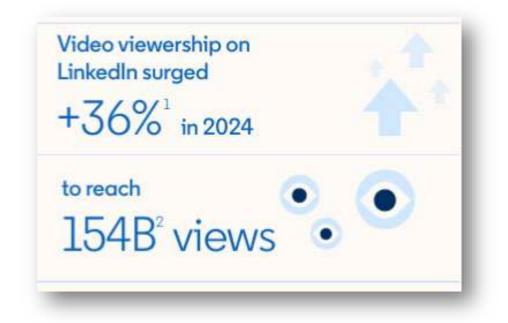
5 Principles For Impactful B2B Video Content On LinkedIn

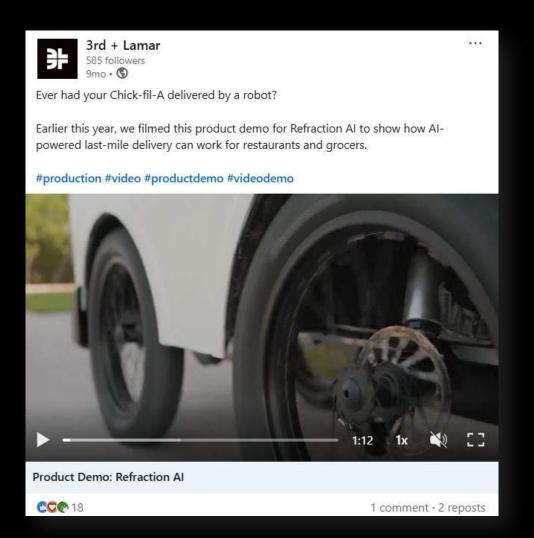


Video is the No. 1 way for businesses to grow on LinkedIn





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





How should brands respond?

Creative decisions drive 73% of video completions and 49% of

There are 5 principles that drive views and value across every

stage of the funnel.

video engagement on LinkedIn.



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.



+ Follow

WATCH: Our SoftServe teammates show Liquibase's CEO & VP of Engineering the beauty, culture, and hospitality of #Lviv #Ukraine ua.

Patti Soch explains: "During my recent visit to Ukraine with Kristyl Gomes, I gained a deeper understanding of Ukrainian culture. I was truly moved by their resilience, determination, and ability to find joy even in the face of adversity.

While we've supported them through the war and COVID from afar, being there in person increased my admiration and respect for these remarkable people who have endured so much.

I invite you to share in this journey."
#StandWithUkraine #SupportUkraine



Unity in Ukraine: Liquibase CEO & VP go to Lviv to support Ukrainian t...



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.





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.

