

GUIDE

How Entertaining Content Leads to Higher Conversions



Data-Informed Entertainment

Because entertainment can mean different things to different audiences – from trending dance moves and in-jokes about relatable situations to product tutorials and beyond – marketers must have the data and insights to understand what resonates with their audience on each particular platform. This is even more important when creating and managing cross-channel content.

Given the complexity of video as a media format, capturing meaningful insights becomes harder, especially when trying to identify something as nuanced as audience sentiment. Thankfully, the next wave of sophisticated analytics tools is poised to give social media marketers the superpowers to succeed in today’s landscape. When paired with competitive benchmarking, CRM tools to tap into creators and fan communities, and the ability to integrate with a host of 3rd-party apps for everything from commerce to CX, these social marketing ecosystems will become an indispensable part of every CMO’s budget moving forward.



The Challenges Social Entertainment Presents

The greatest challenge marketers face today is the expectation of consistently producing and distributing highly entertaining content. This content must authentically connect with an increasingly niche set of customer communities that split their time and attention across multiple channels and platforms. With a rapidly changing cultural and social media landscape and a volatile macro environment for businesses, marketers face a daunting mission. Brands must find ways to supercharge their teams' limited bandwidth and budget.

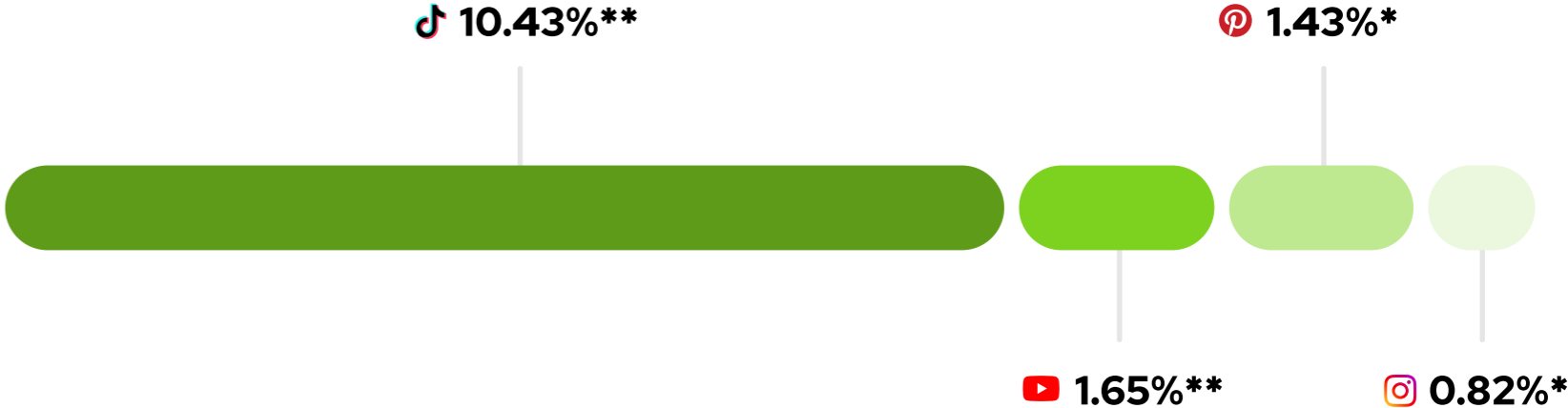
In January 2022, on average, brands posted 3 reels per month – by September 2022, reels grew in popularity with brands posting 11 a month.

How else did Reels and Shorts perform?

-  Reels content shows a stronger average Engagement Rate at **0.45%** over static content, at **0.36%**.
-  The amount of YouTube Shorts posted in 2022 grew from **6 Shorts on average each month to 11 Shorts**.
-  Tweets with images or video received **1.13%** higher engagement than tweets with text only.

While overall brand follower growth slowed, the shift towards the content-graph means reach is still a major opportunity.

Average Monthly Follower Growth Rate





*Includes data from January 2022 – June 2022
**Includes data from January 2022 – June 2022, Dash Social customers only

Entertainment Score Benchmarks


The Reels Entertainment Score metric considers the number of Engagements (how people interact with your Reel) and Reach (How many people are exposed to your video) to score content on a scale of 1-10 with 10 being the most entertaining.

The TikTok Entertainment Score metric takes into account Engagement Rate (what percentage of your audience liked, commented on, or shared your post) and Retention Rate (on average, how much of your video your audience watched) to score content on a scale of 1-10 with 10 being the most entertaining.

 **Average Entertainment Score:**
4.2

 **Average Entertainment Score:**
3.6

Top Performing Brands Based on Entertainment Score:

the office florence by mills  WEDDINGWIRE r.e.m.beauty

Entertaining content continues to resonate with audiences, directly impacting meaningful engagement and sales.