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## BuzzFeed Insights on Video

By [Rebecca McIntyre](#) on September 25, 2014

Many of the serious parts of content creation in general, such as planning and using data to inform your content, are integral to video creation and production. Think of it this way—it's just a different format than blog posts or white papers. The goals are the same: identifying what resonates with people/your target audience, post-release analysis (i.e., how well it's doing), etc. For example, by studying who is viewing videos, you can determine results that inform the next video content you want to produce, to enhance audience engagement. Sound familiar, content marketers?



When it comes down to it, it's all about creating content that resonates with your audience.

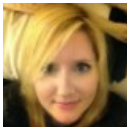
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So don't dismiss video as a valuable contributor to your content marketing programs. When it comes down to it, it's all about creating content that resonates with your audience. Need more insights? Eric Blattberg of Digiday recently interviewed the executive producer of BuzzFeed Video, who shares his approach on how to use video content. Read on for more details!

[www.digiday.com](http://www.digiday.com) - BuzzFeed Motion Pictures wants to be your best friend. And by all accounts, it's well on its way: Like the rest of BuzzFeed, the 40-person video department has centered the majority of its content around a cheerful, upbeat tone, an ethos that has helped BuzzFeed become one of the fastest-growing digital video publishers...

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**About Rebecca McIntyre**

Rebecca is the Marketing Manager at Opentopic. She has worked as a marketing communicator in a wide variety of fields, ranging from architecture to financial services to communications consultancies. As a passionate writer and content marketer, she decided to join the startup world--and is loving it! She enjoys connecting with people, so feel free to reach out to her on Twitter.

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