

VIDEO🤪GRAPHY VS PHOTOGRAPHY

Welcome to the showdown!



TRUST US, WE GET IT. SOMETIMES, THE DECISION BETWEEN VIDEOGRAPHY AND PHOTOGRAPHY CAN MAKE OR BREAK YOUR CONTENT STRATEGY.

It is no secret that with the rise of social media, we have all become more accustomed to visual content, but how do you decide when to press record versus when to snap a piccie?

Well, well, it seems we are feeling a little generous today, so we are going to tell you.



PROFESSIONAL VIDEOGRAPHY TAKES MODERN MARKETING

With the rise of video content, we have all seen that videography has revolutionised how brands connect with audiences.

And we aren't talking about the snappy short-form content we so love to consume each and every day. We are talking about high-quality video production that tells a story.

Unlike static images, professional videography captures movement, sound, and emotion simultaneously, creating immersive experiences that can boost engagement by up to 80% compared to photography alone. Yeah... that's BIG!

Research shows that [websites](#) featuring videography content retain visitors for an average of 2 minutes longer than those with only photographic elements.

This extended engagement time creates valuable opportunities to build trust with your audience, the foundation of any successful B2C and B2B relationship.

So you may be asking, why even bother with photography then?



WHEN PHOTOGRAPHY HAS ITS MOMENT

Despite the growing dominance of video content, photography remains (Beyonce's voice) irrrreplaceable for certain applications.

High-quality photography excels at capturing precise moments, details, and compositions that video simply cannot.

Product photography, for instance, allows consumers to examine features reaaaaal close - something that can be challenging with videography unless specifically produced with this intent.

Photography also demands significantly less bandwidth from your audience, making it ideal for quick-consumption platforms or situations where viewers have limited time or data.

While videography requires a commitment of attention, photography delivers instant visual gratification, some would say perfect for the short attention span of the 2025 audience.



OK, SO YOU HAVE HEARD THE PROS AND CONS, SO WHO IS TAKING OUT THE CHAMPIONSHIP?

When deciding between videography and photography for your next campaign, consider these critical factors:

1 How complex is your message?

Videography has its moment when you need to explain complex concepts that benefit from demonstration.

If your message requires showing a process, emotion, or transformation over time, videography will nearly always outperform photography.

2 What resources do you have access to?

High-quality video creation typically requires greater investment in time, equipment, and post-production than photography. So, before committing to a videography project, assess whether your available resources align with the production quality your brand demands.

Remember... High quality photography > subpar videography any day.

3 What platform will your content be on?

If you keep up with our blogs (we know you do 😊) then you will already know that different social media platforms favour different types of content.

If you are new here, hi! 🙌 You should probably go back and read our amazing, wonderful blogs. But also, here is a quick recap on what you missed.

Instagram & TikTok = Short-form videos

LinkedIn & YouTube = High production videos

Pinterest = Static images

Align your choice of videography or photography with the primary platforms where your audience engages most actively.



WANT TO KNOW A SECRET? BLEND THEM BOTH FOR MAX IMPACT!

The most successful content strategies don't view videography and photography as competitors but as complementary tools.

Consider how professional videography can be supported by strategic photography.

For example, using still frames from your video production as social media teasers or supplementary website content.

This integrated approach stretches your content investment to the max while providing multiple touchpoints for audience engagement.

SOME FUN STATS FOR THE NUMBERS PEOPLE!

When evaluating the videography versus photography question, consider these stats:

- Content featuring videography receives **1200% more shares** than text and images combined
- Landing pages with videography content can **increase conversion rates by 86%**
- **72% of consumers prefer learning about products through video** over text (remember, short attention spans)

So you can see video is SUPER important, but whether it is more important than a static post... well, that's up to you.



And if you are reading this feeling totally unsure where to start, we can help! Give us a bell today.

