



GUIDE

A Marketer's Guide to Mastering Video on LinkedIn

Here's everything you need to know about video marketing on LinkedIn.

From paid video ads to organic social posts, videos on LinkedIn perform well. And while there can be challenges involved with producing video content, don't let that stop you from reaping the amazing benefits.

This guide covers everything you need to know about mastering video on LinkedIn – including analytics tools and production tips – so your videos can thrive.

We'll cover:

- [Why should you care about video on LinkedIn?](#)
- [Types of video content on LinkedIn \(and use cases\)](#)
- [Best practices for creating engaging LinkedIn video content](#)
- [How to measure success: LinkedIn video analytics](#)
- [The top tools and solutions for videos on LinkedIn](#)

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Why should you care about video on LinkedIn?

Marketers have been tapping into the power of video content across platforms for years. And things are no different on LinkedIn.

Here are some quick stats highlighting the effectiveness of video content on LinkedIn:

- Video gets **5x more engagement on LinkedIn**. Live video gets 24x more.
- **54% of consumers** want to see more video content from their favorite brands.
- LinkedIn users are **20x more likely** to share video content than any other type of post.
- LinkedIn video ads **boost conversion rates** by almost 30% and increase purchase intent by 45%.
- **86% of businesses** use video as part of their marketing strategy, with more brands planning to increase their video budgets in 2025.

From livestreams to organic posts, showcasing your brand via video content across LinkedIn is certain to boost brand awareness and engagement. And if you don't include video in your marketing strategy, you risk missing out on the **fastest growing format on the platform**.

Now you know the power of video, what kind of video content should you make? Let's take a look.

Types of video content on LinkedIn (and use cases)

Here are the different types of LinkedIn video content you can utilize.

Native videos

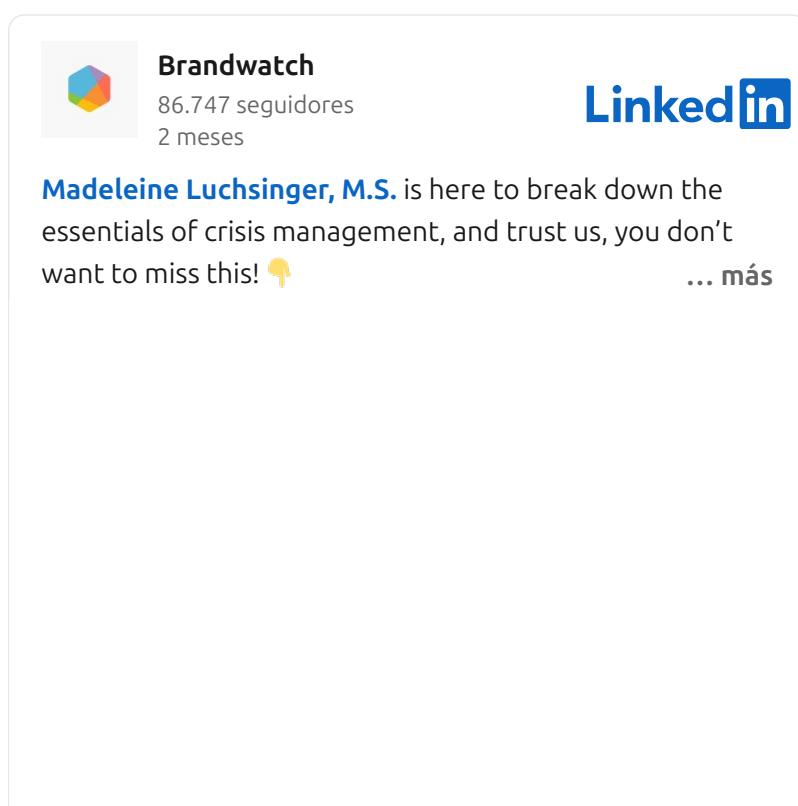
You're likely familiar with native video posts on LinkedIn. These posts are simply videos directly uploaded and published to LinkedIn, either to a company or personal page.

There are plenty of benefits for utilizing native videos. Here are a couple.

- **Autoplay:** Native videos play automatically when a user scrolls their LinkedIn feed, leading to higher visibility – and therefore higher engagement rates.

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- **Quality content:** LinkedIn focuses on matching members to [quality content](#), and native LinkedIn videos are ideal for amplifying this content in the feed.
- **Multiple formats:** Native videos can be a range of shapes and sizes – whether you prefer landscape, square, or vertical videos. This makes it much easier to post existing videos you might have or experiment with what performs best.
- **Analytics:** Impressions, video views, average watch time, and audience demographics are [all available on native video content](#).



By utilizing native videos on LinkedIn, marketers can get *more* information about their brand in front of customers in *less* time. So, don't underestimate the power of [posting videos directly to your company page](#).

Livestreams

Livestreams on LinkedIn are a brilliant way to showcase your brand's expertise. From hosting webinars to presenting Q&A sessions, livestreams offer you the opportunity to get in front of your customers in real time.

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Here are some of the benefits of utilizing [Live Events on LinkedIn](#).

- **Real-time engagement:** Create a conversation between you and your audience where they can ask questions in real time.
- **Show personality:** Showcase your employees, leadership, experts, and clients to add character to your brand. [People buy from people](#), not brands.
- **Add authenticity:** Livestreams allow you to truly be authentic with your content. Add a human touch to your content that's harder to achieve in pre-recorded content and be open to the engagement that happens with live content.
- **Boost engagement:** Speaking of engagement, LinkedIn Live Events generate [7x more reactions and 24x more comments](#) compared to native videos.
- **Event integration:** Schedule LinkedIn Lives in advance and take advantage of the ability to directly invite connections, plus you can send live notifications and reminders to attendees.

So, what are some ways you can maximize your livestream strategy? Here are some use cases for LinkedIn Lives.

- **Webinars or virtual events:** Host your existing webinars on LinkedIn alongside your chosen platform to maximize reach. Or consider having a virtual event to engage audiences throughout the day.
- **Thought leadership:** Establish credibility in your industry by asking internal experts to share advice or industry news. Talk through your latest report or research to get your content in front of more eyes.
- **Product launches:** Generate excitement about your latest features with live demos or a sneak peek at new products.
- **Expand your events:** Hosting an in-person event? Consider doing a livestream alongside the event to attract those that couldn't make it on the day.
- **Live Q&As or discussions:** Drive brand awareness by letting your audience interact with leaders and experts from your brand. Get a panel together to talk through a new trend or insight.
- **Employee-led talks** on company values and corporate responsibility.

Aceptar y unirse a LinkedIn

Al hacer clic en «Continuar» para unirte o iniciar sesión, aceptas las [Condiciones de uso](#), la [Política de privacidad](#) y la [Política de cookies](#) de LinkedIn.

All members can join LinkedIn Lives as viewers. Eligible members and Pages can create and broadcast a LinkedIn Live. It's worth noting that you can't stream directly from LinkedIn – you'll need a streaming tool to broadcast LinkedIn Lives. You can learn more on how to [get started with a LinkedIn Live here](#).

Video ads

Adding a video to your paid ad strategy can be invaluable for engagement.

Like native video content, [video ads](#) appear alongside content in a user's LinkedIn feed and autoplay as users scroll. You can target video ads based on a multitude of factors, including job title, industry, company size, skills, and seniority. So, make sure to consider your targeting before putting your ads together.

In addition to the benefits of native video outlined above, video ads can help grow brand awareness and inspire action. Here are some quick benefits of utilizing video ads on LinkedIn.

- **Maximize engagement:** Video ads get [220% more engagement](#) than static ads. Plus, autoplay leads to higher video views on your ads.
- **Quality targeting:** Benefit from LinkedIn's [audience quality](#) and targeting options on the world's largest professional network to deliver your video directly to decision makers.
- **Measure impact:** Get real-time data on your [LinkedIn campaigns](#) to properly understand the outcomes of your video ads. When you layer in a tool like [Brandwatch](#) you are able to get a holistic view of your brand impact.

If you're stuck for inspiration for your video ads, try repurposing your native video content to see what sticks with your audience. But don't forget to add a call to action.

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Use cases

Videos on LinkedIn are especially effective for brands targeting professionals. If you need some inspiration on attracting your audience, here are some ways you can incorporate videos into your marketing strategy:

- **Thought leadership posts:** Share expert opinions or industry news from your brand's in-house specialists and promote content with [Thought Leader Ads](#).
- **Product demos:** Showcase how your product works directly to your audience to boost brand education and visibility.
- **Product launches:** Generate buzz for an upcoming product or feature.
- **Testimonials:** Got a glowing review? Share it on video. Highlight some of your biggest success stories, or even interview clients face-to-face for extra credibility.
- **Behind-the-scenes videos:** Share videos featuring your employees, company culture, and workplace.
- **Recruitment:** Share any open roles to attract top talent. Video brings a personal touch to recruitment by showcasing company culture. Plus, it lets potential candidates get a feel for your brand's values, helping them connect with the brand on a deeper level.
- **Company updates:** Whether it's an award you've secured or a new member of your team, show off what's new at your company.
- **Event promotion:** Create [video ads before, during and after](#) to promote your events and use it to drive sign-ups, attendee numbers, and video views at each stage of the event lifecycle .
- **Content promotion:** Promote your latest report, blog, or content campaign to get more eyes on your efforts.

So now you're up to date on the plethora of ways you can maximize video on LinkedIn, let's dive into best practices.

Best practices for creating engaging LinkedIn video content

Making your video content shine on LinkedIn can lead to improved brand visibility, better engagement, and – ultimately – [more sales](#). So, here are some practical tips to keep in mind when developing LinkedIn content.

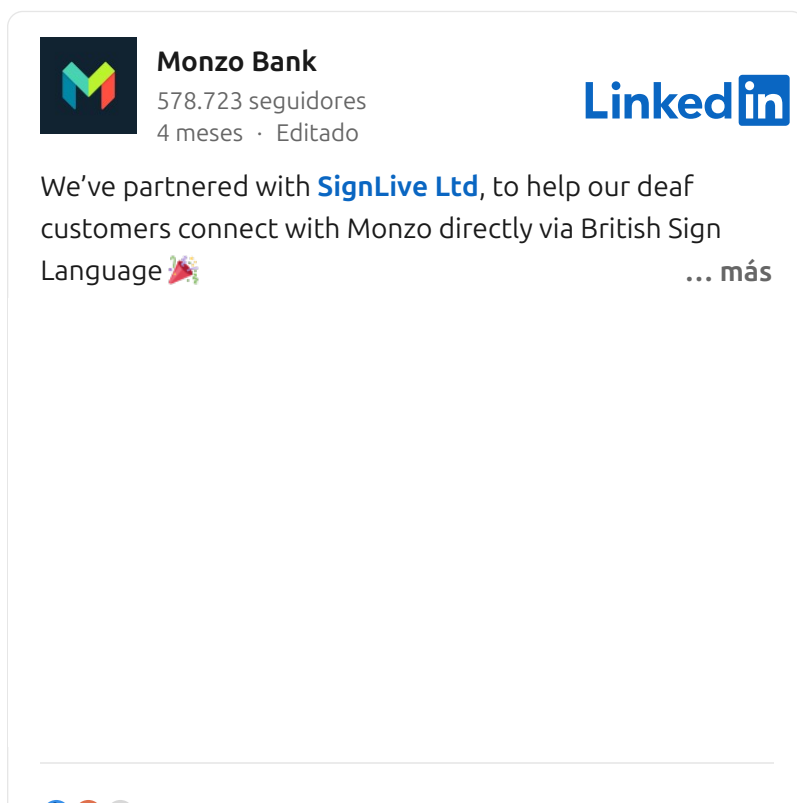
The ideal length of your video will depend on your intended audience and the [goal of your content](#). Here's how to decide on your video's length.

Short-form videos (under 1 minute)

- **Best for:** Brand awareness
- **Examples:** Teasers, quick tips, time-sensitive announcements (like event promotion)

Shorter videos are ideal if your goal is to get as many eyes on your content as possible. Videos between 30-60 seconds perform well as they're easier to digest than longer content. These bite-sized videos also see up to [23% more engagement](#).

If your goal is to share your latest announcements or share quick product tips or industry news, short-form videos are the way forward. Here's a [great example](#):

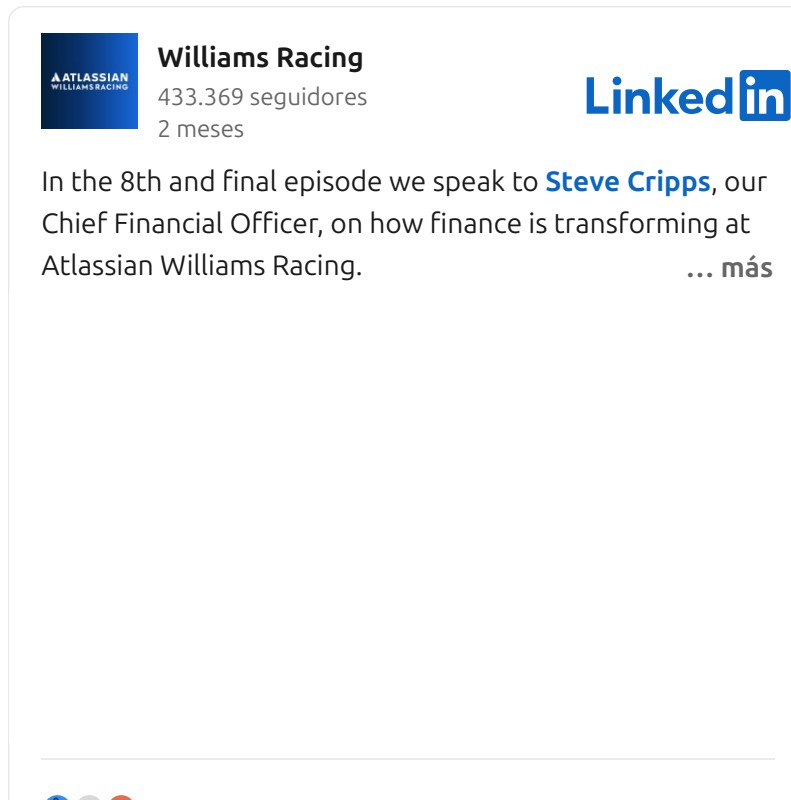


Mid-length videos (1-3 minutes)

- **Best for:** Engagement
- **Examples:** Case studies, thought leadership, product demos

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Mid-length videos offer a sweet spot for marketers wanting to offer value to followers and get quality engagement in response. If you want to showcase a success story or thought leadership piece without compromising on quality, a mid-length video is the way forward. Ask questions to encourage comments, or boost shareability through interesting insights, [like this post](#).



Long-form videos (3+ minutes)

- **Best for:** Brand education
- **Examples:** Webinars, livestreams, interviews with experts

If your goal is to foster a brand image that shows off your industry expertise, long-form video is the way forward. And for brands wanting to have high-quality leads that are engaged and knowledgeable on your product, webinars and livestreams can help. Just make sure that you include a clear value proposition to encourage viewers to keep watching.

There are many different content types you can incorporate into your LinkedIn strategy. Here are some top performers (and tips on maximizing these types of content).

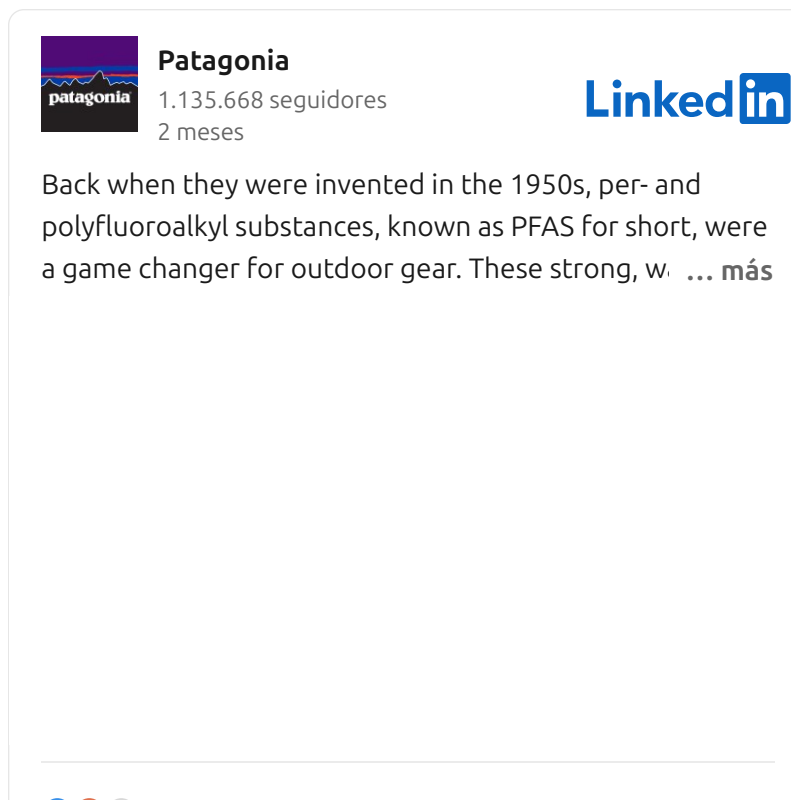
Educational content

- **Best for:** Engagement
- **Examples:** Industry news, product tutorials

LinkedIn's audience of professionals naturally lean towards educational content. Whether it's a walkthrough of a solution to common pain points or improving a user's professional development, videos promoting learning are always high performers.

Educational content is a brilliant way to ask questions or encourage conversations in your comments.

Top tip: Pair educational content with company updates to promote brand education.



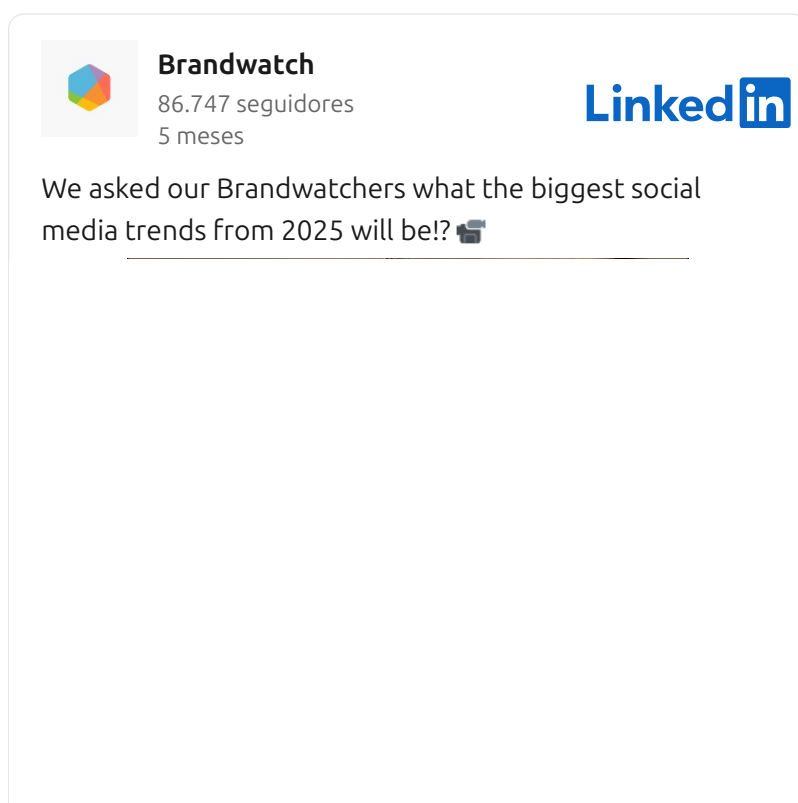
Source: Patagonia

Behind-the-scenes content

- **Best for:** Adding brand personality
- **Examples:** In-office shenanigans, employee updates, company culture

Behind-the-scenes content humanizes your brand. By sharing your company's latest employee initiatives, job vacancies, or examples of company culture, you build brand trust with both business and customers.

Top tip: Ask your employees a question related to your brand's mission to combine your brand values with employee culture.



Thought leadership

- **Best for:** Brand positioning
- **Examples:** Sharing your latest content piece, industry experts touching on the latest developments

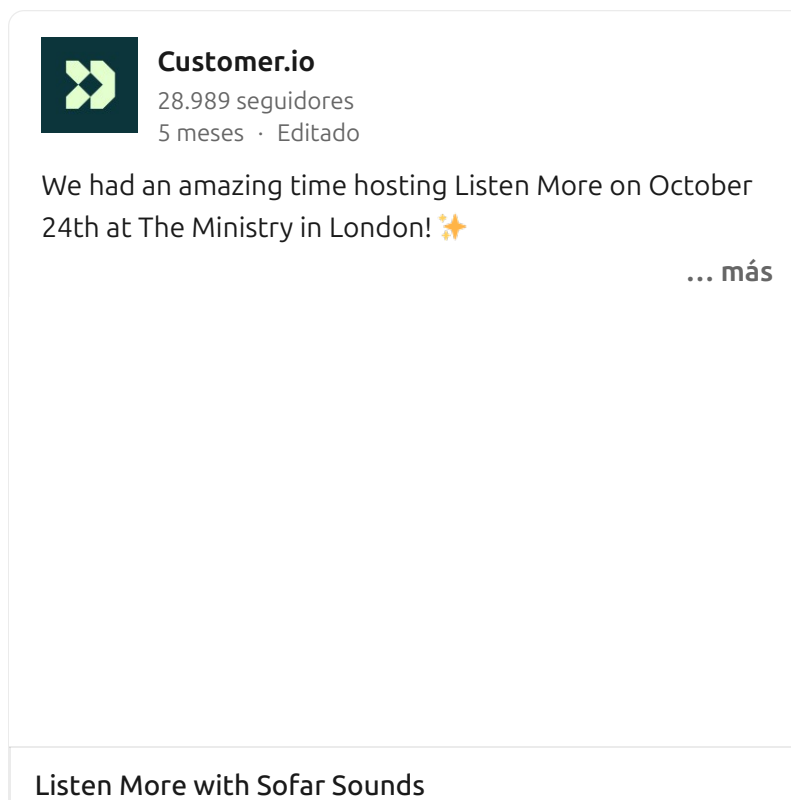
image. Establish your company as a thought leader to encourage customers to follow you for more insights – and ultimately boost brand trust.

Case studies and testimonials

- **Best for:** Building credibility
- **Examples:** Interviews with customers at events, sharing reviews

Social proof is invaluable. Showcasing testimonials from real customers can help to both position your brand as credible and also share favorite features or product tips. Plus, if a high-profile client is willing to talk about your brand on LinkedIn, other brands are sure to notice.

Top tip: If you're struggling with getting clients onboard, interview event attendees to access an already engaged customer base – [like this post below](#).



Don't forget about captions

As we mentioned earlier, By using our site you agree to our [use of cookies](#) – [I Agree](#) and with [80% of](#)

[LinkedIn users](#) silent scrolling, avoiding captions can be detrimental to your marketing efforts on the platform.

Adding captions to your videos not only boosts accessibility, but they also improve engagement – videos lacking captions saw [15% fewer shares](#). CTA clicks also fell by over 25%. Captions can also help with retention – with better accessibility, people are likely to stick around for longer.

So, while adding captions may take extra time, the benefits far outweigh the effort. Captions are worth their weight in gold; they ensure your message is accessible, boost engagement, and help your content reach a broader audience, especially those watching without sound. In the long run, the added effort is more than worth it for the payoff.

Top tip: Consider the placement of your captions carefully. Are they big enough? Are they too close to the edge of your video? Are the colors and fonts readable (and brand-friendly)? Here's a [great example](#) of adding captions to your content.

BONUS: LinkedIn also offers [auto-captions](#) for videos to make content more accessible, saving you time.



Encourage engagement

Building an engaged audience should be the goal for any brand on LinkedIn. After all, the more engaged your followers are, the more likely they are to buy from you – [63% of buyers said](#) that video content helps inform buying decisions. Plus, more engagement on your posts boosts your content up in the feed while building relationships with followers.

So, how do you do this? Encourage interaction, reply to comments, and ask users to add their own thoughts to your content. A simple “what do you think?” can go a long way. Make sure you’re quick with your replies too – don’t let a conversation go stale.

Quick tips

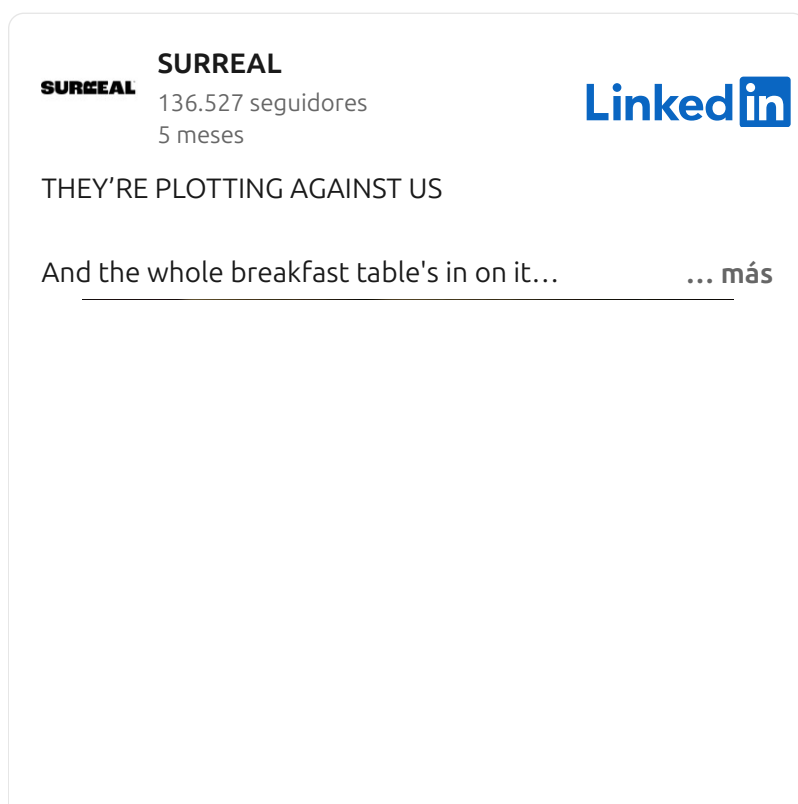
Here are some quick tips to keep in mind when creating video content for LinkedIn:

- **Experiment with different video format options.** LinkedIn supports vertical, square, and landscape layouts, so see which works best for your audience. [Test and learn](#) to find what works on LinkedIn.

- Video length matters. Remember, video ads can be anywhere from [3 seconds to 30 minutes long](#) – but shorter videos ads (under 15 seconds) tend to perform best. Videos

that are 15-30 seconds long qualify for all placement options across LinkedIn, including in-stream placements, so trial this length for optimal viewership.

- Brand building is expected on LinkedIn. Yet, **brands that lead with authenticity triumph** over those that stick with generic, impersonal content. After all, LinkedIn users are savvy – they can see through phony content.
- In a similar breath – **don't worry about being too professional**. If your brand values depend on informality, embrace it! Your audience is sure to appreciate goofy content in a sea of seriousness, [like this great post](#).



How to measure success: LinkedIn video analytics

So now you have incorporated video into your marketing strategy – how do you know it's working? By properly analyzing and [reporting on your LinkedIn campaigns](#), you'll have a better understanding of which content performs best. This way, you can adjust your strategy and optimize your content.

Here's a quick overview of some key metrics you should keep an eye on:

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- **Video views:** This measures the total number of times your video has been played. Views can help indicate interest in your content, and understand how widely your videos are being shared.
- **Impressions:** This shows the number of times your post was shown on LinkedIn. Comparing this to video views can help you understand what percentage of people chose to take action on your video.
- **Video viewer demographics:** LinkedIn provides audience information, including job titles, locations, and the companies where your video viewers work. You can use this information to understand if your targeting is correct.
- **Comments, reactions, and reposts:** Monitoring the engagement on your video posts is probably the most helpful metric. You can see exactly what resonates.

Use these metrics to discover which types of posts work best for your brand on LinkedIn. Do your educational videos get more impressions, but less views? Do your behind-the-scenes videos get more engagement from employees, leading to more impressions overall? Do your long-form videos target more of the right demographic?

Once you've generated some reports on your videos, you'll be able to adjust your content strategy appropriately. Remember to experiment with video length and content type to get a full picture of what your audience prefers.

Remember, LinkedIn's native video analytics sit directly on your video posts, so you [can get these metrics really easily](#). For paid ads, utilize [LinkedIn's Campaign Manager](#) for more detailed performance analytics.

THE TOP LINKEDIN ANALYTICS TOOLS

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The top tools and solutions for videos on LinkedIn

Video creation can be challenging – but your strategy doesn't have to be perfect.

Start with the tools you have in-house and experiment before refining a full-on video strategy. Which videos have worked previously? Do you have any video content you can repurpose before you create something new?

If you're looking to step things up, or make the process easier, here are some tools you can use for video creation.

Video editing tools

There are plenty of free and paid-for tools you can use for editing videos for LinkedIn. These include:

- **Canva:** Canva offers a free plan for both image and video editing software, and you can also take advantage of its graphics for thumbnails or carousels. They also offer an [integration with LinkedIn](#) for easy video asset creation and promotion on the platform.
- **iMovie:** For those with macOS, iMovie is built in for free. The software offers a super simple interface that's ideal for basic edits like trimming, adding transitions, and text.
- **CapCut:** A free all-in-one video editing app that helps you create captivating videos for social media platforms, including LinkedIn.
- **Adobe:** Adobe's Premiere Rush offering is a beginner-friendly tool for editing videos with easy drag-and-drop functionality. Its Premiere Pro option is great for more advanced editing.
- **Final Cut Pro:** This is an advanced video editing software for Mac users, ideal for producing higher quality videos.

Captioning tools

Some caption or subtitle tools include:

- **Kapwing:** This software offers both manual and automatic captions, making it much easier to caption longer videos (just make sure to double check them.) Plus, it has easy style options for your subtitles.
- **Clideo:** Offering both a free plan and an affordable, more advanced alternative, Clideo can help you add captions and subtitles to videos. The software also allows basic

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editing.

Note: Many of the video editing tools described above may also have caption features.

Publishing tools

Now you have your videos, it's also important to make sure they're optimized for posting. Ask yourself how you can get more eyes on your content through accompanying captions, hashtags, and page or people tags.

Tools, like [Brandwatch Publish](#), can help schedule, manage, and optimize LinkedIn video content, too. So make sure you consider ways to schedule in advance or collaborate across multiple social media managers and pages.

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Roundup

Leveraging video on LinkedIn can be a vital step to better connecting with your audience. From sharing thought leadership videos with prospects to showcasing testimonials from existing clients, video can help to foster better engagement and boost brand credibility – ultimately leading to more exposure for your brand.

But remember, don't worry too much about formality – despite LinkedIn's professional audience. At the end of the day, authenticity performs best on social, so keep your brand values in mind to really thrive with video on LinkedIn.

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