SMORGASBORD: TOP EXAMPLES OF ‘SNACKABLE’ CONTENT

SORRY TO BREAK IT TO YOU... BUT WE ARE OFFICIALLY ATTENTION DEFICIENT.

WE LOVE VIDEO...

WHAT ARE THE OPTIONS?

12 SECONDS
Our average attention span in 2000.

8 SECONDS
Our average attention span in 2013.

9 SECONDS
The average attention span of a goldfish.

Because of this embarrassing revelation, providing prospects and clients with ‘snackable’ content—big ideas in a format that’s accessible in a lunchbreak—is vital.

But keep your videos short to keep prospects engaged.

90%+
Of internet traffic is video content.

2.7 MINUTES.
The average length watched of a single internet video.

2.42
VIDEOSCRIBE brings your messages to life using an illustrated narrative that is drawn ‘live’ as a whiteboard animation. They’re eye-catching and simple to create.

2
VINE is the latest darling of social media, allowing users to create short six-second, looped videos. Perfect, then, for creating videos cheaply that can impart a marketing message in a moment.

5 TWEETS PER SECOND CONTAIN A VINE LINK.

DON’T FORGET INSTAGRAM’S VIDEO FEATURE IT ACTS ON THE SAME PRINCIPLE AS VINE’S BUT ITS UNLOOPED VIDEOS CAN LAST UP TO 15 SECONDS INSTEAD OF SIX.

INFORMATION CAN BE BEAUTIFUL

PRESENTATION NEEDN’T BE A PAIN!

Have a bevy of dry stats, facts, and figures that you need to impart without sending your target audience to sleep? Then deploy:

For more in-depth marketing material, guides, or white papers, banish static PDFs and replace them with a visually-rich medium instead, such as:

INFOGRAPHICS to make your info leap off the screen by presenting key figures in a dynamic visual format where prospects can see your all-important stats at a glance.

UBERFLIP which allows you to create ‘live’ digital editions of your PDFs that viewers can browse online and interact with via embedded content such as links, videos, and more.

12% increase in traffic is experienced by those who deploy infographics.

REMEMBER:

We humans are visual—we process visuals 60,000 times faster than text.

We now have an attention span less than that of a goldfish.

Engage with customers using punchy visuals; from bite-size Vines and content-rich infographics, appeal to their eyeballs as well as their brains.

MEMORIZE:

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