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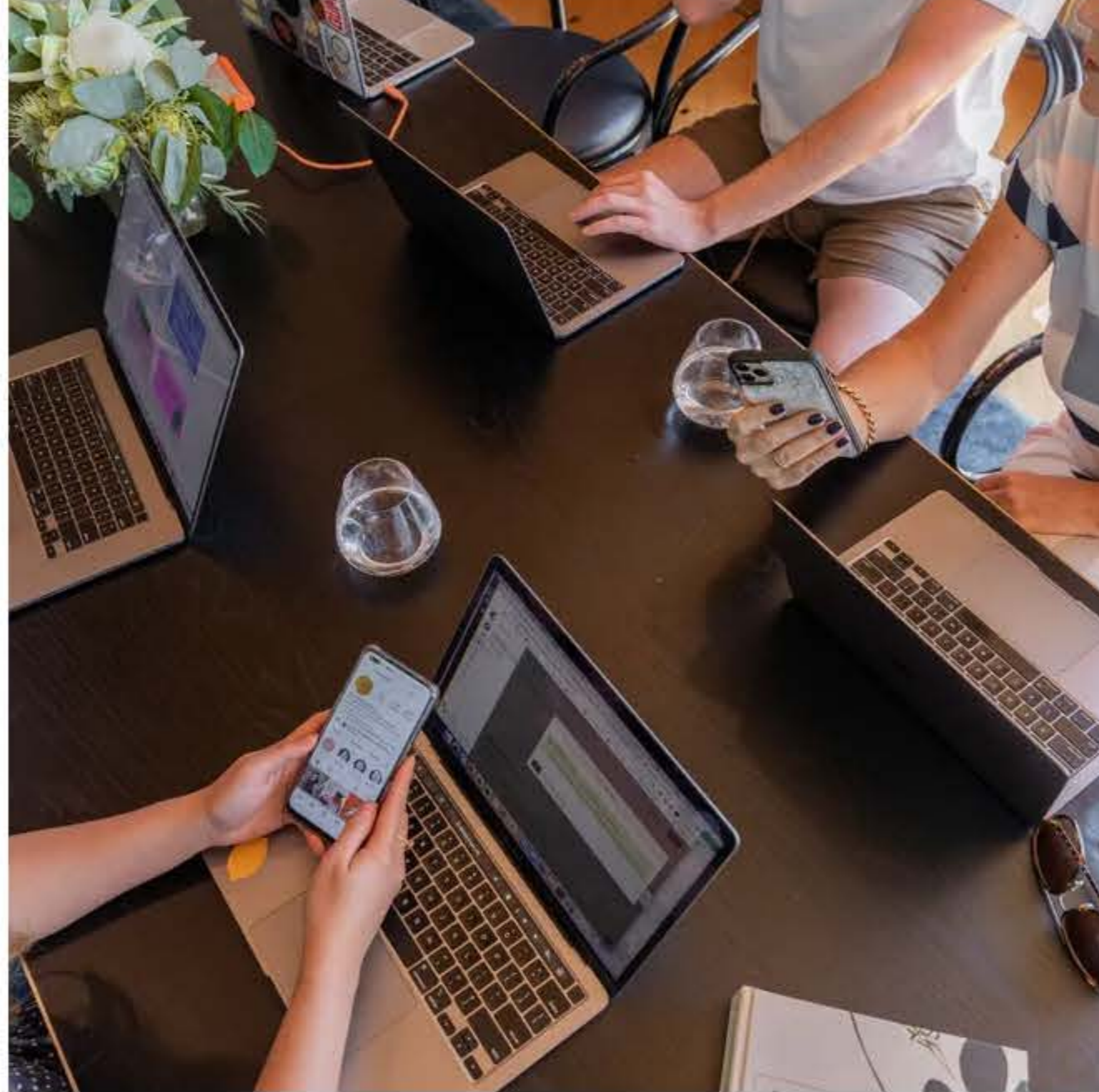
9 reasons companies need video, YouTube & TikTok

Public companies need video in investor marketing strategy

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Public companies can leverage the power of video on YouTube and TikTok to supercharge their investor marketing efforts. Photo Provided By SmallCap Communications Inc.

Public companies that make the mistake of thinking social media is nothing more than a cesspool of viral cat videos, political arguments, and photos of the last meal someone ate, put themselves at risk of being ignored and left behind by potential investors.

Times have changed. Today's retail investors are hunting for potential investment opportunities on social media like never before, with video content being their favorite format.

The preference for video leaves Twitter, LinkedIn, Facebook and Instagram at a disadvantage despite each of those platforms having varying levels of video-related functionality and features.

In contrast, public companies that are serious about leveraging the power of video are turning to YouTube and TikTok to supercharge their investor marketing efforts.

To learn more, let's dive into the nine reasons public companies need video, YouTube and TikTok in their investor marketing strategy.

Reason #1: Format preference

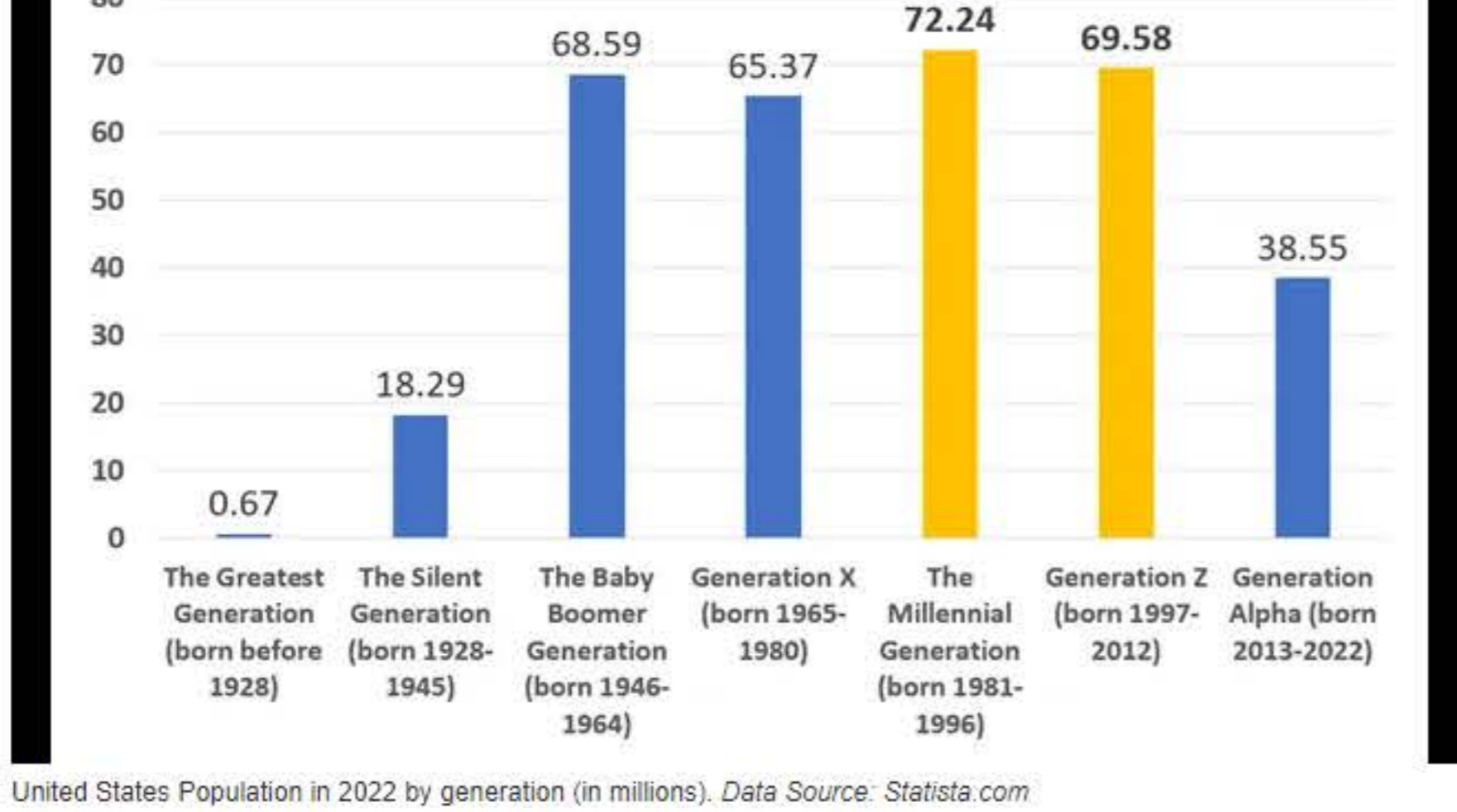
In 2023, 91% of people said they wanted to see more videos from companies, up from 85% in 2018.

The growing trend of preferring video content shouldn't be ignored by companies looking to attract and engage new investors.

Reason #2: Population preference

Millennials and Gen Z are currently the second largest generation groups, representing over 41% of America's total population.

Investors from these groups rely heavily on video, with 54% saying they use YouTube and 16% using TikTok.



Reason #3: Sharing frequency

Social sharing means the target audience is doing the promoting for the company, at no extra cost. Therefore, it makes sense to invest in the type of social content that gets shared the most. Content that is shared the most is social video, which generates 1,200% more shares than text and image content combined.

Reason #4: Content retention

Public companies gain an advantage when they use the form of social content that gets remembered the most, which is social video. Viewers retain 95% of a message when they have watched a video, compared to only 10% when reading text.

Reason #5: Longer content lifespan

The shelf life of content varies greatly between social platforms. On X/Twitter, 15 to 20 minutes is common. On Facebook, content might have played out its maximum run within about five hours.

This is one place where YouTube and TikTok shine brightest, with videos on the platform commonly going strong for months, if not years, after being posted.

Reason #6: Search engine power

The more easily the company's social content can be found, the greater the chances are of engaging new investors.

This is another place where TikTok and YouTube shine. Gen Z is using TikTok as a new search engine. The platform's inroads into the search engine market are significant enough that Google has noticed TikTok edging into its territory.

Meanwhile, YouTube is the world's second-largest search engine (behind Google, which owns YouTube), with roughly 3 billion searches per month.

That means retail investors will be looking for and finding investment opportunities on the platform.

Reason #7: Investor education portal

On TikTok and YouTube, categorization and playlist functionalities enable public companies to effectively manage their content.

Over time, the content grows into an invaluable resource and educational portal where investors can conduct their due diligence. For example, check out the YouTube channel for Blackrock Silver (TSXV:BRC)(OTC: BKRRF)(FSE: AHZO).

Reason #8: Preference for short video content

The popularity of short-form video content is rising rapidly. This is a trend that publicly traded companies can take advantage of through their investor marketing on YouTube and TikTok.

YouTube's answer to short video content is their popular "Shorts" category. But the clear winner here is TikTok, which has the highest engagement rate among all short-form video platforms (5.53% compared to YouTube's 3.8%).

Reason #9: Built-in influencer audiences

Publicly traded companies can benefit from the popularity of social video influencers.

Companies can quickly gain exposure to new retail investors through interviews and profiles that introduce their stock to an established audience.

Next steps

It's easy to see why public companies can't afford to ignore the power of using video, YouTube and TikTok in their investor marketing toolkits.

At the same time, it takes expertise and in-the-trenches experience to effectively create and position social video content that reaches and connects with today's investors.

That's where SmallCap Communications Inc. can help.

Since founding SmallCap Communications Inc. in 2013, Rebecca Kerswell has led the firm in helping dozens public companies reach their marketing goals. The firm's full-service investor marketing model has proven attractive to clients trading on the NYSE, Nasdaq, TSX, OTC Markets, NEO Exchange, Frankfurt Stock Exchange, and the CSE.

To learn more about SmallCap Communications Inc. and how it helps publicly traded companies connect with new investors, visit smallcapcommunications.com.



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