

A Seenit mini-guide

How user-generated video can help your company grow





Photo by Megan Gubler

Intro- duction

Any marketing professional will tell you that content is nothing without engagement.

Research has shown highly-engaged companies are twice as productive as their peers, while enjoying less than half the voluntary employee turnover.

Increasingly, communicators are turning to collaborative video as a route to better engagement for both their customers and their employees. Not only is video many times more likely to engage an audience, it is a way of bringing your company to life through your people, and showing the world what you are all about.

User-Generated Video (UGV) helps you showcase your employees and your culture in a compelling and authentic way.

In the wake of the COVID-19 pandemic, and the impact it has had on business continuity and togetherness, more and more companies are using their people to tell their stories. This has led to a new wave of video content that promotes internal collaboration and pride - and makes customers feel more connected than ever before.

This guide will look at three main benefits of developing a UGV strategy:

- Significant savings on costs, time and logistics
- Increased employee engagement
- Better client loyalty and trust

Seenit thrives on helping companies get the best out of User-Generated Video - and changing the way they tell their stories forever.

Harness the power of video

In a world where people spend all day scrolling various newsfeeds, influencing that all-important thumb-stop is everything. Getting your audience to engage with and share your content is crucial in determining its success.

With adverts and commercial content now ubiquitous, coupled with ever-diminishing attention spans, it is little surprise that more than a third of an average internet user's time online is spent watching videos.

More important than that, videos are altogether more impactful than text when it comes to emotional engagement and memory retention. People remember videos, rewatch them and share them with their friends much more readily than any other form of content - especially if they can relate to the people on-screen.

UGV has become a format that's here to stay



With the benefits of video clear, more and more companies are making them. But how are they going about it?

Time and time again companies fall back into the safety net of using professionally-shot video as their 'go to' format. The problem is, while this can often create a glossy facade that looks great, it can also reduce the impact, meaning viewers miss out on the full depth of your story.

As the COVID-19 situation evolves, more and more companies are being forced to embrace – or daring to brave - new formats such as User Generated Video. We are delighted to see that, those who pushed themselves outside their comfort zones are now reaping the rewards.

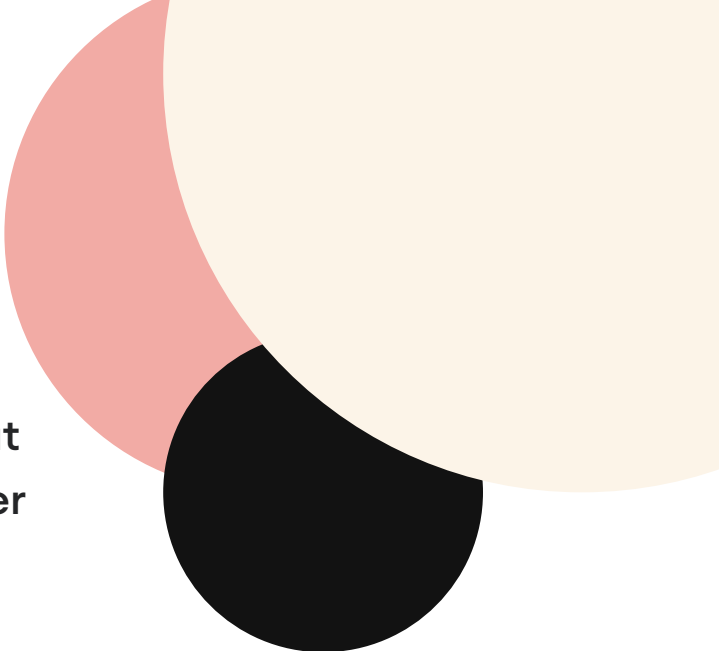
UGV has become a format that's here to stay.

Communicators are starting to enjoy adding real authenticity to their narratives rather than just polishing to their promotional machines.

Then there are the logistical benefits of UGV. In this climate, hiring a film crew to shoot across different locations using unwieldy equipment and lengthy editing processes is increasingly unrealistic and actually a lot of the times unnecessary.

95%

Recent research shows that people retain 95% of what they see in a video - versus 10% of written text



Seenit are showing companies that there is more opportunity than ever to be creating your own impactful videos without having to rely on professional film crews.

Instead, employee-led video - shot using the phones in our pockets - is a more attractive option, both logistically and financially. Not only does it save time, money and complexity, it also allows you to operate across borders, bringing stories from diverse perspectives all over the world together in a cohesive and compelling way.

Seenit customers regularly tell us about the savings they have made by switching from professionally-shot video to a UGV model. One large financial institution reduced spend on video by 70% and found UGV to be 8x more effective than their previous video strategy.

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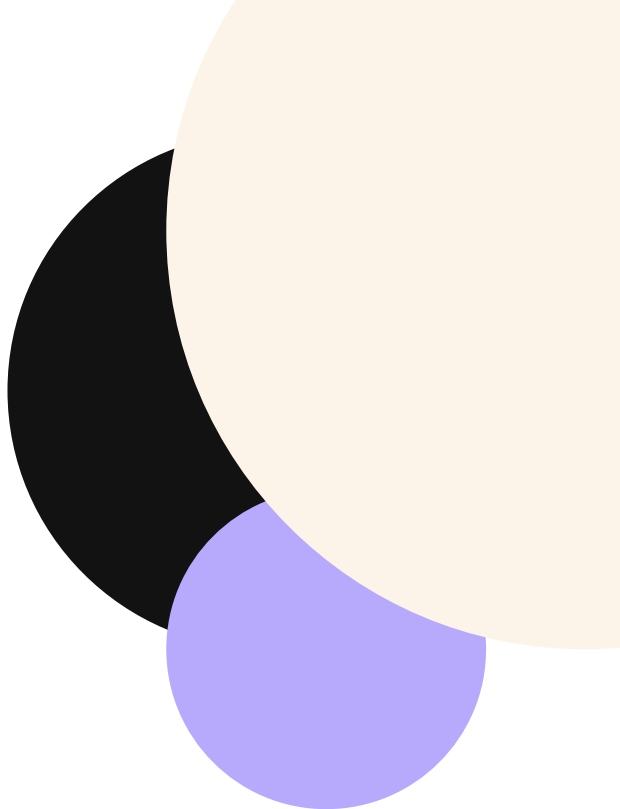
**The beauty of
Seenit is that it
enables integrity.
It gives our
people a voice.
We actually
empower our
employees to tell
us how they feel**

Vodafone

Using UGV to drive engagement

User-Generated Video gives a company instant accessibility to its entire workforce, which is a great way of creating togetherness and an atmosphere of inclusion. More than that, bringing your own people into the creative process helps empower them and make them feel part of the wider storytelling process.

But one massive benefit that may not be immediately obvious is the confidence and enjoyment it brings to your staff. Employees who might previously have felt isolated at the periphery of your organisation can now take centre stage. Colleagues who have never met can contribute, collaborate and share experiences in a new and powerful way.



When it's done right, UGV produces a rawness and a realism that is missing from slicker, scripted video content.

If consumers see that a company champions their employees and culture, it creates more goodwill and, ultimately, more trust.

Not only that, but it helps you share different voices and perspectives. Multinational companies operating in many different countries often struggle to build a cohesive, inclusive culture where employees feel connected to the wider company.

Collaborative video can be a bridge to a happier workforce.

5%

One Seenit customer reported an immediate 5% increase in employee advocacy after switching to UGV

3x

Consumers are 3x more likely to trust employee-led content than videos produced by leadership teams or marketing departments



Photo by Tiziana Giordano

Making the switch

Seenit has been helping companies make the switch to UGV for years. Since the COVID-19 lockdown, our clients have found ever more ingenious ways of using employee-led video to drive meaningful engagement with their customers.



Vodafone case study

Vodafone was looking to create a more human and authentic employer brand by engaging and empowering their global workforce to be part of their corporate storytelling.

Seenit helped them develop a single global framework allowing Vodafone to bring together the voices of their employees from over 25 global markets efficiently, cost-effectively, and at scale.

Value delivered by Seenit

- Massive time savings
- Video production costs reduced
- Build a content library out of your user-generated video, allowing for easy recycling of content
- Increased employee engagement
- Work with a team of established experts in UGV

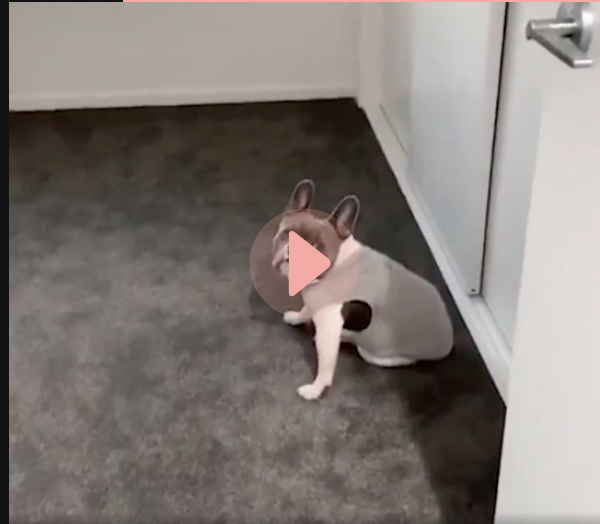
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Before Seenit we were only able to film people in this office. Now, we can spread it globally and get that sense of inclusion and diversity. It's really great for helping us thrive as a company

Jennie Carter
Employer Brand Creative
Vodafone

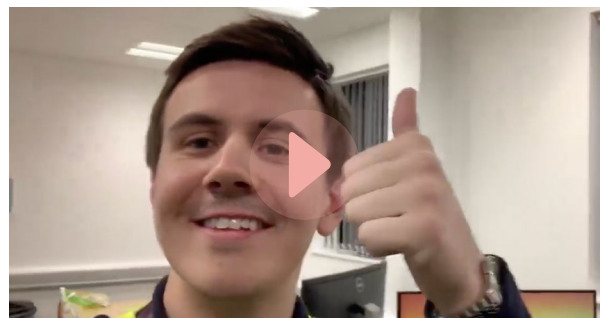
Here are some great examples

Check out this video from ING 🙌



ViacomCBS

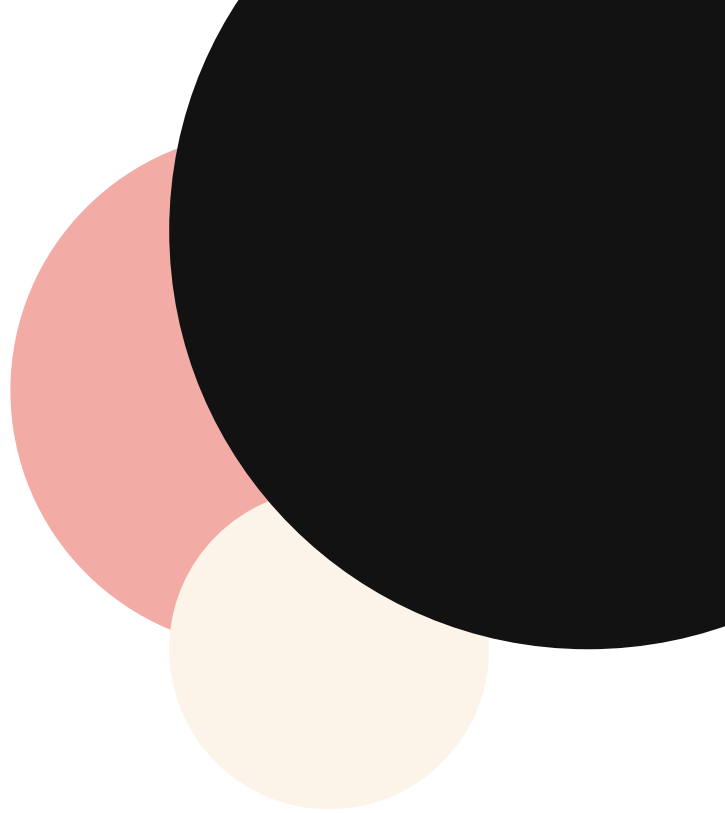
2020 Virtual Community Day Sizzle



Chivas Bros

Covid-safe workplace

UGV - Build trust by amplifying authentic voices



There has never been a better time to employ a UGV strategy. More people are working remotely than ever before. They are physically isolated from their offices and their colleagues, and many feel anxious and disconnected. UGV is the ultimate way of re-engaging them, and making them feel part of a community again.

Truly engaged employees are more productive, more innovative, and make better decisions. Together, they can build stronger, more resilient organisations.

Collaborative video is the most powerful medium for the stories of today. Not only does UGV drive down cost, save time and reduce complexity, it also generates better engagement with customers and employees.

It really is win/win .

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We have found a tool that supports our content strategy, to create authentic, genuine content, filmed through the eyes of our staff and our customers.

Lifepius

About Seenit

We have told over 400,000 stories. Hundreds of companies are using Seenit to bring their stories and events to life through people powered video content.

[Talk To A Video Expert](#)



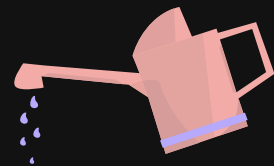
Simplify

Simplify and diversify your video content



Engage

Engage and encourage your people to be at the forefront



Grow

Grow, foster, and enhance productivity and engagement