

THE SUPERHEROES OF VIDEO MARKETING

It's a bird...it's a plane...it's the superheroes of video marketing, swooping in to save brands from snooze-worthy content one video view at a time! These media marvels work tirelessly to electrify news feeds and mobile devices with scorching content that radiates original thought across the digital universe. Each occupies a different video platform, but all are tapping into content that is helping to change how brands reach their audiences. [And these superheroes' powers are only strengthening each day.](#) With great power comes great responsibility, and for these video wonders, that means content that can rise above the rest. **How will they save your brand's content?**



NAME: THE LIVE STREAMER

Platform:

Live-streaming video, such as Facebook Live and Periscope

Origin Story:

She was a [small and innocent Meerkat](#) when she was born, but like the phoenix rises from the ashes, she was reborn into a noble entity, the likes of which social networks have never seen before. And she is quickly gaining in popularity; research shows that [people spend three times longer watching Facebook Live video than video that is not live.](#)

Live Streamer Powers:

- Transporting townspeople anywhere in the world with the simple push of a record button.
- Uniting a universe behind [Chewbacca's infectious laughs](#) and subsequently proving just how lucrative user-generated content can be for brands.
- Causing [a paradigm shift in the digital news landscape](#) by dispensing unfettered access to pivotal historic moments, such as protests on the floor of the U.S. House of Representatives.

NAME: THE SNACKABLE STUD

Platform:

Easy-to-consume content, such as [BuzzFeed's Tasty videos](#)

Origin Story:

Like other superheroes surveying the land, the Snackable Stud and his irresistible videos spawned [as the result of an experiment](#). Thanks to the big bang of Facebook's algorithm update that prioritized native videos in the News Feed, he seized the opportunity to gobble up valuable real estate with short, sweet and satisfying videos that delight and engage. And his numbers are truly powerful. In May alone, BuzzFeed's Tasty channel garnered [1.9 billion video views across YouTube, Facebook, Instagram and Vine.](#)

Snackable Stud Powers:

- Forcing viewers to stop scrolling as he delivers tasty, snackable content in a minute or less.
- Racking up [tens of millions of views](#) with the quick push of a publish button.
- Optimizing content for his most popular platform, Facebook, in order to increase engagement. When the overlord said it preferred native videos, he listened—and with great success.

Stories Superstar Powers:

- Tapping into the minds of millennials and population Gen Z, two of the most prolific users of social media.
- Offering a respite from curated social content by dominating the real-time marketing dimension.
- Showing the true life of a brand along with ample personality.

THIS VIDEO MARKETING TRIO IS WORKING HARD TO KEEP THE DIGITAL STRATOSPHERE ALIVE WITH INTERESTING, COMPELLING CONTENT. WHAT WILL THEY DO NEXT?

**About Pan Galactic Digital:**

Pan Galactic Digital is a digital marketing agency focused on search marketing (SEO/PPC), and social media and content marketing strategy. Pan Galactic has worked with clients such as Microsoft, Nestle USA, Sun Chlorella, Learning Ally, The Resumator, Novus International and Shasta Beverages, as well as partnered with marketing agencies, to provide digital strategy and execution.