

Video Marketing Reference | Video Comparisons

Platform / Medium	Best Use	How to Use	Optimal Format & Length	Pro Tips / Notes	
 TikTok	Product demos, challenges, use cases, FAQs, testimonials	Hook in the first 1-2 seconds; tight edits; use trending sounds and on-screen captions; reply to comments	9:16 (1080x1920); 7-30s for reach; up to 10 min in-app	<ul style="list-style-type: none"> Record videos vertically so they fill the phone screen. Keep them short – around 7 to 30 seconds – for better reach and engagement. You can post longer clips (up to 10 minutes) if they're educational or story-based. 	Post 3-5x/week; keyword captions for SEO; pin top-performing series.
 YouTube (Long-form)	Tutorials, case studies, webinars, product explainers	Story format (problem → solution → CTA); use chapters and strong SEO titles	16:9; 6-12 min ideal, longer ok for webinars	<ul style="list-style-type: none"> Use a horizontal (widescreen) format, like a traditional video. Aim for 6 to 12 minutes for tutorials or thought leadership content. You can go longer if you're hosting webinars or deep dives – quality storytelling wins over time limits here. 	Use thumbnails, cards, and end screens; publish Shorts as teasers.
 YouTube Shorts	Quick tips, teasers, discovery	Hook instantly, large text, vertical framing	9:16; up to 60s (some users up to 3 min)	<ul style="list-style-type: none"> Think of these as YouTube's version of TikTok. Keep them vertical and under a minute (ideally 15-45 seconds) for quick tips or teasers. They're great for reaching new audiences and driving people to your full-length videos. 	Add hashtags & keywords; link to long-form in comments/description.
 Instagram Reels	Quick education, culture moments, UGC mashups	Start with motion/text; trending audio; captions	9:16; 5-30s ideal	<ul style="list-style-type: none"> Shoot vertical videos that are short, fun, or educational. 5-30 seconds is the sweet spot for discovery and engagement. If you have something longer (up to 3 minutes), that's fine – but keep it interesting right away. 	Collaboration with partners; remix UGC; pin top Reels.
 Instagram Stories	Time-sensitive updates, polls, countdowns	Sequence 3-7 clips; stickers, captions, link sticker	9:16; 5-10s per clip; 3-7 clips	<ul style="list-style-type: none"> Quick, casual video clips that disappear after 24 hours. Each story segment can be up to 15 seconds, but you can link several in a row (3-7 works best). Perfect for behind-the-scenes, flash sales, or real-time updates. 	Great for limited offers; save Highlights for FAQs or services.
 Instagram Live	Q&A, tutorials, events	Schedule ahead; co-host; pin comments; repurpose clips	Vertical live; 20-45 min	<ul style="list-style-type: none"> Stream vertically in real time. Keep it around 20-45 minutes, depending on the event or conversation. You can save Lives and edit shorter clips afterward for Reels. 	Add countdown sticker in Stories; engage audience questions live.
 LinkedIn	B2B thought leadership, case studies, employer brand	Add captions, on-screen titles; concise CTA; post natively	1:1 or 4:5; 15-90s best for feed; up to 10 min native	<ul style="list-style-type: none"> Videos should be square or slightly vertical (4:5) so they stand out in the feed. Aim for 15-90 seconds for thought leadership or storytelling. Longer videos (up to 10 minutes) work well for deeper topics like case studies or interviews. 	Include subtitles; tag collaborators; add links in comments.
 Facebook Reels	Reach across Meta network, UGC, tips	Native upload; use text overlays, captions	9:16; 15-90s	<ul style="list-style-type: none"> Upload vertical videos – Facebook now favors this format. Stay around 15-90 seconds to get discovered in Reels and feeds. Cross-post top Reels from Instagram for maximum reach. 	Meta is consolidating all video into Reels; focus on discovery.
 X (Twitter)	News, events, quick takes, testimonials	Lead with punchline; thread with context	Square or vertical; 15-45s ideal	<ul style="list-style-type: none"> Keep it short and punchy – 15-45 seconds performs best. Use square or vertical video to look good on mobile. Start strong; the first few seconds decide if people stop scrolling. 	Premium users up to 4 hrs; add captions for accessibility.
 Snapchat / Spotlight	Behind-the-scenes, takeovers, promotions	Fast cuts, stickers, native text	9:16; 3-60s	<ul style="list-style-type: none"> Make fast, vertical clips – 3-60 seconds – with movement and text. Perfect for day-in-the-life, quick tips, or fun moments. Post often for better reach. 	Cross-post to Spotlight for reach; post consistently.
User-Generated Content (UGC)	Authentic customer/employee videos	Provide talking points, not scripts; edit for each platform	Usually 9:16; 10-45s	<ul style="list-style-type: none"> Encourage real customers or employees to film short, authentic vertical videos (10-45 seconds). Don't worry about polish – the realness builds trust. Use these clips across ads, social posts, or your website. 	Obtain usage rights; repurpose in ads, web, or emails.
Live Streaming (Multi-platform)	Product launches, workshops, AMAs	Promote early; outline segments; engage comments	30-60+ min; clips 3-8 min	<ul style="list-style-type: none"> Great for product launches or live Q&As. Streams can run 30 minutes to an hour or more, but plan short segments (3-8 minutes) you can reuse later. Broadcast to multiple platforms at once if possible. 	Simulcast via Restream/StreamYard; capture highlights for reuse.
Stories (All Platforms)	Time-sensitive, low-production updates	Mix video + graphics; link stickers; captions	9:16; 3-7 frames	<ul style="list-style-type: none"> Quick, temporary video updates that feel personal. Each clip is short (5-10 seconds), but string a few together for a narrative (3-7 works best). Add captions or links to drive engagement. 	Great for engagement and DMs; save to Highlights or archive.

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Platform / Medium	Primary Goals	Key Performance Indicators (KPIs)	Best Marketing Strategy
 TikTok TikTok	Awareness, Engagement	Views, Average Watch Time, Follower Growth, Shares, Comments	Use for early-funnel awareness through authentic, trend-based content. Lean into storytelling, humor, or behind-the-scenes formats that humanize your brand. Collaborate with creators and employees to build social proof and community. Post frequently and engage with comments for algorithmic lift.
 YouTube YouTube (Long-form)	Education, Thought Leadership, Conversion	Average View Duration, CTR, Subscribers, Lead Conversions	Focus on evergreen education and in-depth thought leadership content. Build a library of tutorials, customer success stories, and webinars that establish authority. Optimize SEO titles and descriptions, and use playlists to nurture viewers down the funnel.
 YouTube YouTube Shorts	Awareness, Discovery	Views, Shorts Shelf Impressions, Subscriptions Gained	Repurpose short, high-impact moments from your long-form content for top-of-funnel discovery. Prioritize snappy openings and strong visual hooks. Use Shorts to drive new subscribers who can later be converted through long-form videos.
 Instagram Instagram Reels	Reach, Engagement	Views, Saves, Shares, Follows, Comments	Use Reels for quick, visually engaging storytelling and education. Showcase team culture, tips, or transformations. Pair trending audio with branded overlays, and repurpose high-performing clips into ads for broader reach.
 Instagram Instagram Stories	Engagement, Retention	Completion Rate, Taps Forward/Back, Replies, Link Clicks	Ideal for middle-funnel engagement. Use Stories to share time-sensitive updates, polls, and micro-tutorials. Add interactive stickers to increase retention and link stickers to drive traffic. Save recurring story types to Highlights.
 Instagram Instagram Live	Community Building, Engagement	Concurrent Viewers, Comments, Replay Views, New Followers	Leverage Live sessions for real-time connection. Use it to host Q&As, tutorials, or event coverage. Announce Lives in advance, co-host with partners, and repurpose top clips into Reels or feed posts for extended value.
 LinkedIn LinkedIn	Thought Leadership, B2B Awareness, Lead Generation	Views, Completion Rate, Reactions, Shares, Inquiries	Prioritize value-driven, educational content that demonstrates expertise. Share behind-the-scenes insights, thought leadership videos, and success stories. Encourage employees to share company posts for organic amplification.
 Facebook Facebook Reels	Reach, Engagement	Plays, Replays, Shares, Follows, Comments	Use Reels for awareness and community connection with an older or broader audience. Focus on relatable, emotional storytelling and short tips. Cross-post high-performing Instagram Reels and include captions for accessibility.
 X (Twitter)	Real-Time Awareness, Engagement	Views, Engagement Rate, Retweets, Follower Growth	Use for fast, reactive content—commentary, announcements, and thought leadership. Keep videos concise, start strong, and thread them with related context. Pin key videos to your profile to increase longevity.
 SNAPCHAT Snapchat / Spotlight	Awareness, Reach	Story Views, Spotlight Views, Screenshot Saves	Great for showcasing authentic, behind-the-scenes, or fun daily moments. Ideal for younger demographics. Keep clips quick and visual, and cross-promote other channels through story links or call-outs.
User-Generated Content (UGC)	Authenticity, Trust, Conversion	Engagement Rate, Conversion Lift, Ad CTR	Encourage customers and employees to create authentic testimonials and demos. Feature real voices over polished production. Repurpose UGC in ads, landing pages, and social feeds to build trust and drive conversions.
Live Streaming (Multi-platform)	Engagement, Community Building	Peak Live Viewers, Comments, Replay Views, Average Watch Time	Use for major product launches, Q&As, or events. Simulcast to multiple platforms for reach, and plan segments for later clipping. Engage with live comments and follow up post-stream with highlights and calls to action.
Stories (All Platforms)	Engagement, Timely Updates	View Completion Rate, Taps Forward, Replies	Use for day-to-day engagement and limited-time content. Share authentic updates, team moments, or flash offers. Layer video, graphics, and links for variety. Save effective story sequences for reuse.