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EFFECTIVENESS OF SHORT-FORM VIDEO MARKETING IN SOCIAL MEDIA STRATEGY

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ABSTRACT

In the digital age, social media marketing is vital for organisations to engage with their audience and reach more people. This thesis examined the effectiveness of short-form video content as a social media marketing tool. It used the Patteri Entrepreneurship Society as a case company. Video content consumption is increasing, so this research provided insights into how short-form videos could be used to engage users and raise brand awareness.

The study used a blend of qualitative benchmarking and action research to assess the impact of short videos on engagement metrics. It was found that short-form videos did not significantly increase subscribers, but they played a role in viewer interaction and engagement. Further analysis revealed that engaging videos timed well and distributed effectively, significantly enhancing viewer engagement.

The research concluded that short-form videos were effective for social media marketing when integrated within a broader strategic framework that included continuous adaptation based on performance analytics. Recommendations for the Patteri Entrepreneurship Society included enhancing video content quality, diversifying distribution channels, and refining engagement tactics to maximize the potential of short-form videos in social media campaigns.

Keywords: short video, social media strategy, effectiveness
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INTRODUCTION

Background and commissioner. Today, social media is attracting the attention of marketers, company founders and content creators around the world due to its wide reach and cost-effectiveness. In an environment where social media has become a powerful marketing tool, short-format videos have gained fame as effective marketing tools. Today, users consume an incredible amount of media content - more than 7.5 hours a day (Lindner 2023). While fighting for the right to be visible to users in this endless stream of media content, researchers and marketers must constantly improve their marketing strategies and analyze their effectiveness.

Short-format videos have become increasingly popular as a marketing tool in recent years. In the following year, 90% of marketers using short-form videos intend to either increase or maintain their investment, while 21% of marketers plan to use short videos for the first time in 2023 (Mawhinney 2023). This study assesses the efficacy of utilizing short videos as a social media marketing tool for the Patteri Society of entrepreneurship. The effectiveness of short videos in this study was gauged by the number of new subscribers, engagement, and impact on brand perception.

The commissioner of this thesis is the Patteri Entrepreneurship Society, a student organization from Finland dedicated to the development of entrepreneurship. Their mission is to develop entrepreneurial thinking among students, bring together people passionate about startups, and support students in starting their own businesses. Patteri also plays an important role in strengthening the regional startup ecosystem within Kymenlaakso. (Akhmetova 2022.)

The thesis topic is useful to the Patteri Entrepreneurship Society, the commissioner of this research work, because it addresses one of the most important questions for young companies and organizations: how to maximize the benefits of social media marketing using short videos? This knowledge will help Patteri optimize its social media presence and ultimately increase the number of engaged audiences.
Development settings. The incorporation of short videos into social media marketing strategies not only enhances user engagement but also aligns with the consumption patterns of a contemporary audience that prioritizes speed and visually appealing content. Short videos are particularly effective for swiftly attracting viewers and are particularly cost-effective for startups and small businesses striving to optimize their marketing efforts within a constrained budget. (Tran 2024.)

This thesis aimed to study the effectiveness of companies and public organizations’ introducing short videos into social media marketing strategies. The research also focuses on the elements of short videos that will help make them a more effective marketing tool. The purpose of this research is to develop a comprehensive understanding of the effectiveness of short-form video content as a social media marketing tool for the Patteri entrepreneurial community. This study seeks to address two key questions: firstly, how does the adoption of short-form video content by companies affect their engagement with target audiences? And second, what are the key elements that contribute to the success of short-form video marketing campaigns? For companies with a limited marketing budget, as well as startups, it is crucially important to build their marketing strategy considering the investments made and the return on investments.

To answer these questions, the research was guided by several key objectives. First, evaluation of the effectiveness of short-form video content by analyzing the engagement indicators. Further, analyzing the examples of successful social media marketing companies that have implemented short videos into their strategy, and identification the best practices and recommendations for the Patteri Entrepreneurship Society’s marketing strategy. The next step was to develop recommendations for developers that will improve content creation, distribution tactics, and audience engagement. This will increase the overall effectiveness of the social media marketing campaign.

When developing marketing strategies for short videos, it is important to consider the formats of long videos for comprehensive analysis. Long videos, typically lasting more than two minutes, provide a deeper narrative and educational potential than short videos. To make a fair comparison between the rapid engagement of short videos and sustained interaction with the viewer, which is facilitated by longer content, it is necessary to include both types of videos. This study, which focused on both types of videos, examined the direct impact of
short videos on user engagement, as well as how longer videos contribute to strengthening brand loyalty and detailed consumer education.

**Research methods.** This study utilizes pragmatic research methodology to examine the effectiveness of short video marketing in social media strategies, with a focus on its impact on Patteri Entrepreneurship Society. Utilizing a practical problem-solving approach, this study combines theoretical ideas with real-world applications to produce actionable results that improve Patteri's marketing efforts.

**Action research.** The first method was action research, which involves creating and posting three short videos to the Patteri Entrepreneurship Society's Instagram account. This approach allows direct observation and analysis of the impact of video marketing strategies in real-time. The videos were designed in line with Patteri's overall branding and marketing objectives and aim to effectively engage with society's target audience.

The action research takes place in 4 stages, the first of which is planning for action, which implies the development of a content strategy that is in line with the marketing objectives of the society and the interests of the audience. Then acting - production and realization. Creating three short videos, each focusing on a different aspect of Patteri's value proposition for its members and followers and publishing them on Patteri's official Instagram account according to a planned schedule to maximize visibility and engagement. The next step is observing and monitoring engagement metrics such as views, likes, comments and shares to evaluate the impact of the videos on audience engagement and attracting new followers. And the last step is reflecting or conclusion. (Gunbayi 2020, 17.)

**Benchmarking analysis.** The second method involves a qualitative benchmarking analysis of five Instagram accounts belonging to different organizations that have successfully implemented short videos into their social media marketing strategies. This analysis provides a comparative perspective to understand how similar organizations were using video content to achieve their marketing goals. Criteria for selecting these organizations include alignment of their marketing goals with those of the Patteri entrepreneurial community and demonstrated success in engaging target audiences with short video content.
The research starts by identifying companies like Patteri that have thrived using short videos in their marketing despite budget constraints. It then dives into the details, analyzing the types of content they create, how often they post, how audiences respond, and any subscriber growth. Finally, it examines how these companies plan, produce, and promote their videos, exploring how these efforts impact their overall social media presence.

Both methods utilize tools and techniques suitable for qualitative research. The combination of benchmarking and action research provides a comprehensive understanding of effective video marketing techniques and their practical application in Patteri ES, which provides valuable insights into the strategic use of short videos in social media marketing.

**Framework and limitations of the study.** In this thesis, short-form video marketing and its effectiveness was studied in the context of social media. The theoretical framework was divided into three parts: social media marketing, short-form video, and effectiveness of marketing techniques, as presented in Figure 1.
This study focuses on the practical application of video marketing in a concise form in the context of the Patteri Entrepreneurship Society strategy in social networks. Its purpose was to provide practical information by empirically evaluating the effectiveness of this marketing approach. The number of subscribers, engagement (likes, comments, reviews), and the impact on Patteri brand perception were other key indicators that were measured. They reflect the success and consequences of adopted video marketing strategies and the actual results that they bring. In other research, long videos were not given the same attention as short videos. In this study, even if the empirical part of the study was focused specifically on short videos, a reflection about the role of long video in video marketing was given. Indeed, the discussion about long videos was important for they were a unit of video content, those benefits limitations short videos, and were used as an alternative for strategic marketing goals and objectives.

The literature review component of this research includes a broad analysis of various social
media platforms to gain a complete understanding of current trends and practices in the field of short format video marketing. Instagram, however, was the focus of this research, which was consistent with Patteri's strategic approach, according to which Instagram and LinkedIn were the main social networks. Although LinkedIn was also being considered, it was not the main basis of empirical analysis.

**Limitations.** The study faces several limitations that may affect the breadth and depth of the results obtained. The empirical component of this study involves the creation and distribution of a small number of videos over a short period of time. This limitation may hinder the observation and tracking of long-term trends and the long-term impact of short videos on the overall social media strategy.

A significant limitation was the lack of direct access to detailed analytics from the accounts of companies selected for benchmarking on social networks, which limits the ability to measure specific video marketing results, such as accurate engagement indicators and detailed user interactions.

While the study presents a flight across the literature on multiple platforms, the empirical research was done using solely Instagram. This approach does not take into account the distinct dynamics and effects observed on other platforms like LinkedIn or the newer platforms, which may also be of concern for the Patteri target audience. The effectiveness of video content can strongly depend on factors such as the quality of the content, relevance to the target audience, and performance style. The variability of these factors may affect the consistency and reliability of the study results.

Consciously observing the listed limitations of this research, the author carefully reshapes the conclusions and recommendations obtained from it, making the final assumptions and suggestions sound realistic and correspond to the appropriate scale implemented within the research. The knowledge gained from this research will become the basis for the current and future strategies of the Patteri Entrepreneurship Society. At the same time, it can serve as a useful guideline for other similar organizations, which consider implementing short video content into their marketing strategy.
2 EFFECTIVENESS SHORT-FORM CONTENT IN SOCIAL MEDIA MARKETING

2.1 Social media marketing

Social media is an innovative technology transforming global dynamics and interpersonal interactions. People use social media for almost everything, including reading the news, finding friends, partners, and employers, advertising companies, and connecting with like-minded people around the world. (Davis 2016.)

Within the marketing and sales research domain, social media can be characterized as a technology-driven platform that facilitates communication, transactions, and relationship-building between businesses and their target audiences. This platform leverages existing networks of customers and potential customers to foster value co-creation. (Andzulis et al. 2012, 308.)

Social media has changed global dynamics, and it's not just a byproduct of technological evolution. It reflects humanity's ability to adapt and desire to communicate. This definition gives us a basic understanding and prepares us to examine the surprising statistics that illustrate the pervasive influence of social media. This sets the stage for a deeper dive into the diverse ways people interact with these platforms.

Almost the entire population of the planet has entered the social networks of the modern world. 95% of adults between the ages of 18 and 34 are likely to follow the brand through social media (LaMontagne 2015). About 63% of customers expect customer support through social media channels during interactions with various companies and brands (Mangles 2017). 42% of the world's population, including children, the elderly, and the population of the world's poorest countries, have an account on one or more social media platforms (Dixon 2023).

While analyzing statistics demonstrating the ubiquity of social media, it becomes obvious that social media is not just a cultural phenomenon, but also a vital part of the global economy and community. Realizing this fact brings us to a rich set of social media platforms. Matthew Jones (2024), in turn, in his article on the history of social media, explains that there are two key factors that stand out in the definition of the term. Firstly, online communication, in this
regard the author argues that the history of social media cannot begin before the invention and widespread use of the internet. And secondly, user-generated content, a factor that distinguishes social media from websites and blogs, where only a limited number of people can publish information. Besides that, Matthew Jones points out that the history of social media began in the 1970s with the advent of the Internet, and today, it has become an integral part of human communication. (Jones 2024.)

Turning to the study of modern social media applications, a conversation begins about the important role of social networks in promoting community development, commerce, and communication in the digital age. This section illustrates how the evolution and diversity of social media platforms have led to the creation of a rich ecosystem in which diverse needs and interests find their place.

Currently, social media is used for a variety of purposes. For these purposes, the platforms are classified into six main categories serving different needs and interests of users: social networking, social bookmarking, social news, media sharing, microblogging, and online forums. Some social networks attract amateurs, while others attract professionals. People use social networks to find a community of like-minded people worldwide, share opinions and ideas, and find information about different areas of life. Artists use social media to interact with fans, politicians use it to interact with voters, and charities use it to interact with donors. Social media has also become a key tool for businesses. Companies use them to interact with customers, attract new audiences, advertise, and promote their products and services, and analyze the market and consumer behavior. (Dollarhide 2024.)

Top social media platforms for short-form videos. There are top 4 social media platforms: Facebook Instagram, YouTube and TikTok, that are defined as the most popular platforms for short-form video publication. Today, these platforms are most actively used in business. For example, Santiago claims that brands will prefer Instagram to increase ROI and audience, since this platform ranks first in terms of ROI (29% of marketers indicated that both brought the highest ROI over the past year). Instagram is likely to continue to receive support from marketers due to the growing trend of shopping on social media, as it creates a favorable business environment on the platform, thanks to storefronts and in-app stores. (Santiago 2024.)
The best platforms for watching and creating short videos are TikTok, Instagram (Reels), and YouTube (short films). By using these platforms, creators can take advantage of the growing trend of creating short-form video content, reaching a diverse audience, and increasing engagement (Ferguson 2024).

Currently, platforms such as TikTok and Instagram Reels collectively have over 2 billion monthly active users. Snapchat also joined this trend in November 2020 by releasing Spotlight, and in 2021 YouTube introduced the YouTube Shorts short video, which garnered more than 6.5 billion views in the first month and currently serves more than 1.5 billion monthly active users. (Shore 2022.)

The history of short videos began with the release of the Vine app. In January 2013, the appearance of Vine was the first evidence of the growing popularity of short videos. It has brought a new concept to the social media environment by simplifying the process of creating, distributing, and watching short video clips with looping playback directly from mobile devices. Despite the maximum duration limit of six seconds, users accepted the challenge, setting a precedent where creativity outweighed the need for expensive production resources. (Shore 2022.) Figure 2 illustrates the evolution of the development of platforms providing short videos. From Snapchat with the beginnings of the trend for short videos to the emergence of the revolutionary Vine for this field, and to modern YouTube and Instagram, which are introducing short videos today due to popularity of this format.

Figure 2. The evolution timeline of short videos (DeLane 2023).
The Instagram Reels feature quickly became a favourite for short video creators, taking up almost a quarter of users' time on the platform. With a maximum display duration of 90 seconds (60 seconds for ads), Reels offers a user-friendly interface and many editing tools. (Ferguson 2024.)

TikTok became the third most popular platform after Instagram, used by 44% of companies. The high popularity of the application among representatives of generation Z makes it an excellent sales platform. The author cites statistics that one in three Gen Z users are interested in buying on TikTok Live, and 74% would like to get more information about the product by seeing it advertised on TikTok. (Santiago 2024.)

As of the end of 2021, TikTok, the leader in the short video segment, has a staggering 1 billion active users worldwide. Its popularity, especially among young people like Gen Z, makes it an excellent platform for fast and engaging content lasting from 3 to 10 minutes. (Ferguson 2024.)

Facebook remains the main platform for most social media marketers. Investments in Facebook are projected to increase in 2024, among which 23% of marketers plan to increase budgets for this platform.

YouTube is in 3rd place in terms of usage and return on investment but will continue to grow in 2024 thanks to YouTube Shorts. Santiago writes that 88% of marketers say they will increase or maintain their investments in the platform in 2024. (Santiago 2024.)

YouTube, the pioneer of online video, introduced short films in late 2020 to compete with other platforms for short videos. YouTube's wide global reach makes short videos of no more than 60 seconds in length an attractive option for creators looking to maximize their audience. (Ferguson 2024.)

### 2.2 Short-form video marketing

In examining the efficacy of video marketing, it is crucial to consider both long and short video formats, as they serve distinct roles within digital marketing. The distinction highlights the
need to assess how different video lengths cater to specific marketing objectives, such as in-depth storytelling or educational content, where engagement quality is paramount.

There is no clear definition of the length of a long video, as it varies across sources. From the definition of a short format video, it can be concluded that the duration of a long video should be 2 minutes or more, depending on the format. The optimal length of a video depends on the platform. YouTube favours longer content: ideally, videos should last 2 to 10 minutes to grab attention. However, for YouTube, 10 minutes is not the limit. For instance, MrBeast's video "MrBeast's $456,000 Squid Game in Real Life" has garnered 500 million views and is 25:42 minutes long. Another popular blogger, Martijn Doolaard, has a video on a one-year renovation that is over three hours long and has received 8.3 million views. (Collins 2024.) Additionally, educational content can last more than an hour.

Short-form video is engaging digital content taking from a few seconds to a couple of minutes and effectively conveys information, emotions, and messages about the brand, optimizing audience engagement through likes, comments, and reposts. Their success depends on vivid storytelling, relevance, and strategic timing, which makes them a vital tool for modern social media marketing. (Dong et al.2023.)

Zhao Jingnan's research (2023) thoroughly explores the concept of consumer perceived value, defining it as the most important link linking the quality of short video content with consumers' intention to make a purchase. This area of research is vital for understanding the significant impact that perceived value has on how consumers evaluate and respond to short video content, which ultimately influences their purchasing choices. Analyzing the impact of functional, entertaining, and emotionally engaging content, Zhao highlights how these aspects positively influence consumers' perception of value. Functional content provides practical and valuable information about products, entertainment content provides an engaging and enjoyable experience, and emotional content connects on a deeper level, evoking feelings or emotional responses that resonate with the viewer. Together, these content characteristics effectively increase the perceived value of the product or service being sold by the consumer, contributing to more favourable consumer behaviour when making a purchase. (Jingnan 2023, 11-13.)
The shorter the video, the better it holds attention. Viewers linger on about half of videos that are less than 5 minutes long. However, there is a surprising trend at the other end of the spectrum. Longer videos, such as webinars and live events lasting more than 30 minutes, have experienced a huge surge in popularity over the past decade. In fact, this category has seen the fastest growth of any video format. (HubSpot 2024.)

And more than half (59%) of Generation Z viewers use apps to watch short videos to learn about what they then watch in extended versions of longer videos (Sinha & Farnham 2022). In this way, short videos become promotional tools for longer videos.

Long videos are just as popular as short videos. For example, as of 2021, Instagram has combined embedded videos and the IPTV plugin to create the new Instagram Video format. Videos in users' Instagram grids can last up to 1 minute, but viewers can still click to watch videos up to 15-60 minutes long. (Hughes 2022.) Amy Burchill (2024) advises not to ignore the potential of long-form video, but to use it in conjunction with short-form videos, as they create high engagement and long-form videos build deep long-term connections with a brand or product.

According to Wistia's (2024) 2024 benchmark report, while only 16% of viewers watch a full 60-minute video, this dedicated group represents a highly engaged audience with strong potential to convert into sales leads. While shorter videos may initially generate more clicks due to their wider reach, longer videos can be much more effective at converting viewers. These in-depth videos, often featured on specialized pages, attract viewers who are actively seeking information, making them more receptive to the content and more likely to click play. In addition, longer videos allow for deeper engagement and strategically placed calls to action (CTAs), potentially leading to higher conversion rates. Ultimately, the ideal video length depends on your goal. Quick informational snippets can benefit from shorter formats (less than a minute), while in-depth research may require a longer duration (over 30 minutes). Increasingly, businesses are tailoring video content to the ideal length to maximize impact. (Wistia 2024.)

Short-form videos, known for their brevity, excel on platforms like Instagram and TikTok, capturing audience attention quickly. These videos are not only more accessible to produce
and consume but also tend to generate higher immediate engagement. Moreover, short videos often serve as introductions, leading viewers to seek out more detailed content in long-form videos. This relationship underscores the importance of integrating both video formats in a marketing strategy, allowing businesses to tailor their content to meet diverse audience needs effectively. This approach could be relevant for Patteri Entrepreneurship Society as they refine their strategy to maximize both reach and engagement depth.

Short-form video content attracts audiences with its quickness and visual appeal. According to HubSpot Marketing Statistics for 2024, short-form video has become the top trend for marketers. In 2024, 56% of marketers planned to make investing in short videos their priority. Since they unequivocally lead the way in attracting attention. Seventy three percent of consumers prefer this format to learn about products or services, and more than a third of video marketers agree that the optimal video length is 1-3 minutes, with the vast majority (96%) in favor of videos shorter than 10 minutes. Analysis of the data suggests that short video formats are dominating today's marketing landscape, and this tendency is likely to remain in the future. (HubSpot 2024.) According to HubSpot statistics, in 2023, almost a third of all marketers (31%) used YouTube and Instagram short videos as an element of their marketing strategy (Mawhinney 2023).

If we pay special attention to the short video, the data obtained from the HubSpot blog report on social media trends for 2021 and the video marketing report for 2022 emphasize its importance. Short videos help both generate leads and attract attention, which makes them a top priority for marketers who plan to allocate more resources to this format in 2022 compared to any other type of content. The statistics show that close to half (47%) of the marketers surveyed express the belief that short-form videos have the highest potential for virality. Meanwhile, 54% of surveyed marketers indicate that their companies utilize short-form videos. And 85% of marketers believe that short-format videos are the most effective format for social media marketing. (Bretous 2022.)

In the article, Martina Bretous (2022) also quotes the creator of short videos, Brandon Sanderson, who notes: “The development of social networks means that people's attention is being reduced. Therefore, using short videos will provide a competitive advantage and help engage the audience.” In summary, Martina notes that the brief videos are reflective of
contemporary society in addition to being succinct. For instance, TikTok is excellent at social challenges, dancing, and noise. As a result, in order to get users to notice their platform page, marketers frequently have to join in on these trends. (Bretous 2022.)

However, it does not matter that short videos should become the only social marketing media tool. The possibility of using various media formats such as carousels, videos and static images should be considered, especially to increase the volume of publications. (Macready & Cohen 2023.)

While feed posts benefit from a focused approach, Instagram Stories offer more flexibility. Adam Mosseri, head of social media, suggests using Stories up to twice a day. This allows you to receive real-time updates, look behind the scenes and interact with the audience. (Macready & Cohen 2023.)

Frequent and timely posting on Instagram can significantly increase brand awareness. Constant publications increase the chances of appearing in the feed, being mentioned in other accounts, and improving the ranking for relevant keywords in search results. This regular interaction also provides valuable data to understand what resonates with the audience, which allows you to refine your content strategy. (Macready & Cohen 2023.)

According to HubSpot surveys, a chart has been created illustrating the percentage of planned investments for 2024. In 2024, 26% of marketers intend to invest more into short-form video than any other format, marking the highest proportion among all formats currently. (Figure 3)
Benefits of short-form video marketing. Maxwell Iskiev (2024) along with HubSpot team discover that short videos bring the greatest return on investment, and in 2024 they will see the most significant growth among all marketing content formats. Currently, short videos have become the leading content marketing format, and most marketers claim that this provides the maximum return on investment, 44% of marketers use them in their strategies (Iskiev 2024).

Short video has been a leader among marketing strategies for several years now, and in 2024 they are expected to grow the most among all formats. For this reason, marketers expect to increase investments in this format more than in any other. In 2024, 57% of marketers using short videos plan to increase their investments, which is the highest growth rate among all formats. Moreover, 30% of marketers who currently do not use short videos intend to start investing in this format in 2024. (Iskiev 2024.)

Short-form video marketing has garnered significant favor among marketing professionals due to its perceived investment effectiveness. Proponents of this format often cite its potential for delivering a high return on investment (ROI).
Figure 4 clearly illustrates the comparison of 5 different marketing formats with the highest Return of investments (ROI). The chart clearly shows that short-form videos are leading in percentage of their cost effectiveness.

Figure 4. Comparison of top 5 marketing formats with the highest ROI (Iskiev 2024).

Although the ROI from long-form videos is noticeably less than that of short-form videos, this format ranks a solid second in this metric among video formats, with the highest ROI according to marketers around the world as of June 2022. (Statista 2022.) A visualization of the difference in ROI among different video formats can be seen in Figure 5.
Due to the prevalence of smartphones and mobile devices, over 75% of adults in the United States dedicate up to two hours daily to consuming short-form digital video content (Emarketer no date). Moreover, according to Sinha and Farnham's research (2022) findings, 59% of Generation Z individuals acknowledge utilizing short-form video applications to explore content, which they subsequently seek out in longer formats.

The advent of digital tools has strengthened traditional word-of-mouth marketing, which allows for the rapid exchange of information and expands the reach of the audience. It is important for marketers to understand this shift in consumer behaviour, as social media has become a key factor in trust and purchasing decisions. Marketers should adapt their strategies by actively interacting with consumers on those platforms where they are most receptive to brand messages. (Subramanian 2018.)

Young people who are used to constant Internet access, mobile devices and virtual interaction prefer video advertising. The current generation, known for its high demands, low concentration of attention and the ability to work in multitasking mode, easily navigates the modern information space. Video communication fits these preferences perfectly, as evidenced by the popularity of short video platforms such as Snapchat. (Mroz-Gorgon & Szymański 2016.)
Informative and entertaining content in content marketing will positively influence purchase intention. Also, the authors' findings proved that perceived value will partially mediate this relationship and that product engagement will negatively affect the impact of content marketing on perceived value. (Liu & Wang 2023, 2-3).

Martina Bretous (2022), in her article for HubSpot, draws on the results of a study conducted by Wyzowl in 2020, which showed that videos are published twice as often as any other type of content. Moreover, 84% of respondents admitted that watching a brand video influenced their decision to purchase a product or service. Thus, it is obvious that video content is increasingly becoming an essential component of each brand's content marketing strategy. (Bretous 2022.)

**Enhanced engagement.** Previously, short videos were popular, thanks to the occasional often funny moments accidentally captured on camera. However, today videos of this format are thought out to the smallest detail, it is rare to find an impromptu there (Sinha & Farnham 2022).

There are several basic rules for working with short videos for social networks. First, it is necessary to attract attention in the first few seconds with the help of a visually interesting scene or a memorable soundtrack. During the entire video, it is important to keep it relevant and make sure that the video matches the brand’s and meets the interests of the target audience. (West 2024.)

Secondly, regular publication of video content increases the chances of being promoted according to the algorithms of the publishing platform. Instagram also needs to be promoted on different platforms such as TikTok, Instagram Reels, YouTube Shorts, Stories (Instagram and Facebook) and even Twitter. That is why it is optimal to create videos in vertical format at once.

Using a caption to add context, include calls to action, or provide additional information that did not fit in the video. (West 2024.)

Facebook prioritizes content that sparks discussions and fosters meaningful communication between individuals. As part of this effort, Meta is increasing the distribution of videos that
prompt friends or strangers to engage in conversation with each other. This category encompasses videos that motivate people to participate in substantial and respectful discussions in the comments section, thereby reducing spam and irrelevant comments. Shared videos. Re-posts remain a potent tool for natural content dissemination. And interactive videos. The quantity of likes and reactions also aids us in identifying which content will receive initial distribution. These interactions should occur naturally and not be artificially boosted through hype or engagement tactics. (Meta 2019.)

The optimization of short-form video content for maximum impact necessitates a comprehensive understanding of the factors that drive user attention and engagement within this specific format.

**Video format.** According to Geri Mileva (2023), for a brand's video to be promoted in 2024, it is necessary to follow trends. In an article for Influencer Marketing Hub, she describes 10 trending formats for 2024, among them: *user-generated content, soundless optimization, behind the scenes video, social media video ads, product teasers, influence ads, explainer or educational videos, frequently asked questions (faq), brand challenges, short-form videos in social media stories.* (Mileva 2023.)

Another effective format is cyclic videos, which will make viewers watch them several times (West 2024).

In 2019, Meta released a small guide on which videos should be published so that the algorithms of the Facebook platform recommend their users to shoot longer videos that have an attention-grabbing plot. Since Facebook prefers videos that people watch, it will be effective to plan the introduction, the development of the action, the climax, the pace of the narrative and the denouement in such a way as to hold the viewer's attention to the end. To encourage this behavior of viewers, Facebook recommends adding thoughtful descriptions and relevant tags. (Meta 2019.)

Marketers can use Zeigarnik effect to attract attention and retain the interest of viewers through tactics such as climaxes, series formats and intrigue to achieve this goal. However, overuse or unsatisfactory conclusions can have unpleasant consequences. (Barney, n.d.) Bas
Kodden (2020) defines the Zeigarnik Effect as a psychological phenomenon, which is that people tend to remember unfinished tasks better than completed ones because our brain holds unfinished tasks until they are completed.

The term "cycle opening tools" is used to illustrate the effect, encouraging readers to continue reading. Social media, content marketing, email marketing and advertising are all areas where the Zeigarnik effect can be applied. Benefits include increased engagement, brand loyalty, and valuable data collection. (Barney n.d.)

**Video duration.** On fast platforms like Instagram and TikTok, short videos of 15 to 30 seconds are the best choice. On Facebook and LinkedIn, viewers tend to be more patient, so 1–2-minute videos are optimal. (Onlsocial 2023)

**Content of the video.** To achieve optimal coverage and monetization, Facebook advises giving priority to creating original video content and focusing on generating unique ideas that are not always available on the platform. Publishing existing videos on Facebook or other platforms without actively participating in their creation, as well as publishing boilerplate or unrefined videos created by other users without significant changes or improvements, can negatively affect originality and limit distribution and monetization opportunities.

Sharing with the Twitter Button Twitter helps people share articles, videos, photos or any other content they find on the web. The company noticed that 25 percent of tweets contained a link and therefore sought to make the action of tweeting a website link as easy as possible. (Meta 2019.)

The appeal of short content also lies in its ability to organically combine humor and digestibility. Viewers enjoy the entertainment value of funny videos, and their brevity allows them to view several pieces of content in one session without significant time expenditure (West 2024).

Facebook prefers dynamic videos that take advantage of the format's capabilities. Too static content can make it difficult to distribute, so you should abandon the production of video in the
style of a slideshow. Facebook advises to avoid slideshow videos. The platform favors slideshow videos that leverage the format's potential for dynamic content. Overusing static images hinders distribution. (Meta 2019.)

Content creators must prioritize product novelty to maintain customer engagement. Our brains crave the unexpected, much like a child's initial amusement with a new pet. Once we understand a product's behavior, it becomes predictable and less stimulating. This highlights the need for ongoing innovation to keep products fresh and capture ongoing consumer attention. (Eyal 2014, 47-48.)

In addition to the novelty of the content, the novelty of the picture also captures the viewer's attention. This is where the von Restorff effect, also known as the isolation effect, works, which describes the tendency to better remember elements that stand out from the rest. Experiments by psychologists Kohler and Restorff demonstrated this principle: it is easier to remember a unique element in a list of similar elements. (Roeckelein 2006.)

Video sounds. The peculiarities of user behavior, depending on the platform, dictate the importance of using sound in social media videos. While some platforms, such as Snapchat, use audio extensively, others, such as Facebook, have a significant audience watching videos without audio. Effective video marketing requires adapting content to user behavior, so first the company needs to analyze how a specific target audience interacts with sound on the chosen platform. Then determine which message or emotion needs to be conveyed. For example, informative content can work well without sound, while emotional storytelling benefits from sound. The use of a signature can attract the attention of users, introduce them to the video and stimulate the use of sound. (Optimizex n.d.)

However, a significant portion of viewers turn off the sound on their devices while watching the video. To attract this audience, creators must use strategic methods to attract attention without sound. Effective methods include including subtitles and on-screen text to convey information and ensure that the video message reaches the target audience. Optimization for silent playback expands the reach and accessibility of video content. (Mileva 2023.)

Disadvantages of short video marketing. However, short media marketing is not an ideal social media promotion tool. It also has its drawbacks, which are not just an academic
exercise, but an essential part of developing effective marketing strategies. The brevity that makes short videos appealing is the same characteristic that can narrow the reach of consumers' attention. This poses a major challenge for marketers: ensuring that their content attracts attention amid overwhelming digital noise. Recognizing these shortcomings allows marketers to develop strategies that truly attract an audience and stand out from the general background. Rong Yan (2022) claims that while creating short videos has become much simpler, this very ease might lead to a flood of content. With so much competition, it can be difficult for individual creators to stand out (Yan 2022).

Moreover, the software selects video offers based not only on user preferences, but also on viewing time and past views. Such personalization, although convenient, can limit users' access to a variety of content, and accordingly content producers may not meet their target audience. (Yan 2022.)

The production of generic content is another disadvantage of short media marketing. In the field of new media marketing, some companies resort to simply replicating the same video on different social media platforms using identical advertising text templates and visual effects. Such a repetitive approach can cause aesthetic fatigue among consumers, which will lead to a decrease in attention and trust in the brand. (Wei 2024.)

2.3 Effectiveness of marketing techniques

The effectiveness of marketing efforts depends on the optimal allocation of resources to achieve the desired results over a certain period. Marketing assessment covers any marketing activity aimed at improving both short-term and long-term results. (Anyanwu 2012, 5.)

Evaluating the effectiveness of social media marketing presents a significant challenge due to limitations in existing tools, benchmarks, and metrics. The retrospective nature of current measurement approaches hinders their real-time actionable insights. Additionally, they often fail to capture the unique interactive and dynamic qualities inherent to social media. Ideally, a social media marketing measurement tool should possess the capability to predict the effectiveness of content strategies and develop customized evaluation criteria. (Kennedy et al. 2020, 2-3.)
The very nature of social media renders traditional marketing evaluation methods less effective in gauging the success of social media campaigns and strategies in achieving their goals. These goals may include fostering brand image, cultivating customer relationships, or eliciting consumer feedback through likes and comments. While measuring tangible behavioral outcomes like sales conversions holds value, this approach neglects the digital, social, and relational aspects that differentiate social media from traditional marketing channels. (Kennedy et al. 2020, 2-3.)

Effective business management necessitates a robust system for evaluating activities. Key performance indicators (KPIs) serve a crucial role in this domain. These quantifiable measures allow organizations to assess the progress of their strategic plans and goals, therefore, KPIs are indicators of effectiveness. (Koscielniak 2018, 176-179.)

Organizations tailor their KPI selection process, choosing a combination of financial and non-financial metrics specific to their needs. These KPIs function as a management control tool, enabling early detection of problems, rapid response, and continuous improvement of internal processes. (Koscielniak 2018, 176-179.)

Short-term improvements can be measured using indicators such as profitability, while long-term goals are aimed at increasing brand value in the minds of consumers and building a positive brand image. It is noteworthy that in the field of marketing there is no single standardized method for evaluating effectiveness. Instead, there are many different assessment methods. These methods can be broadly divided into two main groups: financial and non-financial analysis. (Anyanwu 2012, 5.)

Understanding the effectiveness of marketing methods is important for companies, as it allows them to ensure that their marketing strategies are not only well implemented but also meet common business goals. Marketing effectiveness analysis helps organizations optimize resource allocation, adapt strategies to consumer behaviour, and increase return on investment. This approach allows businesses to quickly adapt to the rapidly changing digital landscape while maintaining competitiveness and innovation. In addition, the constant assessment of marketing effectiveness allows you to get an idea of the impact of various
marketing activities, focusing on future marketing decisions and strategic adjustments to achieve more effective interaction and financial results.

**Metrics for measuring marketing effectiveness.** There is no standard approach to assessing marketing effectiveness in the field. Instead, a diverse toolkit of evaluation methods exists, broadly categorized into financial and non-financial analysis. (Anyanwu 2012, 5.)

Several key performance indicators (KPIs) are used to evaluate the effectiveness of marketing strategies, especially in the digital sphere. Key performance indicators serve as the most important indicators that determine the most important aspects of an organization's activities in accordance with established strategic goals and objectives. By tracking key performance indicators, organizations and stakeholders gain valuable information about whether the organization is progressing according to plans. (Anyanwu, 2012, 20.)

However, the indicators of social networks can be divided into several groups. For example, Sudarsanam identifies a public health group, a market perception group, and a quantitative group. Each group also includes small subgroups to provide a more detailed understanding of online performance (Sudarsanam 2016, 135-136).

The digital group focuses on quantifying online presence and audience engagement. It tracks metrics that measure the size and growth of an online audience. Examples include fans, members, visitors, readers, friends, and followers. These metrics provide insight into the potential reach of social media campaigns. It also delves deeper into audience interaction. Metrics like posts, comments, and sentiment analysis gauge how actively users engage with your content and the overall tone of those interactions. (Sudarsanam 2016, 135-136.)

The brand group focuses on measuring the impact of social media efforts on brand perception and customer behavior. It tracks metrics that assess brand awareness and perception. Examples include awareness, brand attributes, and purchase intent. These metrics reveal how well your social media presence is influencing brand recognition and customer purchase considerations. This group also focuses on measuring the effectiveness of social media in driving product interest and acquisition. Metrics like lead generation, coupon redemption, and
sampling track user actions that signal intent to explore or purchase your products. (Sudarsanam 2016, 135-136.)

**Theoretical models.** Despite the abundance of data generated on social media platforms, theoretical frameworks remain essential for researchers and businesses to effectively interpret and utilize this information. While a vast array of user behavior data can be readily collected, such as clicks, impressions, search volumes, comments, and reviews, understanding the underlying meaning behind this data is crucial. Relevant theories can serve as valuable models that illuminate the significance of this data, enabling researchers and businesses to leverage it for strategic decision-making. (Pan & Crotts 2012, 4-5.)

**Social exchange theory** suggests that social behaviors are transactional, driven by the pursuit of maximizing benefits while minimizing costs. It explains individual participation in social media based on the expected rewards, such as gaining social recognition, or the satisfaction derived from assisting others. (Pan & Crotts 2012, 7-8.)

**Social penetration theory** illustrates how deeper interpersonal relationships develop through the gradual and reciprocal sharing of increasingly private information. It is useful for analyzing how such relationships evolve on social media platforms. (Pan & Crotts 2012, 9-10.)

**Social network theory** examines the architecture and dynamics of networks, seeing social systems as nodes (either individuals or organizations) interconnected by various types of interactions. It is crucial for pinpointing key influencers within networks and understanding the propagation of information. (Pan & Crotts 2012, 10-11.)

**Psychological ownership theory** addresses the motivations behind user contributions on social media, suggesting that users may develop a sense of ownership over the shared content or the community itself, which in turn encourages more active participation. (Pan & Crotts 2012, 6-7.)

**Word of Mouth (WOM)** is especially pertinent to how marketing is conducted through social media, focusing on the transmission of information through user interactions, akin to traditional word-of-mouth but in a digital format. (Pan & Crotts 2012, 6-7.)
Understanding the effectiveness of marketing techniques is vital for the strategic alignment of business goals with operational tactics. This understanding allows companies to allocate resources efficiently, align marketing activities with consumer behaviors and preferences, and ultimately optimize the return on investment.

3 DATA COLLECTION

3.1 Research and development process

This study examines the effectiveness of short videos in social media marketing strategies. Given the growing popularity of short video content, the aim of the study was to measure and evaluate the impact of these videos on user engagement and brand perception, especially for developing organizations developing their digital marketing strategies. The main goal was to explore how the introduction of short video content affects the company's interaction with the target audience on social media platforms. In addition, this study will identify the key elements that contribute to the success of marketing campaigns in the form of short videos. Answering these questions, ideas and practical recommendations will be offered that can help companies such as Patteri ES optimize their video marketing strategies to achieve more effective communication and more active interaction with their audience.

Qualitative methods were chosen for this dissertation because they allow us to explore many contextual details of social phenomena, which is especially useful for understanding the nuances of the impact of short videos on social media marketing. As described by Professor Dr. Samy Tayie (2005, 85-86) in his book, highlights the flexibility of qualitative approaches in handling complex research questions. The research incorporates benchmarking and action research. This unique combination provides both comparative insights into existing successful strategies and direct evidence of the strategy's effectiveness through practical application. This method has been chosen to guarantee a full view of how impactful short-form videos were in the specific social media approach.

By integrating theoretical insights with practical analysis, this research aims to provide actionable strategies that enhance engagement and optimize the marketing capabilities of
emerging organizations like Patteri through the adept use of short-form video content.

This study focuses on Patteri, a young entrepreneurial community that is actively expanding its presence on social media. An analysis of Patteris' strategic focus on platforms such as Instagram and LinkedIn highlights the different usefulness of video content in the form of short videos on various social networks. LinkedIn, which is mainly used to create professional networks and create more voluminous content formats, is not as well suited for fast viewing as short videos. Therefore, this research primarily focuses on Instagram, a platform that supports and promotes visual and short video content, thus providing optimal conditions for the implementation of marketing strategies in the field of short videos.

Data collection combines action research and benchmarking. Action research is introducing new video content as short videos into Patteri's social media strategy, allowing real-time monitoring of the impact on user engagement. Benchmarking involves analyzing engagement metrics such as likes, comments, posts, and the growth of followers on Instagram Patteri and comparing them with industry indicators.

To sum up, the study ends with possible suggestions to enhance Patteri's video marketing strategy based on the relevant findings and the recent tendencies in digital marketing. The overall focus of this less complex model not only emphasizes how the short videos could be employed in a more real-world scenario, but also offers the takeaways and facts that Patteri could employ to enhance their video marketing practice.

3.2 Action research

Action research is the methodological approach to learning through practical actions designed to bring about change in an organizational setting and promote more informed and rational social inquiry on the part of practitioners. It is conducted by participants in social situations to change and develop the level of rationality and justice of their own practices, enhancing their comprehension of these practices, and the contexts in which they were applied. The essence of action research lies in its commitment to induce positive change while concurrently contributing to academic knowledge. It is a cyclical process of planning, acting, observing, and reflecting that is illustrated on Figure 6. It involves problem-solving and enhancing the skills of the participants involved. (Gunbayi 2020, 17.)
The purpose of using action research as a method in this study was to directly explore the phenomenon of social media marketing strategies, contributing to deeper understanding through repetitive experimentation and reflection. Action research was chosen for its dynamic approach to problem solving, allowing you to adjust in real time and constantly learn. This method corresponds to the objectives of the study and consists not only in observing and registering the effectiveness of marketing tactics, but also in actively improving and adapting these tactics in accordance with the collected data. By combining action and research, research aims to produce practical ideas that were directly applicable to the organizational context, providing a bridge between theoretical understanding and practical application. Moreover, action research will allow you to participate in the research process, which will increase relevance and practicality.

An action research project yielded a variety of series of short-form videos for Patteri ES. There were four main stages to the collaborative process: planning, production, observation, and reflection:

A comprehensive conversation with Neea Lustberg from Patteri ES was the basis for the initial stage. It was essential to discuss the goals and marketing strategy and to outline their target audience to ensure the most effective content for the videos. After analyzing the content of the short videos that Patteri had made before, it became apparent that they needed more variety: they needed videos that were functional, entertaining, and touching at the same
time. In addition, it was necessary to write subtitles to help identify the important moments and avoid descriptions, as well as add some fun and attention-worthy elements. Due to no prior experience in shooting or editing videos and the lack of professional equipment, it was important to adjust to it.

Three different videos were produced after the planning was done. A video showing Patteri ES’s AI in education event’s best moments. To attract more attention to the upcoming Patteri events, it was shot in a way that had fewer awkward silences, the presenter, Antti Lempiläämppi, and interviews with the event’s participants. Wide, medium, and close-up bumps were made, and fun moments were included in the process. The video was heavily edited to keep it concise and was Budgeted to keep it within one minute, using many cuts and fast, energetic music. Like the first video, it remained less than a minute in length.

Patteri Introduction & Call to Action. This video aimed to introduce Patteri and encourage viewers to join the organization. To captivate viewers’ attention for its brief 45-second runtime, the video employed an interesting editing style with fast-paced cuts. Subtitles were incorporated to enhance comprehension, and a clear call to action was woven into the narrative.

Once filming was complete, catchy captions – shorter and less information-dense than Patteri’s usual approach – were developed. The core video content conveyed the key message, and relevant hashtags were created to increase discoverability. Patteri then strategically scheduled the videos for release on their Instagram with a few days between each post to maximize impact. The video were posted on the 16th, 18th and 22nd of April.

However, it is recommended to follow a strategic approach to the frequency of Instagram posts, focusing on 3-5 posts per week. This allows you to ensure a constant presence and, at the same time, maintain a variety of content.

Following the release of the short-form videos, their performance was closely monitored. Key metrics tracked included views, likes, comments, and subscriber growth. Monitoring was done
without the use of special digital tools. Due to the small amount of data, they could be analyzed independently.

3.3 Benchmarking

Benchmarking is a business analysis tool used to compare internal processes, statistics, products, and services against similar entities within your industry. These entities can be competitors, partners, or even different departments within your own company. (50Minuten 2018, 13-14.)

The primary goal of benchmarking was to identify areas for improvement within an organization. By analyzing how others achieve success, companies can learn from their strategies and adapt them to their own operations. Benchmarking helps businesses understand why certain organizations are more effective and how to implement those successful strategies for their own benefit. This process can involve observing, measuring, and comparing different functionalities to leverage proven practices from similar environments. (50Minuten 2018, 13-14.)

The purpose of using benchmarking in this research was to uncover actionable insights that can help optimize the use of short-form videos in social media marketing. By analyzing organizations that excel in this area, the research aims to identify successful practices and trends that could be adapted to improve engagement and effectiveness for the Patteri Entrepreneurship Society.

In the pursuit of enhancing the effectiveness of short-form video marketing for the Patteri Entrepreneurship Society, this research employs a comparative benchmarking strategy across five distinct Instagram accounts. Each selected entity represents a unique facet of social media engagement and provides a valuable perspective on strategic content creation. The entities chosen for benchmarking include three student entrepreneurship societies and two commercial enterprises known for their innovative use of Instagram video content: XES Helsinki (@xeshelsinki), Lutes (@lut_es), Aaltoes (@aaltoes), Duolingo (@duolingo), and Lucky Egg (@luckyeggoofficial). The benchmarking was conducted between April 15-18, 2024.
XES Helsinki - Haaga-Helia’s Entrepreneurship Society. As the entrepreneurship society affiliated with the University of Helsinki, XES plays a key role in fostering a vibrant community of innovators and thinkers. The organization is dedicated to supporting students and other community members in developing entrepreneurial skills and launching new ventures. (XES Helsinki 2024.)

Through its Instagram account, the entrepreneurship society showcases a variety of activities and programs that engage and educate its followers, promoting entrepreneurship as an accessible and exciting path. Their content strategy highlights workshops, speaker events, and collaborative projects, serving as an model for community engagement via social media. As the entrepreneurship society this account is integral to understanding how academic institutions within the same geographical region as Patteri ES leverage Instagram for community engagement.

Lutes – LUT University Entrepreneurship Society. LUT Entrepreneurship Society, based at Lappeenranta-Lahti University of Technology LUT, is dedicated to nurturing innovation and entrepreneurship within the technology sector. As a key facilitator of entrepreneurial spirit at LUT, the society actively engages students and local entrepreneurs through its developmental programs and events aimed at fostering technological advancements and startup culture. (Lutes 2024.)

The Lutes’ Instagram account represents another university-based entrepreneurship society but with a focus possibly more inclined towards technology and innovation, providing a contrast in content focus within the academic sphere.

Aaltoes - Aalto University Entrepreneurship Society. Aalto University Entrepreneurship Society recognized for its dynamic and innovative approach to fostering entrepreneurship, part of the Finnish startup ecosystem. Society excels in creating and delivering engaging content that not only promotes their diverse range of events but also effectively builds a cohesive community. (Aaltoes 2024.)

This revision focuses on highlighting the specific contributions of Aalto ES to promoting entrepreneurship through innovative and community-focused activities through their Instagram account. Aaltoes showcases a variety of activities, including hackathons,
workshops, and networking events that encourage active participation and innovation among students and young entrepreneurs.

**Duolingo.** Duolingo, a world-renowned leader in language learning technology, effectively utilizes its Instagram platform to transform language education into captivating and accessible content. Their use of short-form videos is particularly adept at engaging a wide and diverse global audience. These videos often feature interactive, fun, and culturally relevant content that entertains, thereby enhancing retention and encouraging regular practice. The Duolingo account exemplifies how educational tools can be seamlessly integrated into daily social media consumption, making learning both effective and enjoyable. (Duolingo, n.d.)

**Lucky Egg.** Lucky Egg, a small yet innovative company based in Great Britain, specializes in creating board games (Lucky Egg 2024). They have effectively utilized their Instagram account to captivate and engage an audience through unique and playful video marketing strategies. Their content cleverly intertwines humour with educational elements, showcasing the process of game production and small business running. This approach not only highlights the interactive nature of their products but also demonstrates how small businesses can leverage creativity to significantly boost user engagement and brand visibility on social media platforms. The uniqueness of the Lucky Egg Instagram account lies in the fact that they use only short video Reels to promote.

The selection of these five Instagram accounts aligns with the research's goal to provide actionable insights that can help Patteri ES refine its short-form video marketing strategies. By analyzing entities that excel in different aspects of Instagram engagement, from global enterprises to local academic societies, this study ensures a balanced view of achievable strategies and innovative practices, tailored to enhance the social media presence of a student entrepreneurship society.

This selection strategy offers a comprehensive overview of various successful practices in video marketing. The inclusion of three student societies provides direct comparative data relevant to the operational scope and audience of Patteri ES. Meanwhile, the commercial entities, Duolingo and Lucky Egg, introduce a broader range of creative and effective techniques that could be adapted to a university setting. By observing both larger
organizations and smaller, nimble startups, the study can identify scalable strategies that Patteri ES can realistically implement regardless of their current resource and audience size constraints. Each chosen entity has demonstrated success in building and maintaining an online community, a crucial aspect for any student society aiming to increase its visibility and influence.

To conduct a thorough benchmarking analysis of short-form video marketing strategies used by selected Instagram accounts, this study utilizes a combination of digital analytics tools and personal content review. The primary tool employed for quantitative data collection is Phlanx which complemented by direct personal observation of the video content.

Phlanx is a platform designed to streamline influencer marketing campaigns, specifically targeting PR professionals seeking to collaborate with influencers. It helps boost engagement rates across various social media platforms like Facebook, Instagram, Twitter, Twitch, and YouTube. Phlanx offers features like calculating audience engagement metrics, maintaining a directory of influencers, and auditing influencer accounts to assess follower activity. Additionally, it facilitates contract generation within the platform, promoting a more unified workflow. Phlanx targets business owners who can leverage the platform to connect with influencers, PR professionals who can manage their influencer outreach efforts. (Capterra n.d.)

Phlanx is suitable for this research due to its specialized analytics that measure social media engagement—a key indicator of video content success on Instagram. Its audit feature provides insight into the active participation of an account's followers, allowing for a deeper understanding of engagement quality. This precision makes Phlanx a relevant tool for assessing the efficacy of the video marketing strategies used by the entities in this study.

4 DATA ANALYSIS AND RESULTS

4.1 Action research results

The initial results of action research were not entirely encouraging. After publishing videos subscriber growth remained stagnant, and the videos failed to garner the highest view counts
among Patteri's other short video content. Additionally, they did not rank among the most popular posts overall.

The subscriber base for Patteri ES remained relatively stable throughout the action research period, with a starting and ending value of approximately 360 subscribers. However, it was worth noting that minor fluctuations occurred during this timeframe. Following the publication of the first video, a single subscriber unsubscribed from Patteri's account. This was subsequently offset by two new subscribers joining the channel later.

**Event recap.** The first video, posted on 16 April 2024 captures the highlights of the AI in Study event, garnered 562 views, indicating moderate audience interest in the topic. The engagement level of 23 likes indicates a reasonable appreciation from those who viewed the video, although the ratio of likes to views suggests that although many people viewed the content, the level of engagement could be increased.

The one positive comment expressing appreciation for the content, although few, does matter. It indicates that the content resonated with at least some viewers on a deeper level, validating the relevance of the video and its execution.

**Ship startup festival reminder.** Startup Festival second video, posted on 19 April 2024 highlighted the upcoming Ship Startup Festival, provides further insights into the effectiveness of Patteri ES's video marketing strategy. With a total of 265 views and 29 likes, the video demonstrates a decent level of engagement, indicating that the content was well-received by those who viewed it. The engagement rate, represented by likes relative to views, suggests that a significant portion of the viewers were compelled to interact with the video, an indicator of content resonance.

Moreover, the video garnered 4 complimentary comments, which underscore a positive reception from the audience. These comments are especially valuable as they provide qualitative feedback that highlights viewer appreciation and emotional connection with the video content. Such feedback suggests that the video effectively communicated the excitement and significance of the Ship Startup Festival, engaging viewers not just to watch but to interact positively.
This level of interaction and the specific nature of the comments can guide future content creation, emphasizing the need to capture and convey the energy and importance of events that Patteri ES is involved in. To enhance future video campaigns, Patteri could consider focusing on further amplifying elements that evoke viewer emotions and promote community involvement, such as behind-the-scenes footage or testimonials from previous participants. Additionally, leveraging comments as feedback could enhance the social proof of the video's impact, potentially increasing viewer interest and engagement in future projects.

Patteri Introduction. The third video produced for Patteri ES, posted on 22 April 2024 garnered 372 views and received 22 likes. While these figures may not be high, they provide a baseline understanding of the video's reach and the level of engagement it achieved. The number of likes, in relation to the views, suggests that while the video reached a modest audience, those who did view it found the content engaging enough to interact with it positively.

Additionally, the video elicited 3 comments which praised its creativity. This feedback is crucial as it indicates that the creative elements of the video were recognized and appreciated by viewers, even within a smaller audience. Such comments can offer valuable insights into what aspects of the video were effective at engaging viewers.

This performance suggests that while the overall impact in terms of broad reach was limited, the video successfully connected with a segment of its audience on a deeper level. For future initiatives, Patteri might focus on strategies to increase the reach while maintaining the creative aspects that resonate well with their viewers. This could involve exploring different distribution strategies or tweaking the video content to appeal to a wider audience without compromising on the creative quality that some viewers highlighted. Despite these initial setbacks, the utilization of short-form videos in this manner, coupled with consistent quality improvement, holds the potential to reverse this trend over time.

4.2 Action research analysis

Analysis of the action research results give an ambiguous idea of the impact of short video content on increasing audience engagement. The study showed that although short videos have the potential to effectively attract an audience, their success largely depends on
strategic content creation, audience awareness and active engagement tactics. By focusing on these elements and constantly adapting to feedback and audience behavior, companies can increase engagement and better use short video content to achieve marketing success.

The videos did not lead to a significant increase in the number of subscribers, since the number of subscribers remained stable during the entire study period - 361 people. This suggests that although the content may have been interesting to some extent, it did not attract new subscribers.

A brief description of the event "Artificial Intelligence in study" has received 562 views and 23 likes, which indicates a great interest. Participation was reasonable, but suggested potential for improvement, as the ratio of likes to views was relatively low.

The Ship Startup Festival reminder has received 265 views and 29 likes, as well as four positive comments highlighting the resonance of the content and the emotional impact on the audience. However, the number of views was quite low. This ratio of views and comments may indicate that those who watched the video rated it highly, but the video was not enticing enough for more people to want to watch it. Perhaps if this video had been released on the Ship platform or on two board forms at once, it would have had a significant impact on the number of views.

The third video, even though it attracted a smaller audience (372 views), managed to effectively interest the audience by collecting 22 likes and three comments, in which its creativity was highly appreciated. From this we can conclude that the audience subscribed to Patteri likes short videos. However, videos that were shot during action research failed to catch on with audiences outside of Patteri’s Instagram account. These results indicate that, although the videos provided a certain level of engagement for the existing subscriber base, they were not enough to significantly expand the audience. However, it was worth considering the number of videos released and the frequency of posts, which have a significant impact on the visibility of the account’s presence on social networks.

Videos that were timely, well-prepared and in the interests of the audience tended to show the best indicators of engagement. This was especially noticeable in the video dedicated to the
Ship Startup Festival. However, poor shooting quality and little video production experience could have a negative impact on the final product quality.

Creativity in video production, as can be seen from the introductory video of Patteri, played a crucial role in attracting the attention of the audience and stimulating engagement, even among a small audience of viewers, a large percentage of comments can be seen, which should later be included in the development of future content as a key element. The use of compelling stories and direct calls to action in videos has helped to increase interaction and audience engagement. Such strategies encouraged viewers not only to watch the content, but also to interact with it through likes, comments, and reposts.

To enhance the effectiveness of future short-form video campaigns, the following recommendations were proposed: (1) Conducting in-depth audience research to gain a deeper understanding of their preferences, interests, and online behaviour. (2) Tailoring video content to resonate with the specific interests and engagement patterns of the target audience. (3) Employing compelling narratives and storytelling techniques to capture attention and drive engagement. (4) Staying abreast of emerging trends and incorporating relevant elements into video content. (5) Utilizing a multi-channel approach, promoting videos across various social media platforms and relevant online communities, not only LinkedIn.

By implementing these recommendations and continuously refining the approach, Patteri ES could effectively leverage short-form videos to enhance audience engagement, brand awareness, and overall online presence.

4.3 Benchmarking results

Benchmarking analysis of the collected data involves a comprehensive examination of various key performance metrics derived from the action research conducted, with particular attention to engagement. The primary purpose of the data collection and analysis was to decode the nuances of social media marketing strategies by scrutinizing the interaction patterns, growth trends, and engagement levels associated with the posted content. This analysis serves to evaluate the effectiveness of different types of content in driving engagement and helps in understanding the dynamics of audience growth over time.
Followers. For the purity of this study, it was important to realize that the selected companies vary greatly in their reach of subscribers. Even though Patteri is closer in terms of number of subscribers to entrepreneurial organizations than Duolingo and Lucky Egg, it was still far behind. Therefore, this study compares several metrics characterized by both number and percentage.

Figure 7 shows how strong the differences in the number of subscribers are between commercial companies with large budgets and student organizations. In Figure 8, however, only the entrepreneurial communities are compared. This is to illustrate the differences between selected student organizations.
Engagement Rate is a metric used on social media to gauge how audiences interact with content. While the exact calculation may differ between platforms, it typically reflects the percentage of viewers who actively react to a post. Common reactions include "likes," comments, and shares. (Jaakonmäki et al. 2017, 1152.)

The revised bar chart presented on Figure 9 visually encapsulates the engagement rates across the selected Instagram accounts, offering a comparative snapshot of audience engagement. Patteri ES leads impressively with a 7.03% engagement rate, indicative of a highly interactive follower base. Aalto ES, after the correction, is seen with an engagement rate of 0.07%, which, while on the lower side, still reflects some level of audience interaction. LUT ES and XES Helsinki show engagement rates of 2.97% and 2.35%, suggesting moderate audience engagement. Lucky Egg, although lower, has an engagement rate of 0.66%, hinting at potential areas for improvement. Lastly, Duolingo's rate stands at 2.27%,
demonstrating solid engagement and underlining the effectiveness of their content strategy in engaging a global audience. This visual comparison allows for a straightforward interpretation of each account's capacity to engage with its audience, an essential aspect of social media dynamics.

**Average Engagement** refers to the overall level of interaction that content receives on social media, usually calculated by averaging the total number of engagements (likes, comments, shares, saves) across all posts over a specific period. It's a holistic measure that encompasses all forms of user interactions, giving you a broad indication of how much your content is resonating with the audience. (Seiter 2015.)

The importance of average engagement for research lies in its ability to provide an aggregated view of interaction, reflecting the overall health of social media activity. It captures the essence of how compelling and relevant audiences find content.

Figure 10. Comparative average engagement rate across all selected Instagram entities.
Figures 10 and 11 show the average engagement in the number of subscribers. It may seem that companies with more followers have a higher percentage of engaged followers. Jaakonmäki et al. Think that the number of followers is a significant creator-related feature that impacts user engagement. Specifically, posts from accounts with a larger number of followers tend to receive more engagement, which is measured in likes and comments (Jaakonmäki et al. 2017, 1156-1158).

**Average Like Rate** is a metric that reflects how well content resonates with an audience. It is calculated by finding the average number of "likes" a post receives over a specific timeframe. This metric provides a basic idea of engagement. (Sehl & Mikolajczyk 2024.)
Figure 12 presents a clear visual comparison of the average like rates across various Instagram entities analyzed in this study. Patteri ES leads with a significantly higher average like rate of 6.41%, indicating a strong level of audience engagement with its content. While Patteri ES stands out with notably higher engagement, there is a broad spectrum of interaction levels among the entities studied. LUTES, XES Helsinki, and Duolingo exhibit average like rates of 2.91%, 2.26%, and 2.25% respectively, demonstrating a moderate level of engagement that falls within expected ranges for active social media accounts.

**Average Likes** per post is a metric that quantifies the number of "likes" or similar affirmations a post receives on social media. This measurement is calculated by dividing the total number of likes by the number of posts made during a specific period. (Kranz 2015.)

The tool Phlanx, utilized in this study, characterizes 'average likes' to provide insights into the level of engagement each post achieves. This metric serves as a direct indicator of how well content resonates with the audience. Monitoring average likes helps identify which posts effectively capture interest, enabling a deeper understanding of what drives engagement. It reflects the community’s approval and engagement with the content, offering feedback on the content strategy's success. If the content is well-tailored to the audience's preferences, the increase would be seen in average likes over time, suggesting growing engagement and
effectiveness of your social media strategies. Figures 13 and 14 show a visual ratio of the average likes and number of likes per post.

**Average Likes per post**

![Average Likes per post](image)

Figure 13. Comparative average likes per post across all selected Instagram entities.

**Average Likes per post**

![Average Likes per post](image)

Figure 14. Comparative average likes per post across entrepreneurship societies.

**Average Comment Rate. Comment rate** is a social media metric that reflects the average number of comments a post receives. It allows creators to understand how effectively their content sparks conversation and encourages audience interaction. (Seiter 2015.)
Figure 15 indicates how much conversational engagement each entity's content is stimulating. The chart reveals that Patteri ES significantly surpasses the others with a comment rate of 0.62%. The disparity between Patteri ES and the others could be attributed to a variety of factors, including the nature of the content, the responsiveness of the community management, or the relevance of the topics to the audience. However, it is also worth considering that a high comments rate depends also on a small number of subscribers.

**Average Comments** per post is a metric that measures the mean number of comments - or similar interactions like mentions - that a post receives on social media. This statistic is calculated by dividing the total number of comments by the number of posts over a given period. Phlanx, the tool utilized for this research, defines 'average comments' to provide insights into the level of conversational engagement each post elicits. (Kranz 2015.)

The significance of tracking average comments in the research lies in its ability to reveal the depth of audience engagement beyond initial reactions such as likes. Comments require a greater degree of user interaction and reflect a higher commitment to engaging with the content. They are essential for understanding how effectively content stimulates discussion and fosters a community feeling among followers. Figures 16 and 17 illustrate the average number of comments per post. Figure 17 clearly shows that Patteri's posts, on average, have more comments than other entrepreneurial communities.
Follower Growth Over Time. Follower growth measures the increase or decrease in social media followers. It is a straightforward yet powerful metric that helps measure the effectiveness of marketing strategies by tracking changes in audience size. This metric indicates whether the content is attracting new followers, reflecting the reach and appeal of social media activities. Monitoring this growth helps in assessing how well content resonates with potential new audience members. (Kranz 2015.)
Follower growth over time is a metric that tracks the changes in the number of followers an account has gained over specified intervals, such as bi-weekly (2w), monthly (4w), and quarterly (3m). Phlanx, the analytics tool used in this research, defines this metric to observe whether an account’s follower base is expanding or contracting and to identify any significant surges in growth. This information provides insights into the effectiveness of the account's social media strategies and campaigns.

This metric is particularly important for the research because it highlights the overall trajectory of the account’s popularity and reach. A steady increase in followers can indicate successful content strategies and effective audience engagement, while a decline or stagnant growth might suggest areas needing improvement. Additionally, analyzing spikes in follower growth can help correlate specific posts or events with increases in audience size, offering strategic insights into what types of content or interactions are the most effective at attaching new followers.

![Follower Growth Over Time](image.png)

Figure 18. All-time follower growth over time of Duolingo’s Instagram account.
Figure 19. All-time follower growth over time of LUT ES’ Instagram account.

Figure 20. All-time follower growth over time of Aalto ES’ Instagram account.
Figures 18, 19, and 20 show follower growth over time for all the time available to analytics for companies such as Duolingo, LUT ES and Aalto ES, respectively.

**Engagement Rate Over Time** is an analytic feature provided by Phlanx that measures the fluctuation of engagement rates on social media over selected intervals: bi-weekly (2w), monthly (4w), and quarterly (3m). This metric reveals trends and patterns in audience interaction with the content over time.

This tool could be helpful for determining if engagement is consistently growing, detecting spikes in engagement that may correlate with specific content releases or marketing campaigns, providing insight into what types of content are most effective at engaging your audience and observing how engagement rates vary between different posting intervals to optimize your content calendar for maximum impact.

![Engagement Rate Over Time](image)

Figure 21. All-time engagement rate over time of Duolingo’s Instagram account.
Figure 22. All-time engagement rate over time of LUT ES’ Instagram account.

Figure 23. All-time engagement rate over time of Aalto ES’ Instagram account.
Figures 21, 22 and 23 show engagement rate over time for all the time available to analytics for companies such as Duolingo, LUT ES and Aalto ES, respectively.

**Stats Growth** is a metric that tracks the increase or decrease in key engagement statistics such as likes, comments, and views for social media posts over a certain period. It is a valuable feature from Phlanx that provides insight into the dynamic nature of user interactions with content.

Stats Growth provides a nuanced understanding of engagement patterns. It offers a multifaceted view of how different types of engagement evolve, helping you understand which aspects of your content resonate with your audience. By identifying which interactions (likes, comments, views) are increasing, you can tailor your content to emphasize the elements that spur growth. And observing the progression of these stats helps to track the effectiveness of social media strategy and campaigns.

For example, Figures 24, 25 and 26 show changes in the number of followers, engagement rate and the number of likes, views, and comments on Duolingo's Instagram account over time.
Figure 24. All-time statistical growth of likes, comments, and video views over time of Duolingo’s Instagram account.
Figure 25. All-time statistical growth of likes, comments, and video views over time of LUT ES’ Instagram account.

Figure 26. All-time statistical growth of likes, comments, and video views over time of Aalto ES’ Instagram account.
**Posts with Highest Engagement.** The Phlanx feature that identifies the top four posts with the highest engagement was beneficial for research on the effectiveness of short videos. It allows for a focused analysis of the content types that generate the most engagement.

Identifying the highest-performing posts provides direct insights into the type of content that resonates most with the audience, which can inform future content creation. By understanding which posts receive the most engagement, strategy content could be refined to produce more of what works, potentially increasing overall engagement. These top posts serve as benchmarks for success within the account’s content strategy, setting a standard for evaluating other posts. The bar chart in Figure 27 is shown to illustrate the number of all posts published by companies.

![Bar Chart](image)

**Figure 27.** Number of posts across all selected Instagram entities.

**Engagement.** Based on collected data it may seem that companies with more followers have a higher percentage of engaged followers, however, this is not always the case, Figure 28 clearly shows that although a larger number of Aaltoes followers are engaged, as a percentage of followers Aaltoes loses out to all other student organizations. Which suggests that their audience is not strongly engaged as a whole, the one thing they have the most is engaged subscribers.
Figure 28. Comparison of bar charts of engagement rate and average likes.

**Likes.** Figure 29 also shows the difference between the average number of likes per post and the percentage of likes left by subscribers. Although Patteri receives quite few likes on average (25.6), Patteri has the highest number of likes left by their subscribers (6.41%) amongst student organizations. Primarily, of course, this is related to the number of followers in general. However, it is also related to subscriber engagement. Patteri should aim to increase the number of subscribers without losing their focus on content.

Figure 29. Comparison of bar charts of average like rate and average number of likes per post among entrepreneurship societies.

**Comments**
Figure 30. Comparison of bar charts of average comment rate and average number of comments per post among entrepreneurship societies.

Figure 30 shows that the average percentage of subscribers leaving comments is independent of the average number of comments per post. Even though Aalto subscribers leave quite a lot of comments compared to their LUT and XES Helsinki colleagues, only a few Aalto subscribers do so in percentage terms. Also, comparing these two graphs, the Patteri ES audience is really engaged.

**Follower growth, engagement rate, and stats growth over time.** For this study, it was especially useful and clear to evaluate metrics such as follower growth, engagement rate, and stats growth over time together to clearly see the relationship between these metrics over time.

When the images are overlaid, the pattern of change in the data becomes evident. Figure 31 illustrates the relationship between the graphs of number of subscribers and engagement rate over time. It is notable that there is an interesting relationship between the two. At the beginning of its journey with a low number of subscribers, the Duolingo account had the highest engagement rate of subscribers over time. However, as the number of subscribers increases, the level of engagement decreases dramatically. However, the graph clearly indicates the point at which engagement began to spike at the end of year 22. This may indicate a change in social media marketing strategy. Subsequently, a dramatic increase in the number of subscribers commenced.
Figure 32 shows the relationship over time of engagement rate and the statistics of likes, comments, and video views for Duolingo. At the beginning of the account, despite the high engagement rate, the number of likes, comments and video views was quite low, but around December 2022, both metrics started to increase rapidly.
This account's statistics have existed for a shorter period and have fewer intermediate points, but the pattern remains the same. Figure 33 shows the relationship between the graphs of number of subscribers and engagement rate over time. In December 2021, engagement was high, with a low number of subscribers. As the number of subscribers grew rapidly, engagement fell until October 2022. That is when the tipping point occurred. Subscriber growth slowed a bit, but engagement began to increase dramatically.
Figure 33. All-time visual representation of the graphs of LUT ES Instagram account’s number of subscribers and engagement rate over time.

Figure 34. All-time visual representation of the graphs of LUT ES Instagram account’s engagement rate and the statistics of likes, comments, and video views.

Figure 34 shows the relationship over time of engagement rate and statistics of likes, comments, and video views for LUT ES. In this graph, it is interesting to see the appearance of pink graphs for video views. If we consider that after the tipping point when engagement
started to grow, short videos appeared, which influenced engagement. This shows the effectiveness of this marketing tool.

However, on the other hand, in the graphs related to Aalto’s Instagram account statistics, the use of short videos does not correlate with the increase in engagement. Figure 35 shows the correlation over time of engagement rate and statistics of likes, comments, and video views for Aalto ES. The graph shows that despite the increase in video views, overall engagement continues to decline.

Figure 35. All-time visual representation of the graphs of Aalto ES Instagram account’s engagement rate and the statistics of likes, comments, and video views.
The next figure 36 shows the same pattern as the LUT ES and Duolingo accounts. While the number of subscribers is low, engagement is high with an upward trend. From October 2022, the number of subscribers increases, but engagement decreases sharply. Examining this graph, it can be concluded that Aalto ES should change its marketing strategy to increase the engagement of existing subscribers.

**Posts with Highest Engagement.** Within the scope of the analyzed content, it is observed that among the top four posts that garnered the most engagement for Duolingo, three are classified as short videos. This is a noteworthy trend and suggests that short-form video content is a significant driver of engagement for their social media audience.

In the case of Lucky Egg, all four of the top posts are short videos, but it is worth noting that Lucky Egg focuses on short videos in their social media.

Conversely, Aalto ES and LUT ES demonstrate another range of content preferences, with only one short video each appearing among their top four posts. This may suggest that while
short-form video content does engage their audience, other types of content also play a role in their social media strategy.

XES Helsinki and Patteri ES show no short videos among their top four posts, indicating that other forms of content may resonate more strongly with their audiences or that their most engaging content does not take the form of short videos.

4.4 Benchmarking analysis

The comparative analysis made it possible to study in detail the indicators of engagement in various organizations. It was found that the level of engagement does not depend on the number of subscribers. While large organizations such as Aalto ES had a significant number of engaged subscribers in absolute terms, their level of engagement as a percentage of the total number of subscribers was lower compared to smaller organizations. The company should focus on both the total number of subscribers and their engagement. It is important to try to maintain the percentage of the engaged audience while increasing the coverage of the account over time.

Even though, on average, the publication received fewer likes (25.6 likes per publication), Patteri ES had the highest percentage of likes from subscribers (6.41%) among the analyzed student organizations. This suggests that, although the overall audience of Patteri is smaller, the level of engagement of its existing subscribers is relatively high.

The data showed that short videos tend to increase engagement levels. For example, the most attractive publications of Duolingo and Lucky Egg were mostly short videos, which highlight the effectiveness of this type of content in attracting an audience. However, this trend is not observed in other accounts. This does not mean that short videos were an ineffective marketing tool, but that they should be used in conjunction with other tools such as photos and stories.

High-quality, relevant content that resonates with the target audience invariably leads to an increase in the level of engagement. It sounds obvious that companies with large budgets, such as Duolingo and Lucky Egg, spend more money on improving the quality of the
marketing company. However, this is exactly what small companies should strive for. Not to increase budgets, but to improve the quality of content in more budget-friendly ways.

Tracking your own statistics on a time trajectory will allow you to see at what point the marketing strategy used began to produce results. This understanding is critically important for effective planning and adjustment of marketing efforts. By analyzing changes in engagement rates, the number of subscribers, as well as reactions to content over different time periods, it is possible to accurately determine which actions or campaigns have been the most successful. It also makes it possible to establish a link between the introduction of new elements of the strategy and their real impact on the interest and engagement of the audience. For example, the introduction of interactive elements or the launch of thematic videos can significantly increase the activity of subscribers, which will be reflected in the indicators. Observing these metrics in dynamics allows you not only to respond to current changes, but also to predict future trends, adapting your marketing strategy to achieve the best results.

To optimize the efficacy of forthcoming short-form video marketing initiatives undertaken by Patteri, the following streamlined recommendations were presented for consideration:

1. Conduct in-depth audience research to understand follower preferences and online behavior through detailed analytics to tailor content effectively.
2. Optimize content quality and variety, focus on high-quality, diverse content that engages deeply rather than increasing superficial interactions.
3. Utilize optimal posting strategies by leveraging analytics to determine the best times and frequency for posts to maximize engagement.
4. Enhance videos with interactive features like polls and Q&As to boost viewer participation.
5. Continuously monitoring video performance metrics and adapt strategies based on insights gained.

Following these recommendations and continually adapting based on performance will lead to major improvements for Patteri, including increased audience engagement, stronger brand awareness, and a more impactful social media presence overall.
5 CONCLUSION

5.1 Key results and findings

This study determined the effectiveness of short-format video marketing as an element of Patteri ES's social media strategy. Analysis of viewer engagement metrics, content analysis of pilot videos, and benchmarking led to several conclusions:

The introduction of short-format videos did not affect subscriber numbers but positively influenced viewer interaction and engagement. Short videos garnered a high number of likes and comments, indicating a shift in viewer behavior towards greater attention and active participation with compelling content.

There is a direct relationship between the creative elements of short-format videos and their engagement effectiveness. Videos with creative engagement captured the viewers' attention effectively even within a short timeframe. Techniques such as humor, storytelling, and visual excitement played crucial roles. Notably, the second video, despite its lower production quality, garnered fewer likes but attracted a significant number of comments due to its creative presentation.

Videos posted during peak social media usage hours achieved higher views and interactions. Analyzing platform-specific user data and optimal posting times helped in attracting more viewers and interactions, guiding Patteri ES on the best times to post content for the target audience.

Apart from duration and format, choosing a distribution channel also determines the effectiveness of video content. Patteri ES should shares short video content across TikTok, YouTube Shorts, and Facebook to increase the audience base and satisfy the unique requirements and needs of the users of each platform. The distinctive features of targeted video consumption determine the quality of engagement the short-format video can generate. In the beginning of the research, the study posed two key questions: First, how does the adoption of short-form video content by companies affect their engagement with target audiences? And second, what are the key elements that contribute to the success of short-form video marketing campaigns?
To answer the first question, it should be mentioned that the use of short-form video content significantly improves interaction with target audiences by increasing interaction and engagement of viewers. Short videos attract more likes and comments, reflecting a clear shift in viewer behavior towards more active use of this format. Creative elements such as humor, storytelling, and compelling visuals are effective in attracting attention in a short period of time and demonstrate the effectiveness of short videos in building a dynamic relationship with the audience.

To answer the second research question, it is clear that the success of short video marketing campaigns depends on creativity, optimal timing, platform-specific adaptation, comprehensive strategy integration, and data-driven improvements. Publishing during peak traffic hours increases visibility and engagement. Adapting content to the unique features and preferences of each platform’s users (e.g., TikTok, YouTube Shorts, and Facebook) expands audiences. Integrating short videos with other content formats as part of a holistic strategy is the only way to achieve overall effectiveness. Regular performance analysis allows for continuous improvement of strategies, ensuring sustained engagement and success.

The most optimal short-video usage is within a more comprehensive social media strategy. For example, Patteri ES may combine the publication of short videos with blog posts, long video interviews centered on scientific research topics, and live Q&A sessions. Regular performance analytics recordkeeping may also contribute to data-driven improvements of content creation and distribution strategies to further enhance the social media approach.

As a result, it was evident that the findings facilitate the identification of potential areas in which short-format video marketing could be beneficial for the Patteri ES project. Harnessing creative content and carefully adjusting the timing of video distribution could significantly enhance the effectiveness of short videos as part of a marketing strategy.

5.2 Recommendations for future Patteri’s social media marketing campaign

Based on the research theory and the results obtained, several recommendations were proposed to improve the effectiveness of future short video campaigns.
In-depth audience research is a key aspect of developing a successful content marketing strategy. Understanding the preferences, interests, and behavior of the target audience can significantly improve the effectiveness of content adaptation in accordance with expectations. Particular attention should be paid to XAMK students, both financial and international. It was important to focus on topics that resonate with students and address issues relevant to them, such as educational processes, student life and professional development.

Furthermore, it is crucial to study the successful practices of other student organizations. By analyzing their experiences, you will learn valuable lessons and ideas that you can adapt to improve your own video marketing strategies. Researching and analyzing others' best practices will undoubtedly help you create more engaging content. This will undoubtedly increase audience engagement and promote deeper and more meaningful interaction with students.

Expanding the reach of video content through various social media platforms will significantly expand the audience and increase overall engagement. While Instagram was the main platform researched in this study, exploring complementary platforms will undoubtedly optimize reach and engagement even further. Short videos are the best way to engage audiences on platforms like TikTok, where dynamic and visually appealing content is a big hit. Furthermore, the Finnish audit has demonstrated that Facebook remains a highly relevant platform due to its extensive user base and sophisticated targeting capabilities. Diversifying the distribution of video content using these payment forms allows organizations to reach different demographic segments and interaction styles, which is the most effective way to improve their video marketing strategies.

Monitor and adapt continuously. Monitoring performance indicators and adapting strategies based on these data will improve the approach to ensuring that the content remains relevant and attractive. It is crucial to analyze the indicators of each individual post, but it is also essential to understand how changes in these indicators affect the overall audience statistics and engagement over time. This allows you to identify trends, identify successful types of content, and adjust your marketing strategy in accordance with the dynamics of audience
interests and interaction. This approach contributes not only to the improvement of current content, but also ensures its long-term effectiveness and reliability.

In addition, Patteri recommends publishing content on a regular basis to improve engagement and reach. Steady and posting new videos can help maintain audience interest and increase engagement. Adding fresh content regularly will encourage repeat visits and subscriptions, which will help grow subscribers and strengthen the connection with existing audiences. Patteri must develop a publishing schedule that aligns with audience interests and preferences. This will allow Patteri to engage with its subscribers and increase engagement more effectively.

5.3 Reliability discussion and future development

The study provides valuable insights into the effectiveness of short-form video marketing for the Patteri Entrepreneurship Society. However, there were several limitations to consider that may limit the generalizability of the findings. The most pressing limitation was the scope of the study. The video analysis was based on a limited sample of short-form videos, which, in addition to the limited time frame, may not fully capture the peculiarities of audience behaviour or the long-term effects of video marketing. Expanding the study to include a larger number of videos and a longer observation period could potentially provide more comprehensive and generalizable results.

Future research could explore different ways to further understanding and optimize the Society’s social media strategy. While short-form videos have proven to be effective, investigating the impact of a more diverse content variety, such as live streams, interactive polls, or in-depth Q&A sessions on each platform, could yield deeper insights into audience preferences and engagement patterns across different platforms. Understanding how various content forms resonate with viewers on specific platforms may allow Patteri to adjust its content strategy to optimize engagement for each specific platform.

Moreover, while the current study offers insight into short-form video marketing’s immediate effects, an extended investigation of audience behavior and engagement metrics could reveal the long-term impact on brand loyalty and consumer engagement. Such information would be invaluable for creating long-term digital marketing strategies aimed at cultivating a loyal and engaged online community around the Patteri Entrepreneurship Society.
The Patteri Entrepreneurship Society can enhance its understanding of how to use social media effectively by addressing the current study’s limitations and pursuing these future research directions. Expanding content variety, conducting longitudinal studies, and consistently analyzing data will provide valuable information for optimizing its social media strategy. This will ultimately lead to increased audience engagement, enhanced brand recognition, and the achievement of the Society's digital marketing goals.
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