

Posting *more*
matters

Successful brands post *a lot*

Only feed, one account, last week.



14 posts

McKinsey
& Company

28 posts



28 posts



28 posts



49 posts



63 posts



289 posts



353 posts

Posting more *works*



1-2 posts per day → **19% more engagement**



3-5 posts per day → **43% more impressions**



Going from 3 to 10 weekly posts → **48% growth in reach**



One post per day → **2x engagement** vs. weekly posts

Video is an integral part of your content mix

- People are **2x** more likely to share videos than any other type of content
- Video outperforms any other content on Facebook
- LinkedIn posts with video receive 3x higher engagement and 5x more comments
- Viewers retain **95%** of a message in a video but only 10% of text post.
- Video is device neutral, winning on every screen

**But resources
and time is
limited**

30%

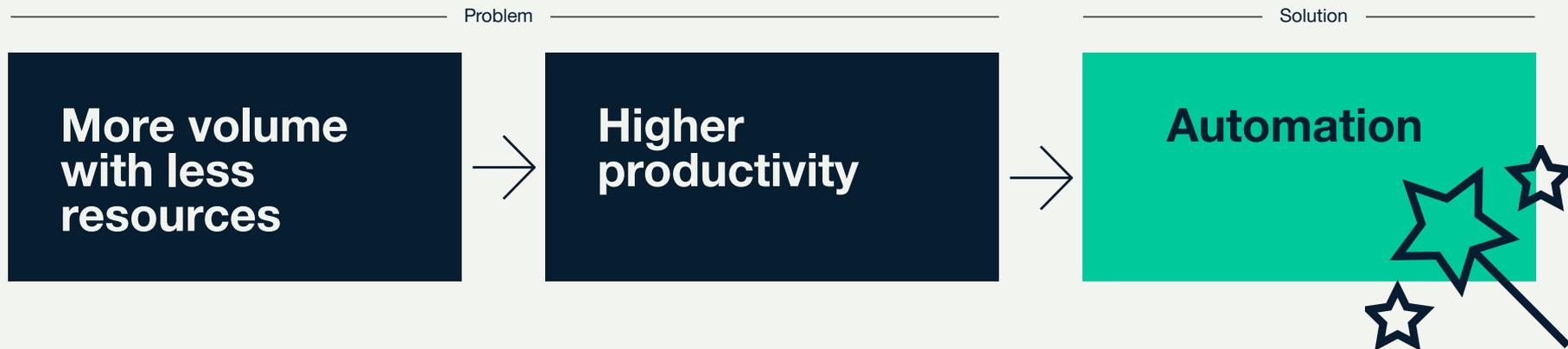
of marketers say they
need **more budget** to
do more video

46%

say they need **more
human resources**

**How do we
*solve this?***

The solution: automation



...put your
video creation
on autopilot

Why would you need an automated video feed?

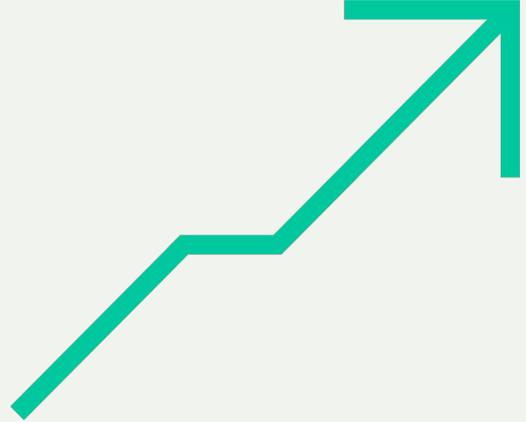
- **Never miss a beat:** your content will be repurposed into snackable videos automatically.
- **Add to the volume:** sharing more content is the only way to win on social
- **Get inspired:** Let Storykit take care of all the groundwork and give you new ideas for content distribution.
- **Have smoother workflows:** Is content created by one person, while distribution is done by someone else? Storykit creates a seamless workflow, where noone has to add extra work.
- **Videos for every purpose:** Need a video for on page consumption, another for social media, and a third for internal communication? Storykit it.



Automated video for PR – the benefits

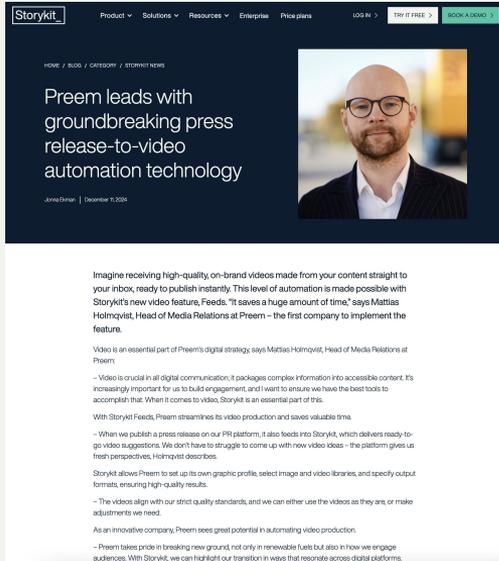
Video is good for everything! (**And it's not just us saying that*)

- **Greater media pickup:** Video increases the visibility of your press release by 4.3 times (**[PR Newswire](#)*)
- **More eyes on your message:** Video content captures attention and increases consumption (**[Forbes](#)*)
- **Improved clarity:** Viewers retain 95% of a message when watching a video, compared to just 10% when reading text (**[Insivia](#)*)
- **Higher engagement and reach:** People are twice as likely to share video content as any other type of media (**[Semantix](#)*).
- **Efficient content repurposing:** Turn your press releases into compelling videos perfect for social media distribution, internal communication, or any other platform.



**How does it
work?**

Storykit + your press release =



- Best practice combined with AI for enticing scripts
- Brand-safe images, clips and music
- Duration, graphics and motion design ready to go

