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VIDEO MARKETING: CURRENT TRENDS OF VIDEO CONTENT IN 2024**Yanchuk T.V.***Ph.D., Associate Professor**Orcid: 0000-0003-3901-7670***Lahai K.V.***Student**Vasyl' Stus Donetsk National University**str. 600-richchia, 21, Vinnytsia, 21021, Ukraine*

Abstract. *The article considers the main trends in video content in 2024, which determine modern approaches to video marketing. The focus is on short video formats, interactive elements, personalization, the use of augmented reality (AR) and artificial intelligence to create content. Changes in audience preferences caused by the pandemic and global challenges, as well as their impact on marketing strategies, are analyzed. The article offers practical recommendations for introducing trends in the activities of brands to increase customer engagement and return on investment. Statistics and forecast of the impact of video content on marketing strategies until 2025 are presented.*

Keywords: *video marketing, video content, short videos, personalization, interactivity, augmented reality, artificial intelligence, 2024 trends, marketing strategies, customer engagement.*

Introduction

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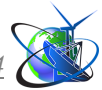
Video marketing is becoming a key element of modern marketing strategies, thanks to its ability to convey information quickly, efficiently and emotionally. The uniqueness of the video lies in its versatility - it is suitable for all stages of the marketing funnel, from attracting attention to increasing customer loyalty. Despite the obvious advantages, many companies face challenges associated with creating high-quality video content. The main problems include the high cost of production, the need to adapt to new formats (for example, short videos), as well as dynamic changes in trends. In addition, competition for the attention of consumers is becoming more acute, which requires innovative approaches to creating videos. Studies confirm that video content significantly increases audience engagement and brand awareness. 91% of marketers consider video an important tool for their strategy, while 87% say that video gives them a positive ROI. [1]

Recent publications also point to the importance of interactive content, video personalization and the use of short formats such as TikTok or Reels. The aim of the work is to identify the main trends in video content in 2024, analyze their impact on marketing strategies and develop recommendations for the effective use of video marketing.

The main text.

Today, video marketing is a type of marketing that allows you to visually convey the value of the offer, build an emotional connection with the audience and increase the effectiveness of advertising campaigns. Video marketing covers a wide range of formats, including commercials, educational videos, live streams, animations and interactive content.

Video content is the centerpiece of video marketing. It provides basic



communication with consumers, which may include entertainment, information or promotional materials. Successful video marketing is based on the quality of video content, its relevance to the audience and adaptation to trends [2].

Video content has become the basis of interaction between brands and audiences, covering a variety of formats, from short clips to lengthy educational materials. During the COVID-19 pandemic, video marketing received a new impetus, because the change in consumer behavior towards online activities increased the demand for digital content. Under social distancing and restrictions, many companies have moved to creating video content to communicate with their customers, providing emotional contact and engagement.

During the pandemic, one of the main trends has been the rise in popularity of short videos such as TikTok, Instagram Reels and YouTube Shorts. These formats have proven particularly effective in reaching young audiences seeking quick access to entertainment or useful information. At the same time, live streams were widely used for product presentations, webinars and real-time communication with the audience. [3]

Educational videos, such as instruction or courses, became popular among those who craved new knowledge during the lockdowns. With the outbreak of war in Ukraine, the focus of video marketing has partially shifted towards socially oriented content. Companies began to actively cover social initiatives, support volunteer projects and demonstrate their social responsibility through video. Animation, as a format, also gained popularity due to the ease of its creation even in difficult conditions of limited access to professional equipment and studios.

Statistics confirm the importance of video content in marketing strategies. In 2024, video already accounts for more than 82% of all Internet traffic, and 87% of marketers recognize it as the main tool for increasing ROI. By 2025, it is projected that the share of video content in marketing strategies will increase to 85%, and its effectiveness will increase by another 5-10%.

Current trends in video content in 2024 are reflected in Table 1. [1-5]

This table helps structure current video content trends, allowing companies and content creators to effectively adapt their strategies to changes in 2024.

Video content in Europe and Ukraine develops taking into account the specifics of markets, technological capabilities and cultural characteristics, creating unique approaches to marketing. In Europe, video content is often focused on high-quality production and deep personalization. European brands are actively using the latest technologies such as augmented reality (AR) and artificial intelligence (AI) to create an interactive experience for the audience. For example, in France, companies use AR to allow customers to "try on" furniture in their homes through video, which greatly increases the credibility of the brand.

In Ukraine, instead, video content becomes an instrument of social support and national identity. In the conditions of war, Ukrainian brands focus on empathy and emotional connection. For example, campaigns using real stories of volunteers or heroes of the front often go viral, causing a response from the audience not only in Ukraine but also abroad.



Table 1 - Video content trends 2024

Video content item	Trends in 2024	Description
Music	- Adaptive music- Light electronics and loufay- Local motifs	Music that varies depending on the context of the video. Light electronic tracks and ethnic melodies remain popular to create a unique atmosphere.
Graphics	- Generative animation- Minimalistic styl- 3D-elementi	Use AI-generated animations. Minimalism in design remains relevant, and 3D-elementi add depth and realism.
Light	- Neon illumination - Contrast illumination - Natural light	Using neon for accents, contrast lighting for dynamics and natural light to create realism.
Colors	- Pastel shades - Bright accents - Gradients	Pastel creates a soothing atmosphere, bright colors attract attention, and gradients add a modern look.
Text	- Large text- Animated- Transparent underlays	Large text for accents, animated fonts for dynamism. Transparent substrates improve readability against a complex background.
Formats	Short Videos (TikTok, Reels) - Vertical Video - Interactive Content	Short videos continue to dominate. The vertical format for mobile devices remains relevant, interactive content attracts viewers to interact.
Feed Trends	- Emotional content- Video with narratives- Adaptation for linguistic inclusivity	Content that evokes strong emotions. Videos with a clear plot hold attention, and subtitles or multiple languages increase accessibility.
AI Tools	- Video generation via AI - Emotion recognition in real time- Content adaptation	Using AI to create videos at minimal cost, adapting to the emotions of viewers in real time for personalization.

Technologically, Europe is ahead of Ukraine thanks to the massive introduction of 5G, which provides easy access to difficult to download content, such as 4K-video or interactive broadcasts. In Ukraine, despite the still insufficient technical base, the popularity of creative solutions with minimal costs is growing. Animated videos, short videos on TikTok or Instagram Reels are gaining popularity due to their accessibility and ease of creation.

Interestingly, Ukrainian brands often choose a non-standard approach, for example, creating videos with an emphasis on humor or unexpected plot twists, which works well in social networks. At the same time, in Europe, great emphasis is placed on educational content: video instructions, product reviews and lectures from professionals arouse the interest of an audience that appreciates useful information.

One of the key differences is the use of sound in video. European brands often use complex soundscapes, including soundtracks with adaptive rhythms that change according to the plot. In Ukraine, they focus more on simple and recognizable melodies that are easily remembered and create associations with the brand.

It is predicted that by 2025, Ukrainian companies will begin to more actively integrate AI technologies to create video content, which will allow them to compete in the European market. At the same time, Europe will move towards deeper interactivity and environmental content. This means that the video will not only be informative, but will also meet modern ethical standards, for example, encourage environmentally conscious consumption.

Both markets have their strengths: Ukraine is characterized by creativity and adaptability, and Europe - by technology and global vision. It is the combination of



these approaches that can create unique opportunities for joint projects and the entry of Ukrainian brands into the international arena.

Based on the trends of 2024, we can predict that in 2025 the popularity of video content will continue to grow. Short videos will remain the leading format due to their ability to quickly attract an audience. It is expected that brands will increasingly use interactive content that will allow customers to interact with the video. For example, viewers will be able to choose a scenario or receive personalized recommendations. The integration of artificial intelligence technologies will also become the main direction of the development of video marketing, because AI will allow you to create content based on the analysis of consumer preferences, which will significantly increase the effectiveness of communication [6].

In 2025, it is also expected to strengthen the trend for the use of "green marketing" through video. Companies will create video content that demonstrates their environmental responsibility, which will help build trust and increase consumer loyalty.

At the same time, the emphasis on emotional design and personalization will make the video even more effective in shaping a positive brand image.

Distribution of video content formats in 2024 [7]:

45% - short videos (reels, tiktok);

25% - live streams;

15% - educational videos;

10% - animation;

5% - vr/ar content.

To assess the impact of video marketing on marketing strategies and ROI (return on investment) by 2025, a comprehensive analysis of key trends, changes in consumer behavior and the effectiveness of using video content in various industries was carried out.

Main data sources: reports of international agencies and analytical companies (Wyzowl, Cisco Visual Networking Index); survey of marketers and enterprises that actively use video marketing; the dynamics of video content introduction for the period 2021-2024 was studied; development of AI, interactive elements and platforms such as TikTok, YouTube and Instagram Reels. The share of enterprises that actively use video as the main communication channel is determined. This included social media, YouTube, video advertising and live streams. The influence of video content on the return on investment by analyzing sales, attracting new customers, increasing brand awareness and increasing the customer base was studied. Changes in audience preferences due to the pandemic, economic instability and the popularization of short video formats were studied.

In 2023, the share of video content in marketing strategies was about 70%. This was based on research on the adoption of TikTok, Instagram Reels and live streams in the business environment. Video marketing ROI has now reached 87%, as video provides high engagement and conversion. By 2024, the integration of artificial intelligence, automation of video creation and the use of augmented reality is expected to increase, which will increase the share of video in strategies to 80% and ROI to 90%.



Given the rapid development of technology and the growing demand for personalized content, the share of video content will grow in 2025 to 85%.

ROI is expected to reach 93% due to increased efficiency of advertising campaigns and lower costs due to automation.

The forecast is based on the analysis of historical data, assessment of current trends and taking into account technological progress. Video marketing will remain a key element of marketing strategies, and its effectiveness will continue to grow thanks to the latest technologies, interactivity and changing audience preferences.

Conclusions.

Video marketing is an indispensable tool for modern business. Successfully adapting to trends such as short videos, interactive content, and AI adoption will provide competitive advantages for brands. The pandemic, war and globalization accelerated the development of video marketing, making it a key element of marketing strategies. The forecast for 2025 says that video will remain the main channel of communication between business and customers.

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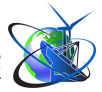
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Анотація. У статті розглянуто основні тренди відеоконтенту у 2024 році, які визначають сучасні підходи до відеомаркетингу. Акцент зроблено на коротких відеоформатах, інтерактивних елементах, персоналізації, використанні доповненої реальності (AR) та штучного інтелекту для створення контенту. Аналізуються зміни у вподобаннях аудиторії, викликані пандемією та глобальними викликами, а також їхній вплив



на маркетингові стратегії. У статті запропоновано практичні рекомендації щодо впровадження трендів у діяльність брендів для підвищення залученості клієнтів та рентабельності інвестицій. Представлено статистичні дані та прогноз впливу відеоконтенту на маркетингові стратегії до 2025 року.

Ключові слова: відеомаркетинг, відеоконтент, короткі відео, персоналізація, інтерактивність, доповнена реальність, штучний інтелект, тренди 2024, маркетингові стратегії, клієнтська залученість.

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