

The Power of Video Content

Explore how video content can drive success in government contracting by enhancing marketing, recruitment, proposals, and audience engagement, while leveraging AI and social media strategies to maximize impact and efficiency.





The Power of Video Content

About Me

Joe Ennis has been a podcast/video producer for over 7 years, working with people such as Daymond John (Shark Tank), Robert Kiyosaki (Rich Dad, Poor Dad), and more.



It's not enough to have a podcast anymore. Everyone has a podcast. You need to **STAND OUT** amongst the crowd.

Joe Ennis

Senior Podcast/Video Producer





So...

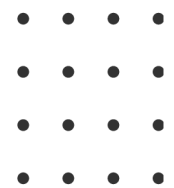
Why Video?



91% of consumers prefer video

DemandGen Report

Video content has become the most powerful tool for capturing attention in today's crowded digital world.



The Power of Video Content

Why Video?

Video's power lies in its ability to create an immersive experience; unlike text or images, video can simultaneously educate, entertain, and inspire action, which explains why viewers are more likely to remember and engage with video content compared to other formats.

01

Emotional Impact

Video can evoke emotions and build connections in ways that static content simply can't.

02

Higher engagement rates

Compared to text or static images, video consistently generates higher engagement rates, leading to more shares, likes, and comments.

03

Versatility

Whether it's a product demo or a customer testimonial, videos can be repurposed across multiple platforms for different audiences.



The Power of Video Content

The Growing Power of AI in Video Marketing

AI is transforming video marketing for government contractors by enabling tailored content at scale, allowing marketers to create videos that adjust in real-time based on audience data, making outreach to federal agencies and decision-makers more targeted, engaging, and effective in driving contract awards and trust.

One-third of GovCon firms are using AI to enhance video marketing strategies



GovCon companies leveraging AI in video marketing increased in efficiency

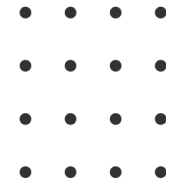


50% Plan to use in the future

30%

Semrush





The Power of Video Content

The Growing Power of AI in Video Marketing



Personalization

AI can now create personalized video ads that adjust content based on user behavior, driving higher engagement.



Data Analytics

AI allows marketers to track video performance in real-time and automatically suggest optimizations for future campaigns.

Video Editing

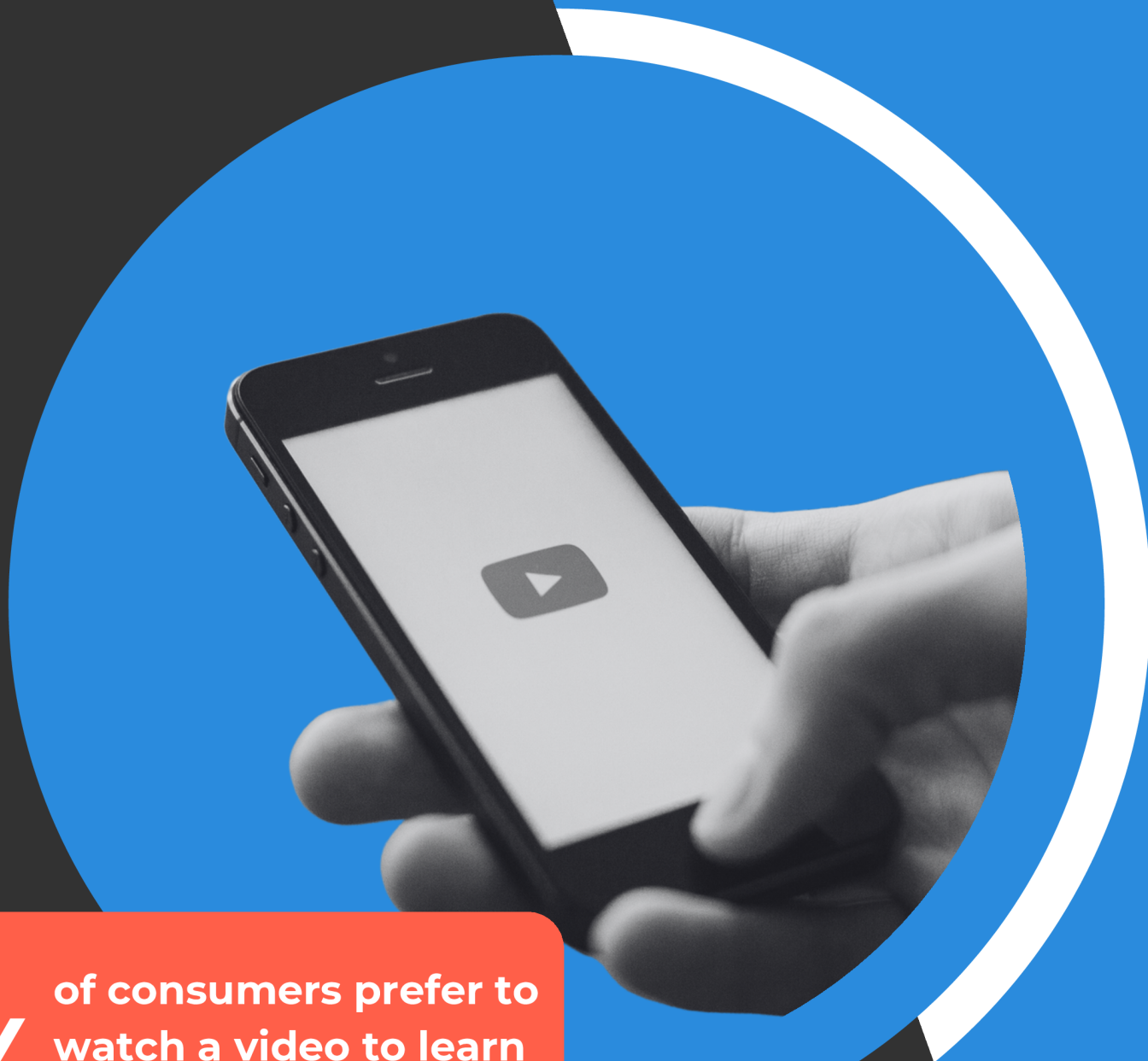
Automated AI tools streamline video creation, saving hours in the editing process while maintaining high production quality.



AI for Content Discovery

Platforms like YouTube and LinkedIn use AI to surface the right video content for users, making AI crucial for visibility.





79% of consumers prefer to watch a video to learn about a product or service

Personal

The Power of Video Content

Video and Marketing

- **Short-form video content:** Short form content for YouTube, LinkedIn and Facebook. Platforms like Instagram and YouTube reward short, engaging videos with broader organic reach.
- **Video Podcasting:** Going live on social platforms allows real-time interaction with your audience, fostering trust and transparency.
- **Paid Advertising:** Encouraging customers to create videos for your brand amplifies your reach and authenticity at no extra cost.





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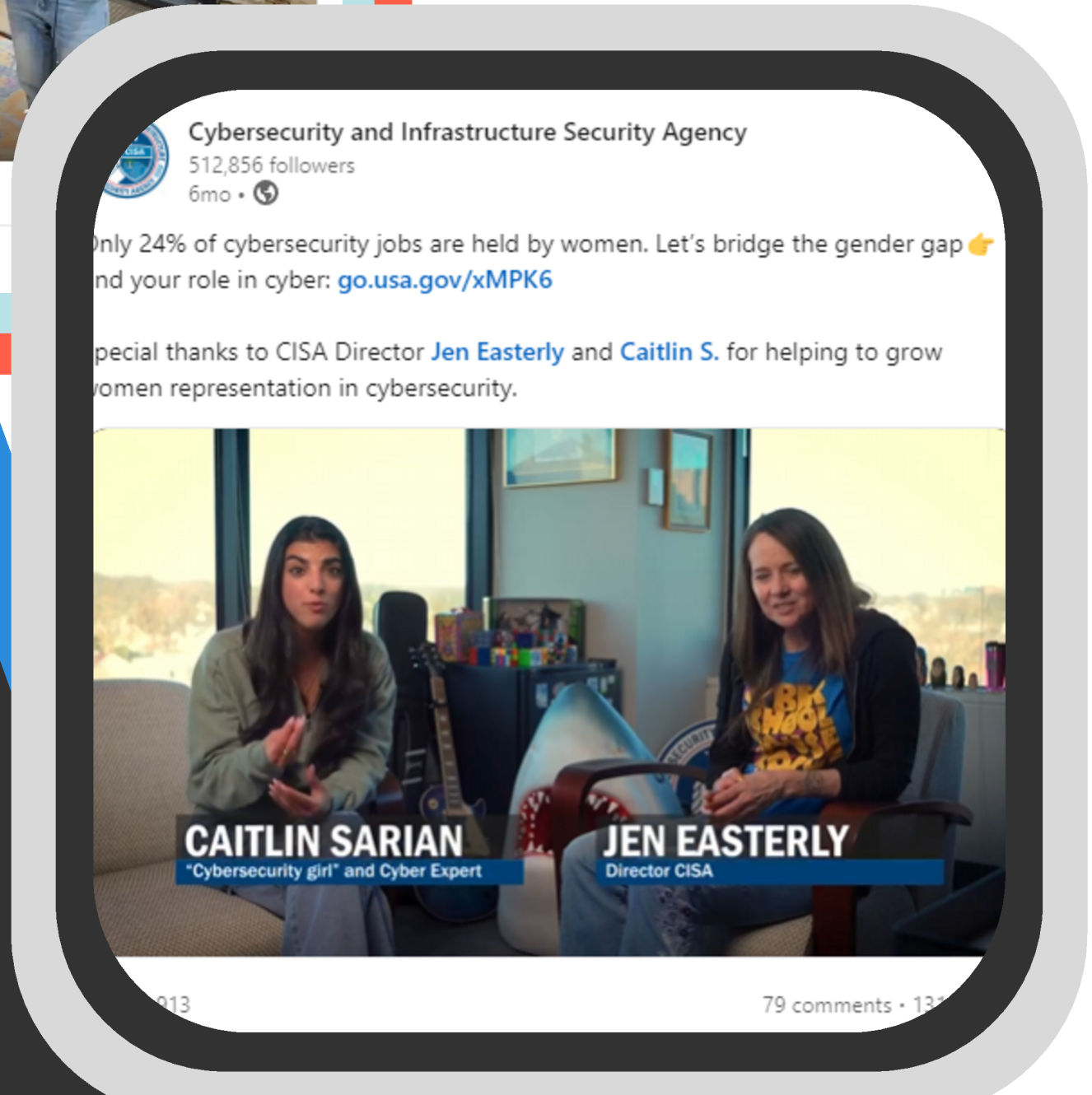
Video in Social Media Marketing

Social media platforms like LinkedIn and Facebook prioritize short-form video, allowing government contractors to increase visibility, engage federal decision-makers, and build key relationships through targeted, concise content.

Short-form Video for Awareness: LinkedIn and YouTube are crucial for reaching government decision-makers with concise, targeted videos.

Product Tutorials: Live Q&A sessions or capability demos during industry days allow contractors to directly engage federal buyers.

User-Generated Content (UGC) from Employees: Contractors can expand reach by having employees share behind-the-scenes videos of mission-critical work.





Video in Podcasting



33% of listeners prefer video podcasts

global video podcast consumption up 40% year-over-year, offering higher retention than audio-only formats

Spotify



YouTube is optimizing for podcasts

YouTube's new updates for podcasts, including a dedicated podcast page and enhanced search features, are designed to boost discoverability and audience growth for video podcasts

Backlinko



Micro-content is more efficient

Video podcasts are our preferred way to record, because it allows you to knock out multiple birds with one stone, long form content, and social media clips





Video in Recruiting



Personalized Outreach

Video helps humanize the recruitment process, giving potential hires a feel for the company beyond job descriptions.



Wider Reach

Leverage platforms like LinkedIn and YouTube to attract talent across the defense, cybersecurity, and IT sectors.



Demonstrate Expertise

Use videos to showcase key technologies, skills, and solutions your company works with, appealing to highly technical candidates.





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Video in Paid Advertising



Video ads outperform static ads by 2-3x

Video ads generate higher engagement and conversion rates compared to traditional static images.

Sidekick Studios



Video Retargeting ads

Use video ads to re-engage people who've already shown interest in your product but haven't converted.



Interactive video ads

These videos allow viewers to interact directly within the content, increasing engagement and conversions.



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Additional Uses of Video in GOVCON Marketing

01

Training for Government Clients

Use video to train government end-users on new technologies or systems implemented through your contract.

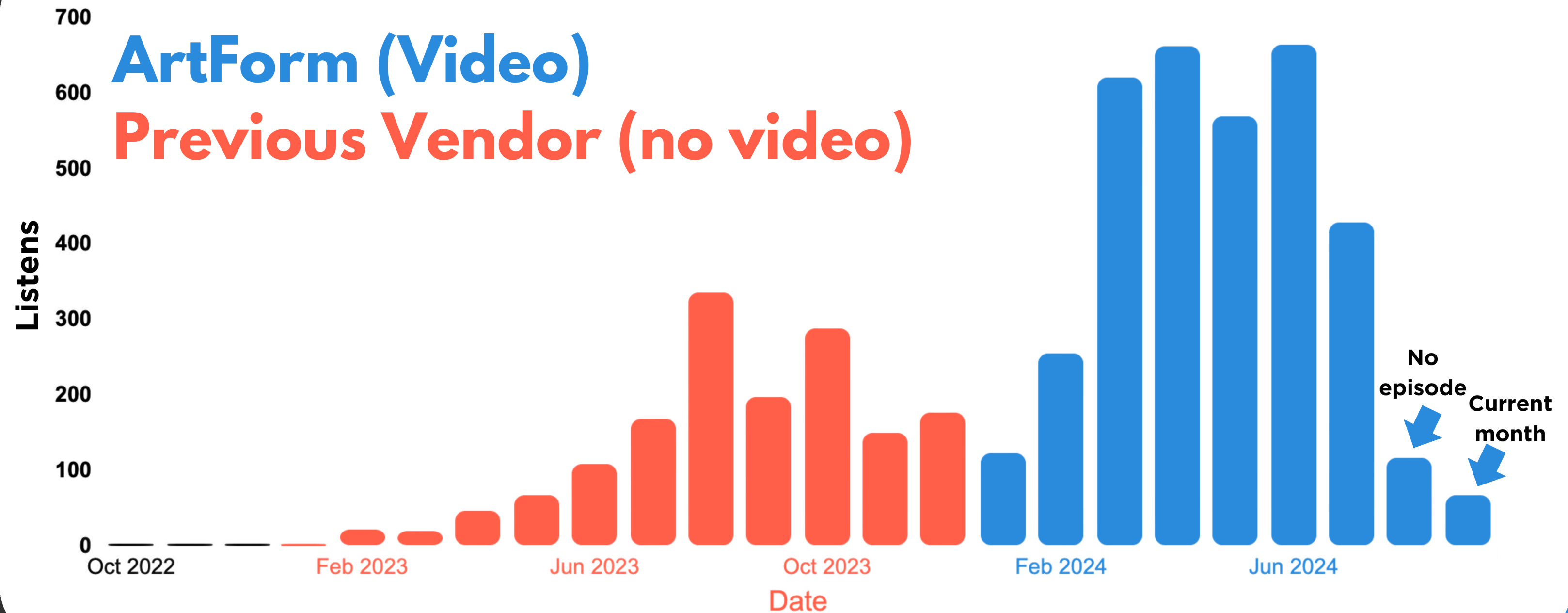
02

Video Testimonials and Case Studies

Leverage past performance in video format to showcase success stories, which resonate with contracting officers looking for proven capabilities.

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September 1st





Thank You!

QUESTIONS?

Want to talk video (or podcasts)?

Reach out to me:

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