

# Short-Form Content Will Sweep Off the Internet; Know Why?



As people are so busy in their day-to-day life, they rarely watch long form content, but short form content is mostly consumed on the go.

## Evolution Of Short Form Content

Due to the massive growth of short-form content, many big and popular apps have made them available like You Tube, Instagram Reels, Josh , Moj etc



# Why Is A Short Form Of Content Proliferating: Know Why

## 1. Multi-Purpose

Short form content has multi purposes uses like DIY videos, tips on fashion and make up, educational videos etc which are time saving as well as useful for customers.

## 2. Targets Wide Audience

Short form content helps to reach wider audience and introduces them to new content creators

## 3. Successfully Delivers Messages

Short Videos helps to delivers clear message across the audience without diverting their attention.

## 4. Good Engagement

Short videos are engaging and have entertainment value. They tend to garner higher engagement rate.

## 5. Reduction In Attention Span

As humans have lower attention span, it becomes necessary to engage them with short form content which is to the point videos.

## 6. Less Data Consumption

Short videos tend to take up less data so it is very useful for consumers who fear of exhausting their data limit.

## 7. Horizontal V/S Vertical Videos

As people spend more time on their mobiles, vertical form of content is becoming more popular and it also helps to keep user's attention.

## 8. Unlimited Scrolling Feature

As new videos keep appearing as we keep scrolling, it increases user's engagement.

# 9. Platforms Building The Bridge Toward Short-Form Content Creation

Social Media Platforms have adopted short form content as it helps to get more traffic to their platform

# Why Are Millennials And Gen Z Feeding Over Short-Form Content?

As influencers use short form content it also helps to increase their followers and this has taken influencer marketing to a new level. Brands now approach influencers to promote their brand through reel, or any other short form content.

Greater engagement on short videos shows that it will keep on growing in near future.

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Credits

A large, semi-transparent graphic element consisting of two overlapping chevron shapes. The top shape is teal and the bottom shape is dark teal/black, creating a layered effect in the upper right corner of the slide.

*Thank you!*