

# When to Video Message?

An eBook on how Video Messaging can be the key to a successful Hybrid Work setup



 **Announce**

# Broadcast with impact

The modern work environment often necessitates **communicating important updates** to a wide audience. Traditional channels like emails often **lack the personal touch** and can be misinterpreted, while Town hall meetings can be **difficult to schedule** across timezones.

Try Vidcast now!

## Why

### Goodbye soulless emails

Deliver messages with a human touch, creating meaningful connections that inspire action.

### From monologues to dialogues

Turn announcements into discussions where everyone can share their thoughts and ideas.

### Erase timezone tension

Reach your entire organization simultaneously, no matter where they are in the world.

# 93%

**of communication is non-verbal** 55% is attributed to body language & 38% to tone of voice

## What

Executive Updates  
Leadership Changes  
Mergers & Acquisition

Product Launches  
HR Initiatives  
Policy updates

## Who

Leadership  
Product  
Communications

Human Resources  
Learning & Development  
Strategy & Planning

## How



### Polls by Slido

Unlock your team's collective wisdom will audience engagement polls.



### Reactions

Get immediate responses, see how your viewers are feeling in the moment.



### Comments

Support an open dialogue through comments and reply to address them in context.



### Translated Captions

Enhance inclusivity by automatically translating captions.

## Review

# Share details & get input

Leverage video messaging for **efficient reviews and feedback processes**. Recording and sharing review materials can help team members provide detailed comments and critiques on **their own time**, facilitating a **more thorough and collaborative review process**.

Try Vidcast now!

### Why

#### No rush, explain with depth

Skip the rush of real-time reviews. Dive deeper into subject with enriched video content. Provide clarity and depth, ensuring viewers grasp the intricacies.

#### Give space for thoughtful input

Invite feedback without real-time constraints. Let viewers digest at their own pace and ensure true comprehension & thoughtful insights.

#### Create alignment

Facilitate productive collaborations with video messaging. Streamline feedback and proel work forward.

# 97%

of remote workers would like to **continue working remotely**, at least part of the time

### What

Reporting and sharing insights  
Gathering feedback

Brainstorming ideas  
Asynchronous decision making

### Who

Finance  
Product & Engineering  
Legal & Compliance

Operations  
Sales & Marketing

### How



#### Polls by Slido

Engage your audience at scale with ice-breakers or alignment checks



#### Screenshare

Capture and share with clarity through interactive screenshare



#### Comments

Empower feedback pinpointing with time-stamped comments



#### Playlists

Structure content with Playlists for guided viewing

## Explain

# Explanations that stick

Video messaging is a valuable tool for teams looking to **convey complex information effectively**. Creating concise video explanations can help break down intricate concepts, processes, or data at their own convenience, **enabling clearer comprehension**

Try Vidcast now!

### Why

#### Interactive learning

Transform passive viewing into active learning. Engage viewers with interactive video content that spurs participation.

#### Your time, your pace

Let viewers digest at their own pace and at a time that is convenient for them.

#### Track & optimize

Monitor viewer engagement refine your content strategy, and optimize for better results.

Visuals are processed

# 6x

**faster than text**, which leads to better comprehension and engagement

### What

How-to's Trainings  
Troubleshooting

Standard operating procedures  
Customer enablement

### Who

Support  
Product & Engineering  
Human resources

Sales  
Sales & Marketing  
Design

### How



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#### Webex Recordings

Easily import Webex meeting recordings for easy sharing

[Learn more vidcast.io](https://vidcast.io)

 **Demo**

# Present like a pro every time

Teams can **harness the power** of video messaging for demos to **streamline communication** and **engage** audiences at **their own pace**. By recording and sharing product demonstrations, team members and clients can access detailed insights when it's **convenient for them**.

Try Vidcast now!

## Why

### Stop repeating yourself

Say goodbye to repetitive explanations. Record once, share anytime, and ensure consistent communication.

### Look like a pro every time

Elevate your presentations with professional-grade features, making every demo shine.

### Personalize for impact

Craft video messages that resonate. Tailor content to your audience for maximum impact.

# 75%

Employees are **75% more likely to watch a video** than read a document, email, or online article

## What

Product overviews  
Sales demos  
Technical walkthroughs

Internal show-and-tell  
External marketing content

## Who

Design  
Product & Engineering  
Project Management

Operations  
Sales & Marketing  
Support

## How



### Record

Capture every detail with high-quality recordings



### Screenshare

Capture and share with clarity through interactive screenshare



### Share

Spread your messages widely and effectively with easy sharing options



### Insights

Monitor content performance for impactful message refinement

 **Update**

# Simply share your latest

Keeping **teams in the loop can be challenging** in global organizations. Emails are lost in crowded inboxes, **messages overlooked**, while weekly time-slots **clog up calendars**. A quick Vidcast update keeps your team up-to-date without having to waiting for your turn on a call.

Try Vidcast now!

## Why

### Time flexible updates

Send succinct video messages for clear, concise updates and record or watch on your own time.

### Reduce recurring time-slots

Eliminate the hassle of back-to-back meetings and share updates at will, reclaiming precious time.

### Share in your own words

Express yourself authentically and share updates in your unique voice and style.

**3.5x**

**Speaking is 3.5x faster than typing,** which speeds up information exchange and minimizes communication delays

## What

- Weekly status checks
- Progress reports
- Regular periodic briefings

- 1:1s
- Sharing roadblocks
- Sales pipeline & forecasting

## Who

- Leadership
- Product & Engineering
- Project Management

- Operations
- Sales & Marketing

## How



### Record

Capture every detail with high-quality recordings



### Share

Spread your messages widely and effectively with easy sharing options



### 1.2X Playback

Unblock calendars and save 20% with 1.2x playback



### AI Highlights

Short on time? Export shareable text summaries or key highlight playback