

# 7 Enhancing virtual event experiences through short video marketing

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## **Introduction**

The outbreak of Covid-19 has accelerated the digital transformation of the event industry, changing event design and experiences from an offline to a virtual environment (Lissimia & Prayogi, 2022; Widjono, 2020; Yung et al., 2022). Along with technology development and smartphone popularity, a ‘short video’ has quickly become the new trend in marketing communication owing to its advantages in content production, presentation formats, entertainment, and efficiency (Han, 2022). Since video marketing show advantages in raising individuals’ attention, interaction, and engagement, it has become the centre of strategic marketing planning in various industries (Mulier et al., 2021; Sedej, 2019). Increasingly, event practitioners employ short video platforms (e.g., TikTok, YouTube Shorts, Instagram Reels, Kwai) to raise public attention and present face-to-face, hybrid or virtual event content. However, despite the merits of short video marketing having been widely recognized by the industry, there is scarce research exploring the communication effectiveness of short videos in event contexts.

Short video marketing refers to using short videos as a medium to provide marketing information on brands, products, or services, which can be delivered via mobile applications, social media, websites, emails, and other digital channels (Alamäki et al., 2019; Konstantoulaki et al., 2022). By presenting short promotional videos or vlogs (video blogs), on-site and virtual event attendees can quickly grasp and engage with event information, and this can be used pre, during or post event. Previous research indicated that short videos perform better in obtaining a large and loyal audience than traditional marketing approaches (Wang et al., 2022a). Nevertheless, it needs to be noted that the effects of short video marketing on viewers can be different due to various content creators and communication modes (Zhang & Huang, 2022). While vlogs display personal experiences and provide suggestions for their followers from a consumer perspective, promotional videos are created to provide information and advertisement from a supplier/destination perspective. Thus, this chapter aims to explore the approaches and cases of applying short video communication in virtual events.