

# CONTENT SMORGASBORD: TOP EXAMPLES OF 'SNACKABLE' CONTENT

## SORRY TO BREAK IT TO YOU...

...BUT WE ARE OFFICIALLY ATTENTION DEFICIENT.



**12 SECONDS**

Our average attention span in 2000.



**8 SECONDS**

Our average attention span in 2013.



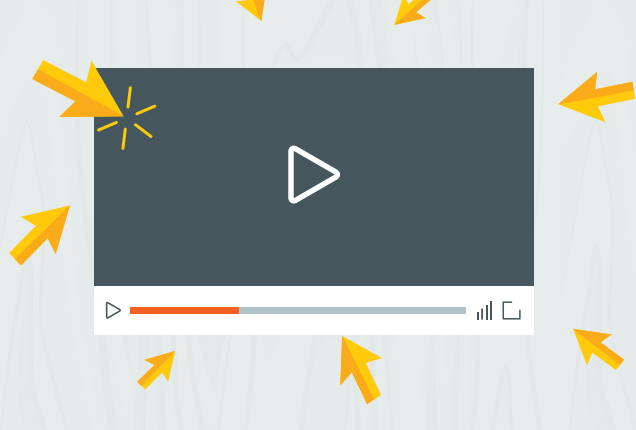
**9 SECONDS**

The average attention span of a goldfish.

Because of this embarrassing revelation, providing prospects and clients with 'snackable' content—big ideas in a format that's accessible in a lunchbreak—is vital.

## WE LOVE VIDEO...

But keep your videos short to keep prospects engaged.



**90%+**

of internet traffic is video content.



**2.7 MINUTES.**

The average length watched of a single internet video.

## WHAT ARE THE OPTIONS?



### VIDEOSCRIBE

brings your messages to life using an illustrated narrative that is drawn 'live' as a whiteboard animation. They're eye-catching and simple to create.

EXAMPLE ➞



### VINE

is the latest darling of social media, allowing users to create short six-second, looped videos. Perfect, then, for creating videos cheaply that can impart a marketing message in a moment.

EXAMPLE ➞



**FIVE TWEETS PER SECOND  
CONTAIN A VINE LINK.**



### DON'T FORGET INSTAGRAM'S VIDEO FEATURE

IT ACTS ON THE SAME PRINCIPLE AS VINE'S BUT ITS UNLOOPED VIDEOS CAN LAST UP TO 15 SECONDS INSTEAD OF SIX.

## INFORMATION CAN BE BEAUTIFUL

Have a bevy of dry stats, facts, and figures that you need to impart without sending your target audience to sleep? Then deploy:

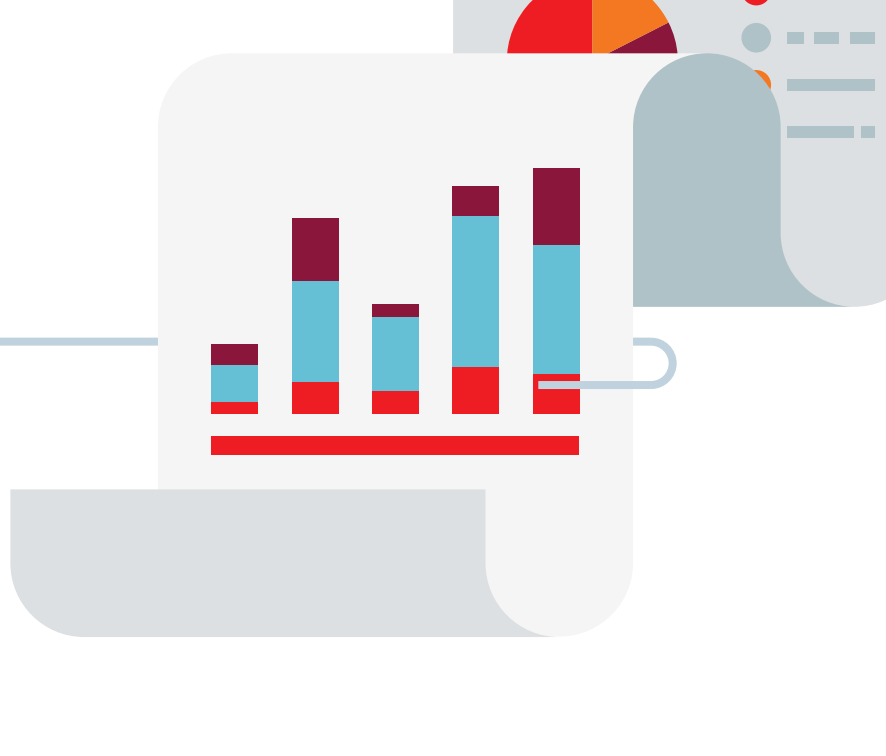
### INFOGRAPHICS

to make your info leap off the screen by presenting key figures in a dynamic visual format where prospects can see your all-important stats at a glance.

**12%**

increase in traffic is experienced by those who deploy infographics.

EXAMPLE ➞



## PRESENTATION NEEDN'T BE A PAIN!

For more in-depth marketing material, guides, or white papers, banish static PDFs and replace them with a visually-rich medium instead, such as:

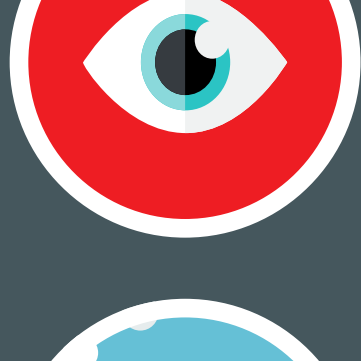
### UBERFLIP

which allows you to create 'live' digital editions of your PDFs that viewers can browse online and interact with via embedded content such as links, videos, and more.

EXAMPLE ➞



## REMEMBER:



We humans are visual—our brains process visuals 60,000 times faster than text.



We now have an attention span less than that of a goldfish.



Engage with customers using punchy visuals; from bite-size Vines and content-rich infographics, appeal to their eyeballs as well as their brains.