

LittleVideosThatWork

CONTENT MARKETING & TRAINING

WHAT ARE LITTLE VIDEOS?

The little videos we produce are focused, mobile-friendly multimedia productions of two minutes or less. They engage the viewer quickly and deliver a message that can be easily understood and remembered.

FORMATS AND USES

Format	Use
Whiteboard animation	Explain concepts
How-to video	Demonstrate procedures
Interview	Share stories or expertise
Digital catalog entry	Provide product detail
Video shelf talker	Enhance retail displays
Trade show loop	Introduce company
LMS module	Train employees and dealers
Video newsletter	Maintain contact with customers

Unlike many short videos produced today, our little videos are backed by learning science to maximize comprehension and retention of the information presented.

LEARNING SCIENCE

Our little videos are built upon two important scientific discoveries: People learn better from words and pictures than from words alone, and the brain processes auditory and visual information in separate sensory channels. These two revelations have led university researchers to formulate a set of design rules for multimedia instruction. By following these rules, our little videos maximize productive mental processing, eliminate wasted processing, and make clear what is important to remember. Still, without taking into account user habits, none of this matters.

USER HABITS

Technology users today view videos on their smart phones and they judge the relevance of a message almost instantaneously. Most communication aimed at them is filtered out, scrolled past, or deleted. We counter this with several techniques. Our little videos begin quickly and provide useful information within the first ten seconds, giving users a reason to continue watching. Auditory and visual content is complimentary rather than redundant. And key words and concepts are emphasized in both media to make the takeaways easier to identify.

THE LEARNING EFFECT

Many short videos you see today are meant to entertain, impress, or emotionally move the viewer. Our little videos have a completely different purpose: to produce a learning effect. Whether the context is marketing or training, all messaging must produce a learning effect to achieve the intended goal. Our work is the result of extensive academic training and more than 40 years of in-the-trenches production experience. No other company can offer that.

[SCHEDULE A FREE CONSULTATION TODAY: RICKLAMBPHD@GMAIL.COM](mailto:ricklambphd@gmail.com)