

The anatomy of a successful LinkedIn video



Design for sound-off, surprise with sound-on

79%

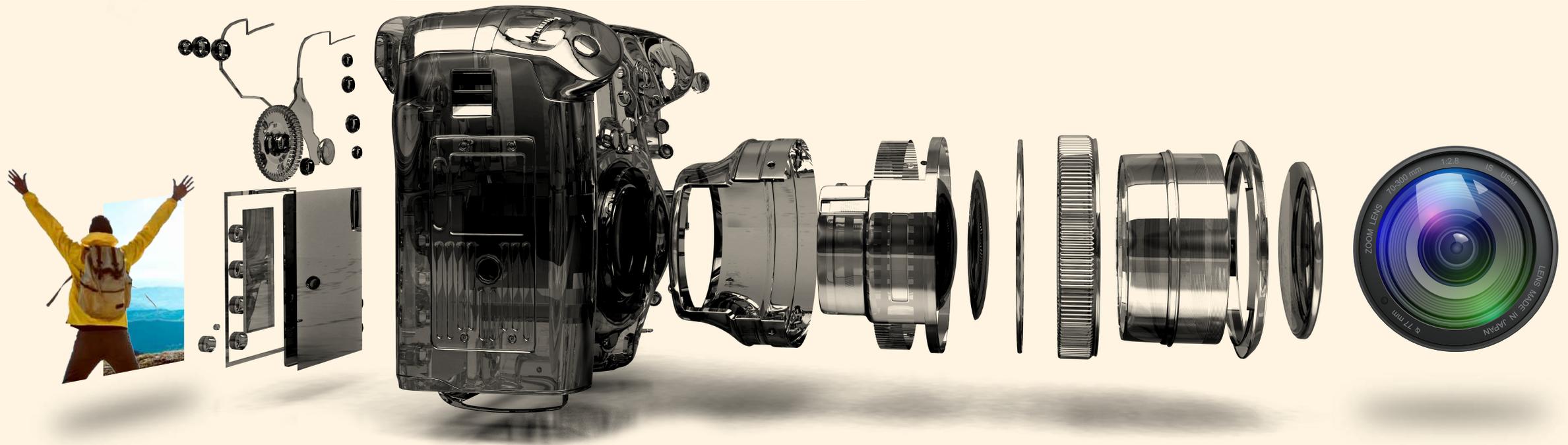
of videos on LinkedIn are watched with the **sound off**.



Use **quick cuts**, well-chosen sequences, and **subtitles** to add intrigue and a consistent narrative.



Don't ignore sound! Make sure your **audio** brings creative or technical **value** to the video.



People respond to people



Audiences connect to real people.



Use different narrative devices to tell your story.

Use captions, voice-overs, or talking heads to create a more human-centric narrative.



Carefully consider how you use movements, facial expressions, and body language.



Balance information and entertainment

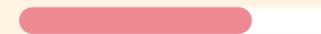


One-third of B2B marketers believe informative videos have the most impact.

However,

75%

of B2B audiences said they engaged more with entertaining videos.



Use mystery to evoke a sense of curiosity. Unboxing videos, well-told anecdotes, and good editing can help generate demand.



Keep it simple

Don't overdo your video cuts as they can confuse the audience.

