

Whitepaper

# Why authentic video is beneficial to your (daily) business communication

 vormats



# Business communication



Video content is progressively being used by organisations as a means of communication. The advantages of video as a communication tool are nothing new, however due to long production times and high costs, using it as a day to day tool simply hasn't been justifiable. We however, are not referring to (high end) video productions from external parties, we want to talk about homemade, personal and authentic video content and all its advantages to your (daily) business communication, which we will explain in this whitepaper.

**Video is seen as the best alternative to direct communication**

# Direct communication

When using direct communication, such as a physical meeting, video or phone call, it must occur simultaneously, in real time. Meaning that these meetings are always personal but not always efficient. There are always multiple parties required to be available at exactly the same moment, sometimes causing scheduling issues especially when larger groups are involved. Indirect communication, for example email, chat or a transmission, on the other hand, doesn't call for concurrence: It is often a written, textual communication with no need for an appointment. However it is less effective than video due to the lack of non-verbal communication, and with it, emotion.



# Advantages for you as a business

We retain 10% of what we read, 20% of what we hear and 80% of what we see. Not so surprising considering the brain absorbs visual content up to 60,000 times more than other types. This makes video extremely suitable for conveying your message. Using video content ensures effective message transfer, no appointments needed. You can replay it whenever and as often as you want and are able to personally explain your message content. The ease with which video content can be produced today is therefore a huge communication opportunity for any organisation.

## The possibilities are endless

Video content complements your daily communication, it's not intended to replace fast communication such as email. Although, wouldn't you rather receive a short video than a long winded email? Use video content to provide a personal explanation or context for a message, so that it is better communicated and absorbed by the recipient. In addition, using video adds a little humanity to your digital communications. Not insignificant in a time when speed and efficiency seem to be central. This is why a certain degree of transparency, authenticity and empathy is paramount and something that cannot be captured in text alone. Video is the perfect way to connect with your target audience as it allows you to stimulate multiple senses. You hear, read (subtitles), and see it at the same time.





For example, using authentic video content to attract potential talent not only gives candidates an opportunity to see inside the organisation, it enables you to create a strong and personal employer brand. Furthermore it allows new colleagues to introduce themselves in person via a personal video message. During the onboarding process, a colleague can offer an explanation of systems in an instructional video, or the CEO can record a personal welcome video for new hires.

There are also **an abundance of possibilities for video outside of HR**. How-to videos, a management update, report breakdowns and even complete presentations providing personal explanations. Moreover, the beauty of video is that you can watch it when it's convenient for you and as often as you need, which can save everyone a lot of time. This not only makes video content as a means of communication effective but efficient too, without being impersonal.

**“Video leads to effective communication, both internally and externally. It also ensures more connection and better relationships.”**



# Video encourages trust and ensures connection

By sending any message in a personal video you add something to that message. Portraying the person behind the message and going that extra mile for the recipient yields its own benefits. We value a personal approach and rely more on the word of an employee than that of an organisation. It's the reason why the king makes a personal video to convey important news. Video inspires trust and creates connection.

Video can be used, for example, to express corporate culture, visualise its values and thus share the mission and ensure a positive online image. Internally, it helps employees create a personal experience and builds a sense of community amongst them, a useful tool for collaboration. Furthermore, you can use video to explain something complex in a simple way, convey a feeling and encourage connection; something that is a lot more difficult to do on paper.



# Make it personal

Creating content in a human way is the fastest road to success. No slick productions, simply authentic and personal content. Of course it's beneficial to make your videos look as nice as possible, but avoid complicated scripts and don't worry about small imperfections. Ultimately, it's about the story, the explanation and the personal context and that works best if it corresponds with reality.

## Making your own video pays for itself twofold

It is clear that video content offers added value to your (daily) communication: It has functional advantages and provides greater connection. In addition, an investment in video content is one that easily pays for itself. More and more (video) content will be created and content marketing and storytelling will play an increasingly stronger role internally. At the crossroads of HR, Marketing, Internal Communications and Branding, whether it is to connect current colleagues or attract new ones. To ensure that your videos maintain the standards of the business, it is beneficial to ensure that all video communication has some form of branding and is of an equally high quality.

By investing in a tool that helps create authentic video content, you no longer have to rely on external production companies. This not only reduces costs but also saves time. In addition, you ensure that all employees can make use of this powerful communication tool with the reassurance that it is done according to the standards of the organisation.





# Ready to get started with video content?

- **Keep clients informed**

Literally show what you are doing by using video content.

- **Build relationships**

Content marketing is also a great way to build relationships with clients. Sharing valuable content in a personal way can develop lasting customer relationships.

- **Be discovered by new customers**

Video is more visible online and by making your own videos you garner a trustworthy reputation.

- **Increased income**

Good video content will increase traffic to your website or blog, this in turn will increase revenue for the company (assuming the articles are useful and the blog has good information).





# Getting started

With the Vormats video platform you can confidently outsource the creation of video content to your own employees; your most valuable ambassadors. No experience is necessary because we have automated every step of video production, wherever possible. Thinking of what to say and show in the video is completely taken care of. In addition, during the recordings we ensure that lighting, sound and position are optimised on location. Once individual clips have been recorded, the platform cuts them together as a whole, including branding, subtitles, intros and outros. Furthermore, before the videos are shared, you can perform a final check on them.

Vormats already help many companies with their valuable video content. Are you curious about what we can do for you? Book a free video consultation in which we explain how the platform works and further discuss how we can be of value to your organisation.



## Appendix

Bouwen aan het nieuwe employer brand (boek)  
Randstad  
Centric  
LinkedIn  
Psychologie magazine  
Greatplacetowork  
Intermediar  
Frankwatching