

# The Videos Your Customers Want on Social

Understanding your customers' behaviors and desires is key if you want to craft a message and video content that gets results. We've pulled together some insights to help you out.

## Consumer Behavior by Social Platform (AND THE VIDEO CONTENT THAT WORKS)

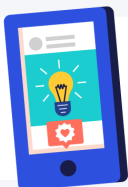


### FACEBOOK

- 👁 Looking for updates
- 🔗 Share what's new

### TWITTER

- 👁 Looking for news and trends
- 🔗 Share what's happening now

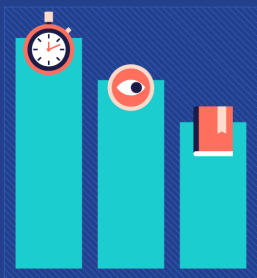


### INSTAGRAM

- 👁 Looking for inspiration
- 🔗 Share something interesting

### YOUTUBE

- 👁 Looking to learn
- 🔗 Share something educational



## Top 3 Features Viewers Like in Branded Videos

1. Straight-to-the-point messaging
2. Eye-catching imagery
3. A compelling story

## Consumer's Favorite Types of Videos to See from Brands



1. How-to videos



2. Sale videos



3. Top 5 lists

### SOURCES

Animoto's 2018 State of Social Video Report  
Jason Hsiao's 2018 Social Media Week NY Presentation



Animoto's award-winning online video maker makes it easy for anyone to drag and drop their way to powerful and professional marketing videos.