

SPEAKING SESSION

Why you should **double-down** **on video marketing** (and execute in-house).

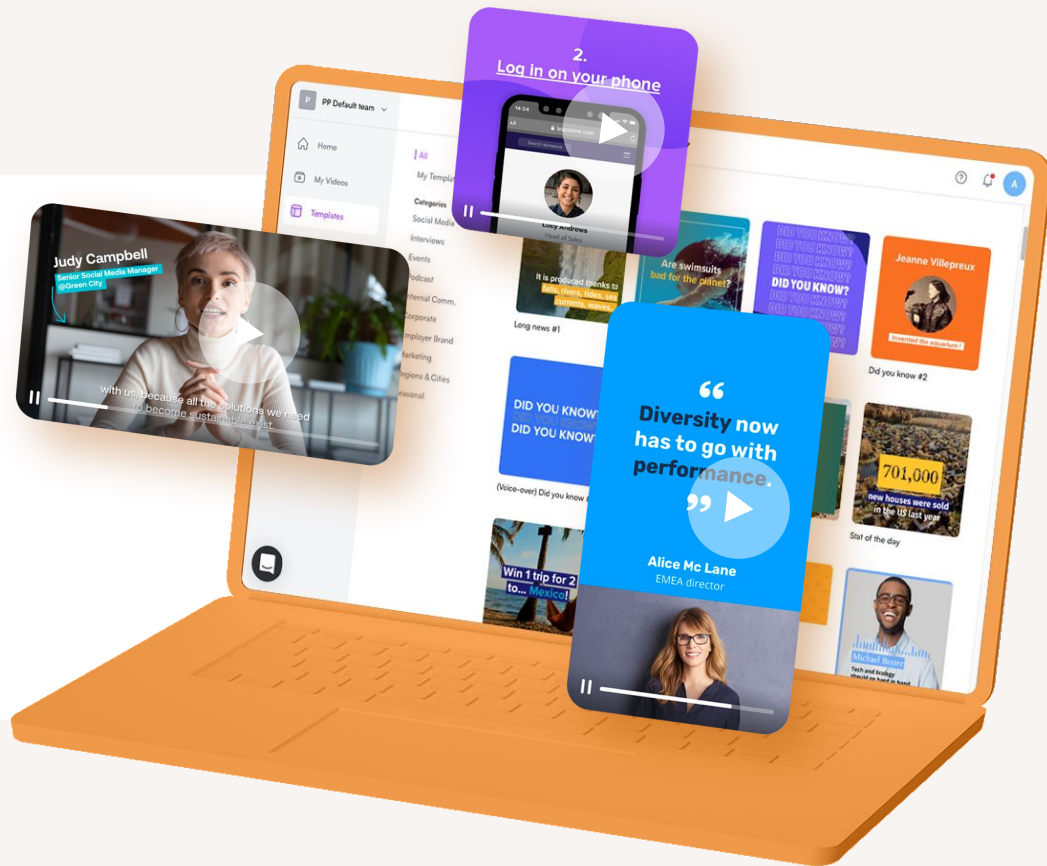


Thibaut Machet

Co-Founder & CEO @ PlayPlay

PlayPlay

Professional
videos **created**
by your teams!





“

The play button is the most
compelling call-to-action on the web.”

Michael Litt

Co-Founder & CEO @ Vidyard

1

Video is no
longer optional



Video is what people **want to see**



Video is memorable



95%

of a video's message
is retained by the viewer,
vs. 10% when reading text.



Video engages



30x

More interactions
than pictures.



Video converts



200%

More clicks
than any other formats

Sources: [Social Media Week](#), [Popcornvideo](#), [Teester](#)

Video is for **every** use...



Social Media

Communities engagement,
news & snack content



Marketing

Content repurposing,
thought leadership &
advertising



Internal Comms

Employee engagement,
leadership messaging,
& retention



HR

Employer branding,
recruitment & tutorials



Sales

Capitalize on low hanging
fruit to identify a ballpark
value added activity.



Corporate communication

Employee engagement,
Employer branding & news



Training

Employee engagement,
remote learning & tutorials,



And more...

Every **platform...**

Social media



Internal

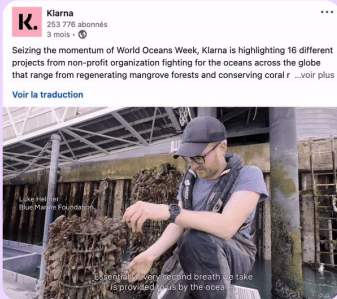


DOOH



...And **new usages** appear everyday.

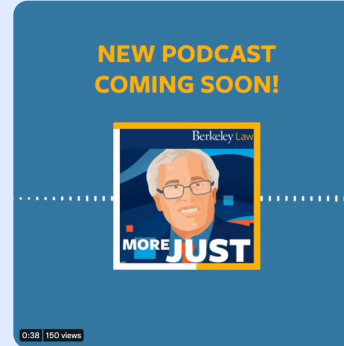
Social impact communication



Thought leadership



Audio to video



Content creators era

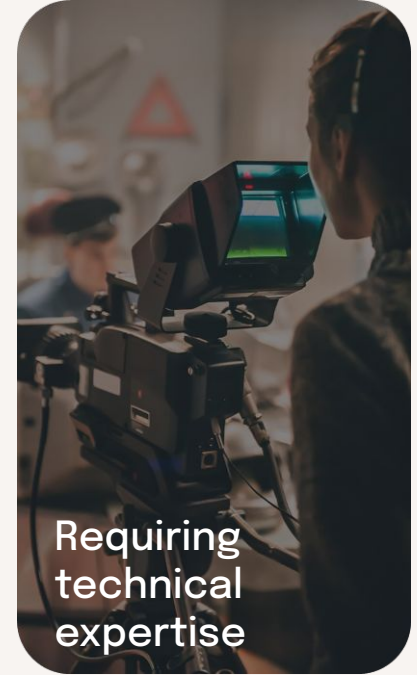
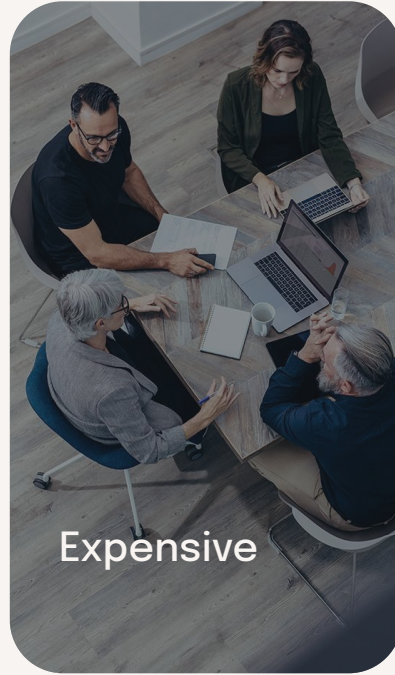


2

Unleashing video creation



Video creation can be **daunting**



Outsourcing video production



External Agencies

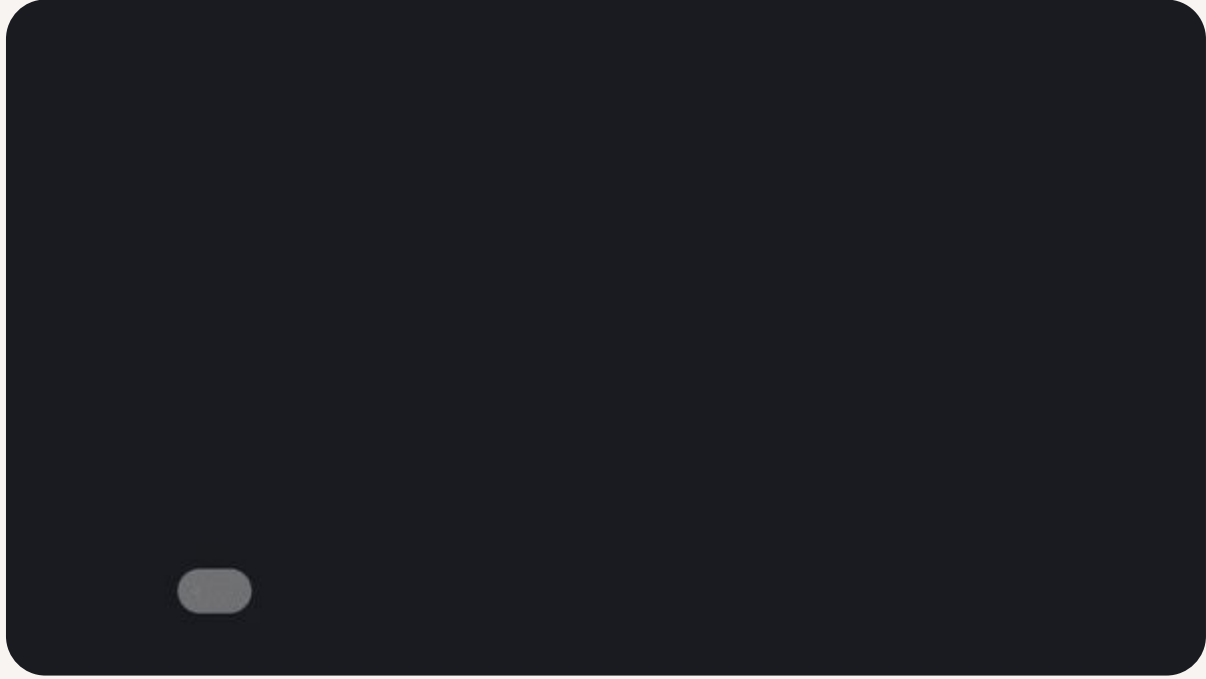
- Lack of creative control
- Back and forth
- Long processes
- Very expensive



Internal Brand teams

- Back and forth
- Long processes
- Lack of resources
- De-prioritization

Sounds **familiar**?



Video production **timeline**



3

Turning communicators
into video creators





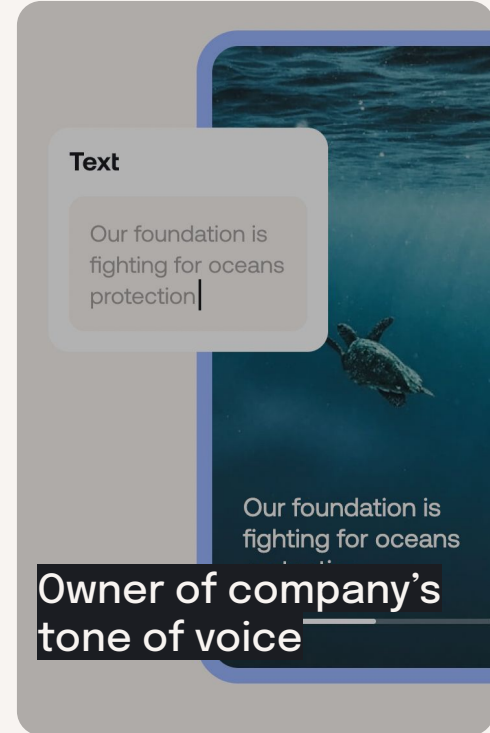
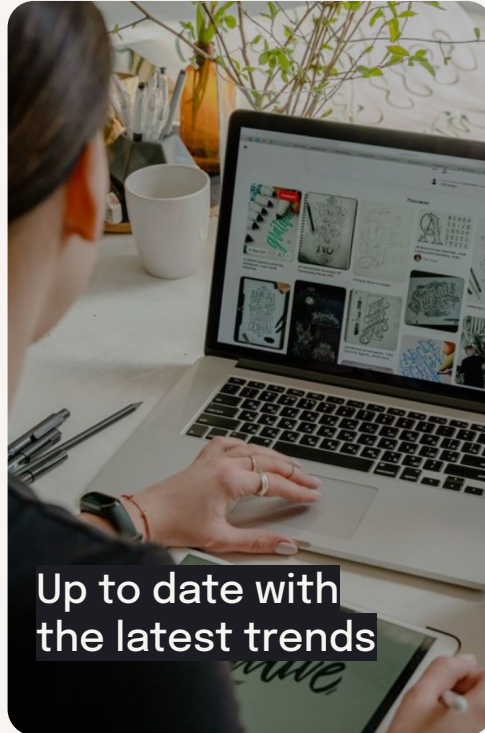
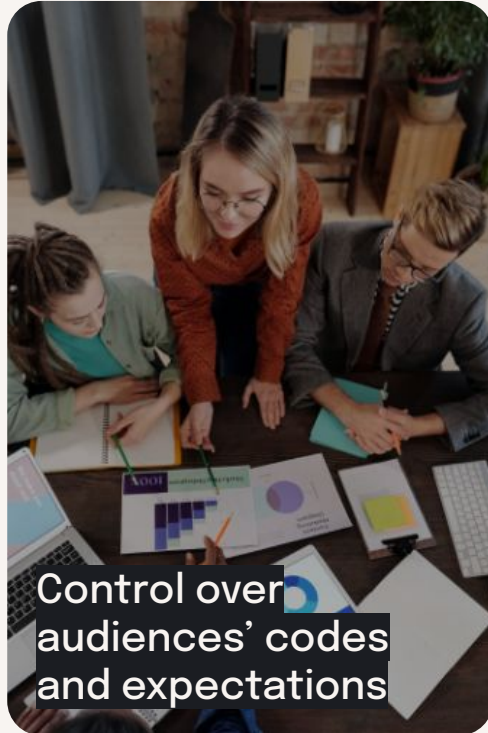
“

Video production has come down to a point
where there are no barriers to entry.”

Joe Pulizzi

Founder The Tilt & CEX Creator Economy Expo

Why communicators should be **video creators**



01

Define a content strategy based on your goals



02

Choose the right solutions for your video strategy



03

Make it authentic

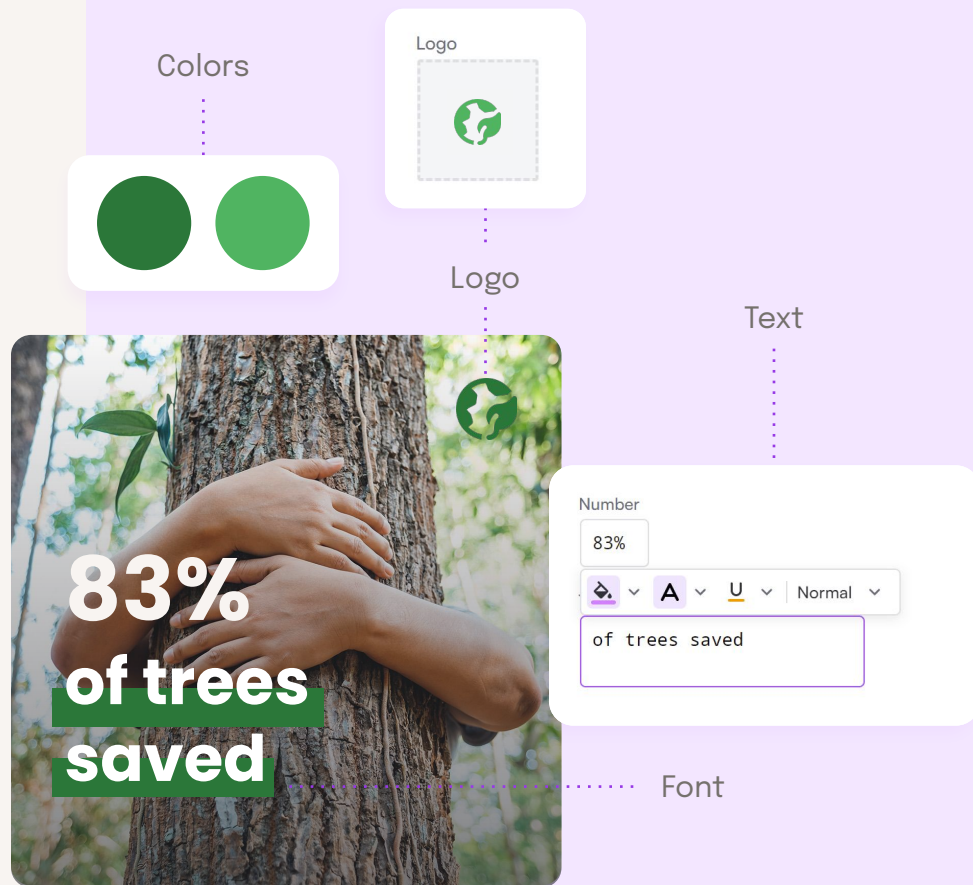
Give a human image
of your company



04

Create branded templates

Be chic, not cheap



05

Make it collaborative

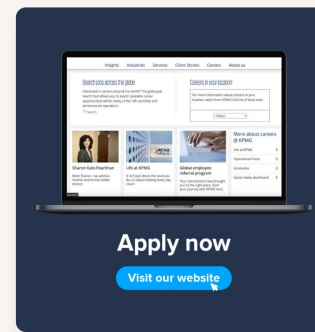
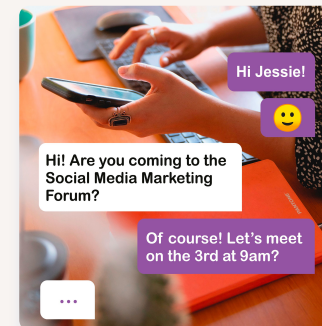
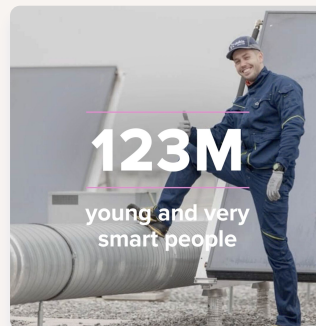
From recording to posting, work as a team



06

Try out new formats!

There are millions
of them





Thank you!