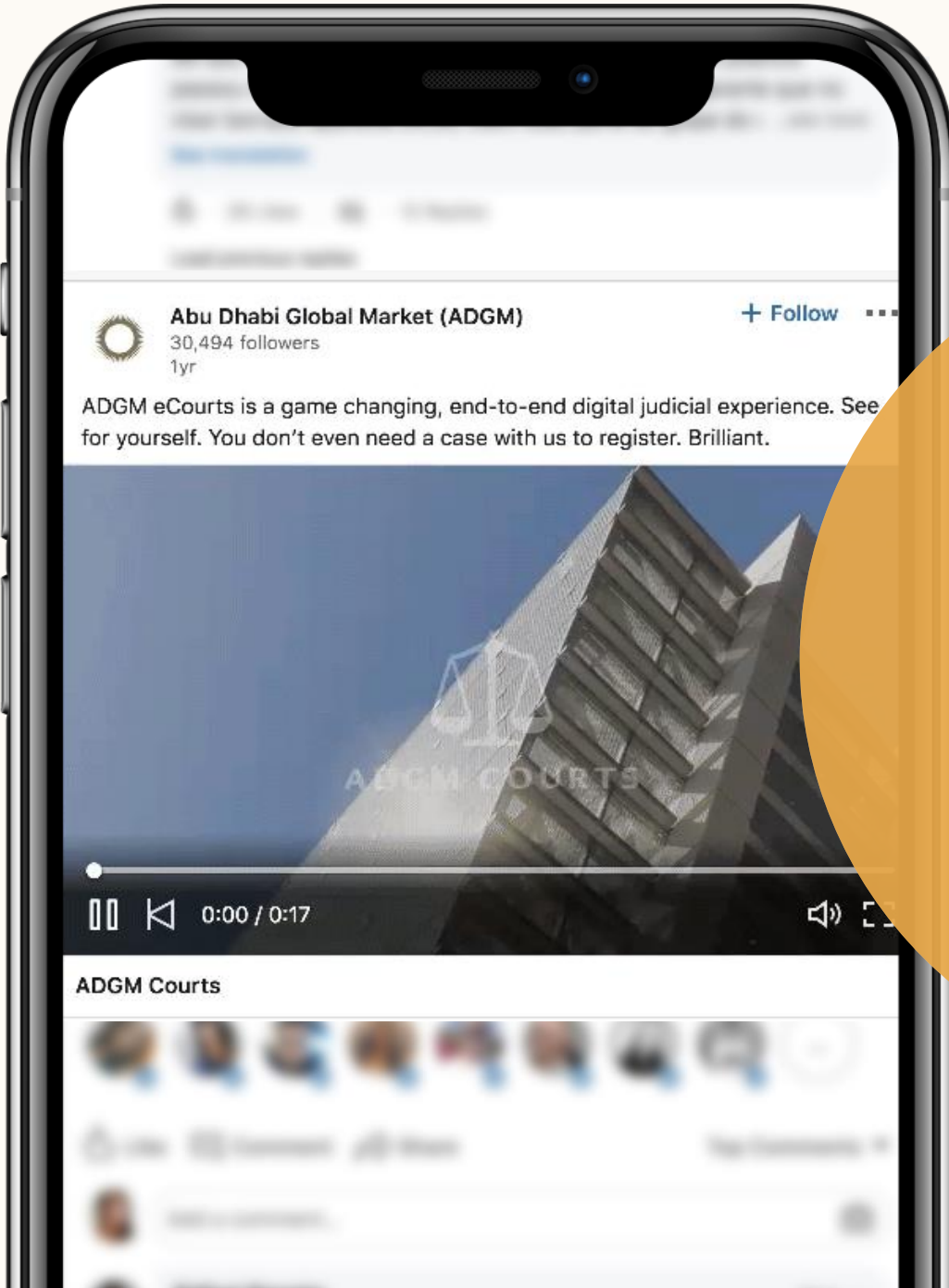
🕒 00:59 **Short**
(16-60 seconds)

🕒 01:59 **Medium**
(1-2 minutes)

🕒 09:59 **Long**
(over 2 minutes)

Tease the audience





Abu Dhabi Global Market (ADGM)

30,494 followers

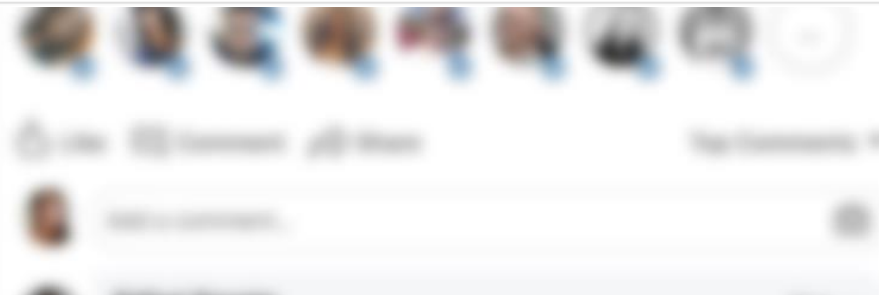
1yr

+ Follow

ADGM eCourts is a game changing, end-to-end digital judicial experience. See for yourself. You don't even need a case with us to register. Brilliant.



ADGM Courts



Right Audience
Right Message

The 3

biggest mistakes that
B2B marketers make
with video content



Don't start videos in a series
with homogenous intros.



Reduce reliance on text.



Draw a line between micro
and meaningless.

Top 5

tips for B2B
video ads

1



How can my content stand out in a B2B environment?
Focus on micro-stories – not animated GIFS.

2



How do I make people click on my ad?
Tease. Surprise. Create mystery.

3



How can I increase engagement and conversation with my video?
People talk to people

4



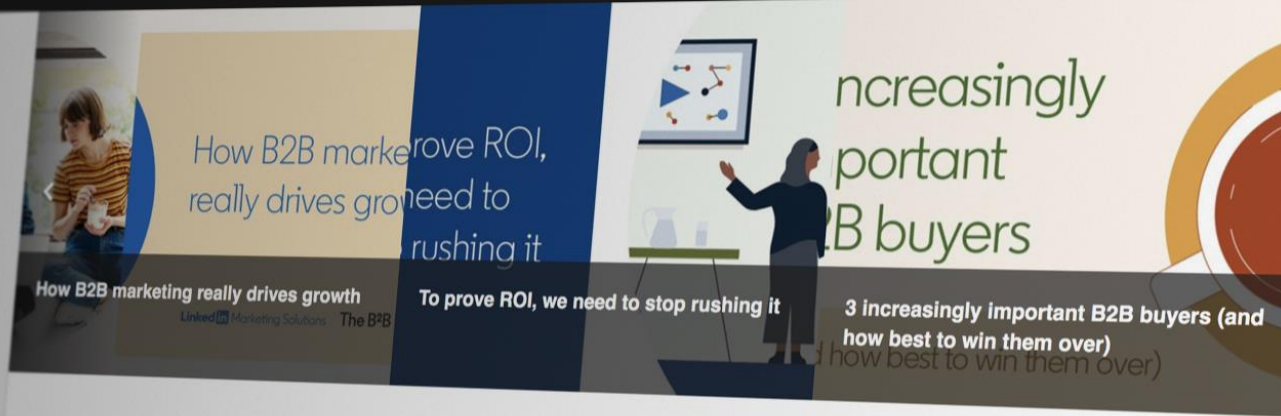
How do I use audio when no one is listening?
Silence is poetry

5



How can I increase Completion Rate?
Completion rate is not everything

That's a wrap!



Recent posts



Always On: How to Embrace Evergreen

Jane Fleming

Marketers create content to address the... focusing on at particular moments in... opinions and industry debates. We... immediate business priorities: a c... Leads (MQLs), for example, the

Topics: Content Marketing, B2B Marke



The five ingredients th... needs

KL Daly

There are many different leve... a lead generation campaign. P... Are their bids competitive enou... volume or narrow down their ca... it comes to ratcheting up the effe... it's...

Topics: The Content Consultancy, Content Marke

KL Daly
Content Partner Manager
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