



# 5 most popular video production trends 2023: Shaping the future of visual content





- **Short Videos:** Short-Form videos top our list with the human attention span going less than 10 seconds. You can only imagine how critical short videos are. Short Videos can range from 15 – 90 seconds. These bite-sized videos are much popular on platforms like Instagram, Youtube and Tiktok offers a quick glimpse into your Business, showcasing corporate video teasers or a quick tour of your manufacturing facility, work culture and more. Their easy shareability makes them an effective tool for engaging a wider audience.
- **Silent Videos:** Believe it or not! Silent videos are one of the most emerging and ever-growing video trends of 2023. The power of allowing users to watch videos discreetly in public places or at spaces where sound is restricted is amazing. You are giving your user the freedom to view the content sound free. Accompanied by concise captions, subtitles, or call-outs, these videos deliver messages effectively without sound. Perfect for product demos, factory tours, infographics, or whiteboard videos, silent videos offer a unique viewing experience while catering to diverse audience preferences.
- **Animated and Motion Graphic Videos:** Animation and motion graphics are the most effective tools for corporate video production, especially when it comes to explaining complex ideas or data in a visually appealing way. You can create short animated videos or explainer videos, app preview videos, or even an animated gif with high-end graphics, sophisticated typography and transitions, unique video templates, custom-built call-outs, and lower thirds. This trend not only engages viewers but also helps businesses stand out in a competitive landscape.



- **Social Media Videos:** Since the rise of social media, video content has become a driving force in connecting businesses with their target audience. With more than 59.9 percent of the world population being a social media user, it is critical to create specific social media videos for b2b such as new product or service introductions, event updates, achievements, showreels, employee testimonials and more. Most businesses now use social media sites such as LinkedIn, Facebook, Instagram, and Youtube to generate a strong online presence and engage with potential customers effectively.
- **Aerial Videos & Drones:** This is a well-known fact that in recent years, technological advancements have transformed how businesses operate, and drone video production is one such innovation that is revolutionizing the B2B sector. Drones, equipped with high-quality cameras, can capture stunning visuals from unique perspectives that could capture the scale, complexity, and grandeur of your operations. It can be a group shot of your employees or a wide-angle shot of your facility, capturing warehouse operations and critical machinery or highlighting real estate features. Not only this, Drones produce high-quality footage and photos up to 5k while saving your time and money compared to other traditional video forms.



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