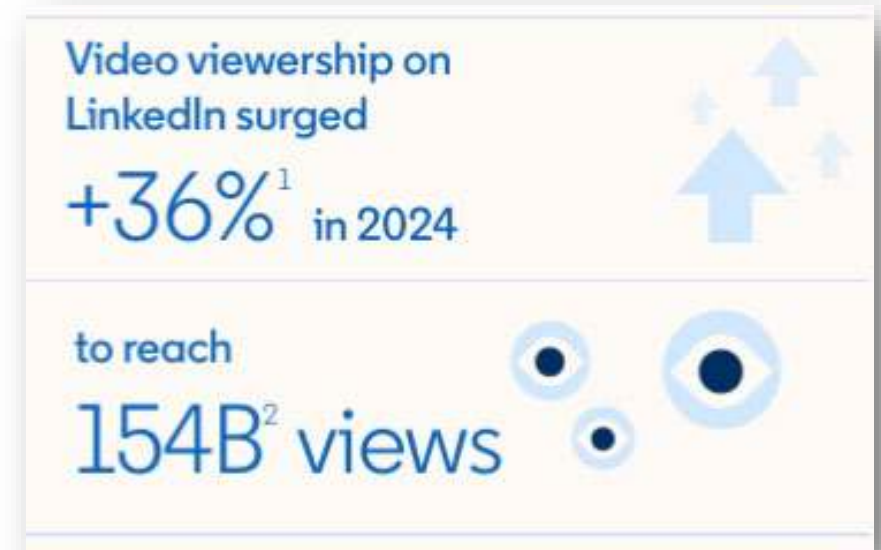


5 Principles For Impactful B2B Video Content On LinkedIn



**3RD +
LAMAR**

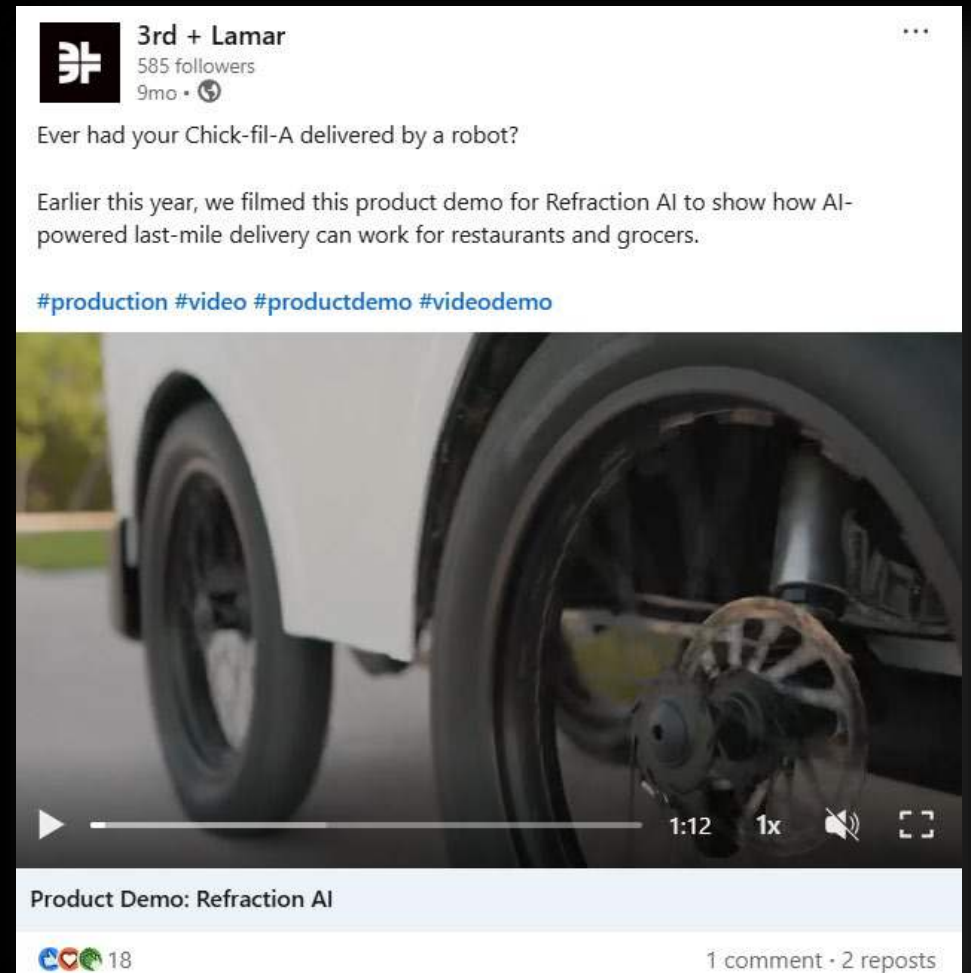
Video is the No. 1 way for businesses to grow on LinkedIn



Source: LinkedIn Creative Labs' new report, "The Art & Science of Video Storytelling."



Video posts are shared 20x more on LinkedIn than other content types



Source: LinkedIn First Party Data, January 2025



How should brands respond?

Creative decisions drive 73% of video completions and 49% of video engagement on LinkedIn.

There are 5 principles that drive views and value across every stage of the funnel.

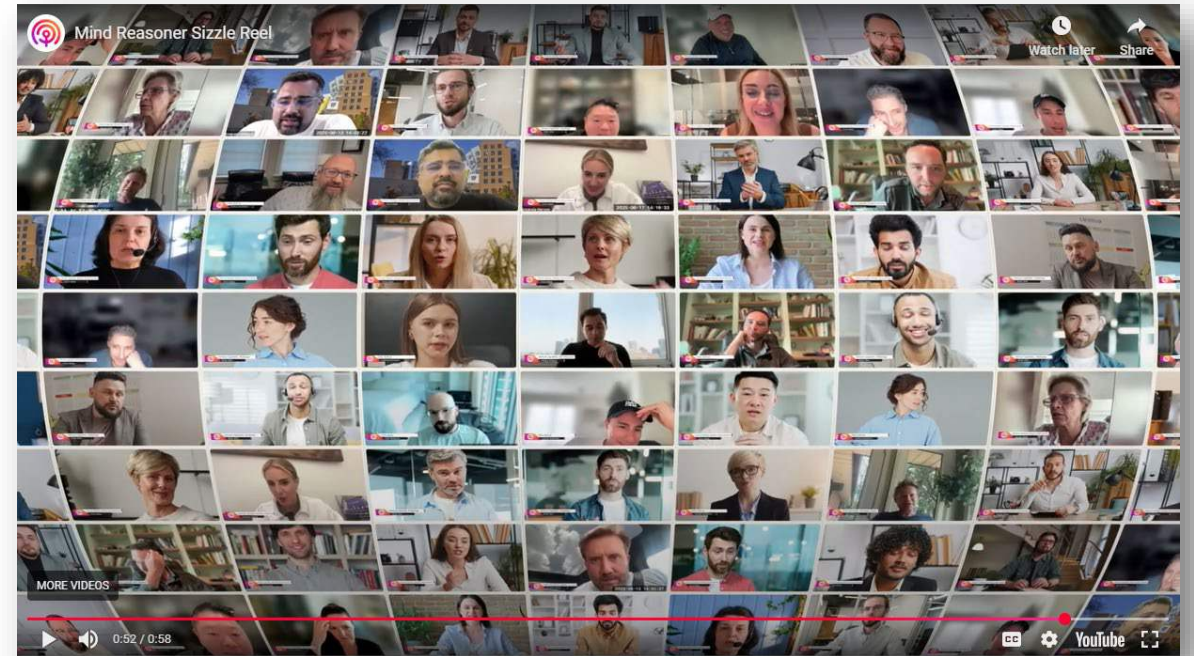
Source: LinkedIn Creative Labs' new report, "The Art & Science of Video Storytelling."



1. Cultural Coding

Tapping into workplace culture and timely events makes content relatable, boosting engagement by up to **111%**.

Right: Our sizzle reel for Mind Reasoner leveraged the current enthusiasm for AI.



2. Human Touch

Videos with real people and authentic stories deliver 78% more engagement.

Right: We documented Liquibase's trip to Ukraine using remote interviews and cell phone footage.



Source: LinkedIn Creative Labs' new report, "The Art & Science of Video Storytelling."



3. Expert Takes

Videos with credible specialists drive up to 53% more engagement.

Right: We interviewed Hapax CEO Hank Seale and edited social cutdowns speaking to AI's impact on banking.



Source: LinkedIn Creative Labs' new report, "The Art & Science of Video Storytelling."



4. Attention Hacking

Bold visuals and dynamic text can boost engagement by **double-digits**.

Right: Our UGC showreel mixes creator content with motion graphics and dynamic text to boost engagement.



5. Inspiring Imagination

Cinematic storytelling and emotionally resonant brand films increase engagement by 67%.

Right: Our brand video for Apptronik uses narration and archival footage to frame their mission and inspire viewers.



Need help with your video content?

- 40% of marketers struggle with creating an effective video strategy[^]
- We can help you build a winning plan

Email hello@3rdandlamar.com to schedule a video discovery call.

[^]Source: Hubspot Video Marketing Report 2024

