



P A T H S T O R I E S ®

Your Guide to the World of Interactive Videos.

Welcome to the World of Interactive Videos!

With this guide, you'll gain the best benefits from using interactive videos to achieve your goals.

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1 Opening Words

Welcome to the guide on interactive videos! This guide is intended for everyone interested in leveraging interactive video in their marketing. Interactive video is an effective way to increase engagement and interaction with your target audience.

Interactive videos allow viewers to interact with the video and participate in the events and outcomes through viewer choices. This increases viewer engagement and thus also the opportunity to influence their decision-making.

In this guide, we will explain what interactive video exactly means, how it can be utilized for various purposes such as marketing, education, and promoting events, and provide tips for designing and implementing interactive videos.

Welcome to explore the world of interactive videos and learn how you can leverage interactive video in your business and achieving your goals!

Tuomas Ahola, founder, PathStories®

2 What is an Interactive Video?

Have you ever wanted to change the outcome of a movie or would you have made different choices if you were in the main character's role? In traditional videos, viewers passively follow the video from start to finish without the ability to influence its events.

In interactive videos, on the other hand, the viewer's role changes from a passive observer to an active participant in the content, as they can influence the story's progression through their own choices. Viewer choices are made by clicking or touching elements on the screen, thereby shaping the events of the video according to the viewer's interactions and decisions.

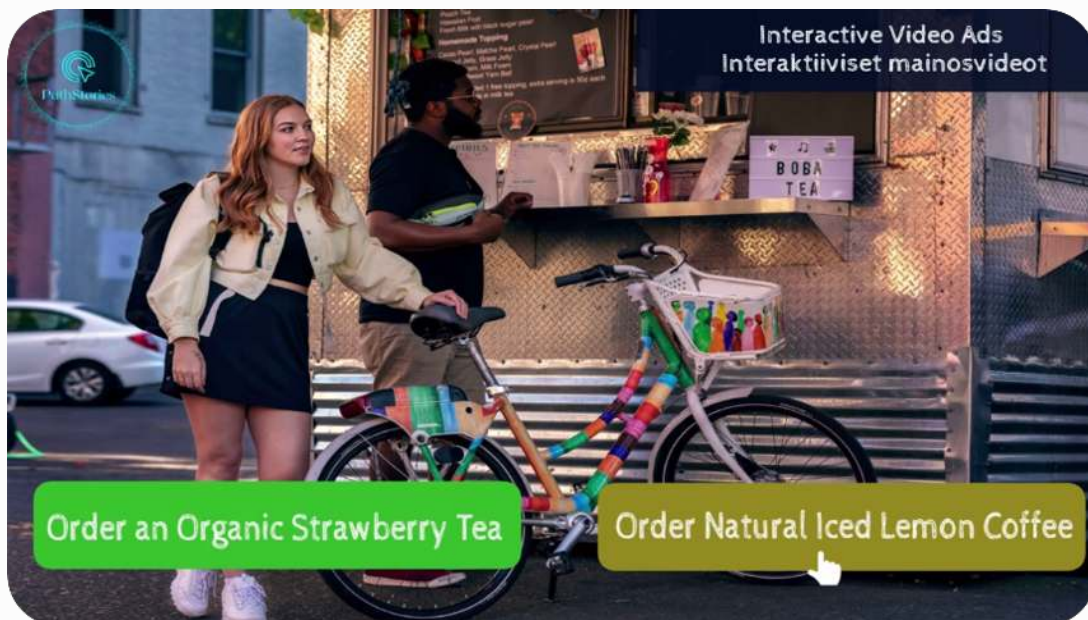
Interactive video is a video format that allows the viewer to participate in the content.

Interactive videos include scenes that adapt based on viewer choices, internal links within the video such as opportunities to navigate to external pages or shopping carts at optimal points in the video, and other interactive elements that can enhance viewer engagement and participation in the video.

Through interactive videos, companies can provide more personalized and targeted content, allowing viewers to choose their desired path during the video.

This helps companies build stronger and more interactive relationships with their audience, leading to better customer satisfaction and engagement results.

Interactive videos can be used for many different purposes, such as entertainment, education, advertising, content marketing, and promotion. Interactive video is a new way to provide versatile and engaging content that stands out from traditional video formats.



3 How Do Interactive Videos Work?

Interactive videos work in such a way that viewers have the opportunity to participate in and influence the content in various ways. Interactivity is achieved by adding different functions to the video, such as clickable areas or polls. When a viewer clicks on an item within the video, for example, they may get more information about the topic, move to another part of the video, or navigate to another web page.

These features give viewers the opportunity to influence the content of the video and engage with it more effectively. Interactivity can be added to the video at different levels. At its simplest, it may involve just a few clickable links or buttons that guide viewers to additional materials or more information.

In more complex interactive videos, features such as animations, time limits, game elements, or other sophisticated interactive functions can be used. Interactive videos are useful in many different situations, such as educational and learning environments, marketing and advertising, as well as engaging and interacting with audiences.

Interactivity increases video engagement and allows for more precise audience targeting, which enhances the video's effectiveness and achieves better results.

4 The Benefits of Interactive Videos

Interactive videos are an effective way to communicate and engage audiences across various purposes. Below are just a few examples of the benefits of interactive videos:

1. Interactive videos increase audience engagement: Interactive videos allow viewers to participate in and influence the video content, which enhances their engagement. This leads to better results as the audience spends more time with the video and interacts with it enthusiastically.

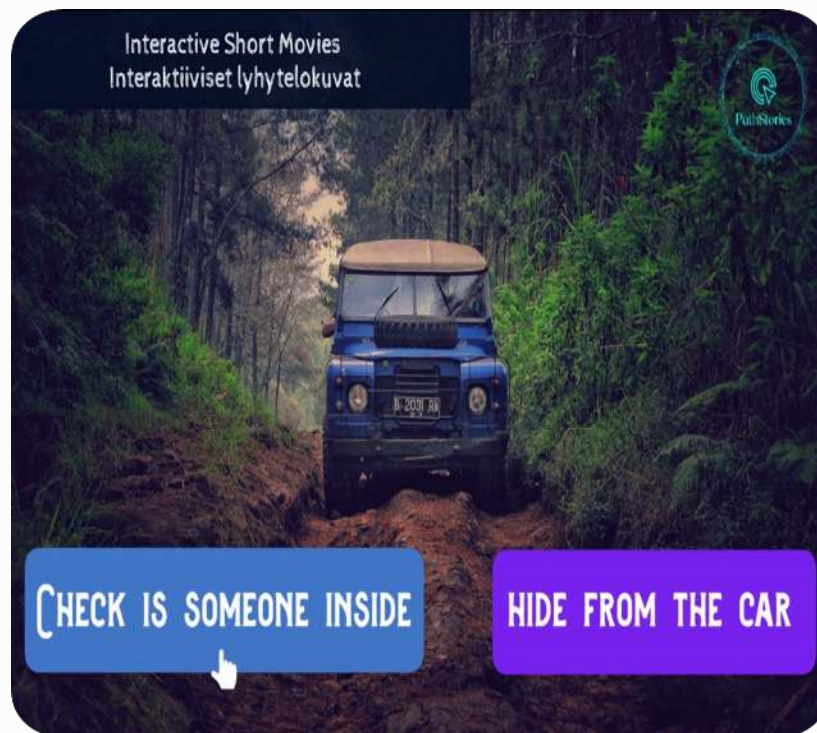
2. More personalized and targeted content: Interactive videos provide the opportunity to personalize content and target it more effectively to the audience. Based on their choices and interests during the video, viewers can be directed to a specific web page at the end, allowing for more targeted content delivery to each viewer of the video.

Additionally, the viewer of an interactive video discovers content that interests them, such as products they are interested in, quickly and entertainingly through choices made in the interactive video. This saves the viewer's time and creates enjoyable experiences.

3. High engagement rate: Interactive videos generally achieve higher engagement rates than traditional videos. Clickable links and a storyline that adapts based on viewer choices encourage viewer participation, enhancing the overall effectiveness and memorability of the video and brand.

4. Effective and fast marketing tool: Interactive videos are effective marketing tools because they allow companies to interact with their audience and gather valuable information about their behavior and preferences through viewer choices. This information can help companies better target their marketing efforts and achieve better results.

In summary, interactive videos are an effective way to increase audience engagement with videos, enhance brand memorability, achieve higher completion rates, and direct video viewers to content that interests them in a distinctive, enjoyable, and memorable manner.



5 Use Cases of Interactive Videos

Interactive videos can be effectively utilized in numerous different purposes from entertainment to educational use. This paragraph outlines some excellent use cases for interactive videos.

5.1 Ads and Marketing

Interactive videos are a great tool to use in advertising, as they offer many opportunities to increase engagement and interaction with the target audience. Here are a few ways interactive videos can be utilized in advertising:

- 1. Product Information:** An interactive video can include detailed product information, allowing the viewer to gain a better understanding of the product or service. You can add clickable areas in the video that open up and present product details more closely.
- 2. Call-to-Action:** Interactive videos can include a call-to-action button that directs viewers to a specific action, such as ordering a product or visiting a website. This helps increase conversion and the effectiveness of the advertisement.
- 3. Personalization:** Interactive videos can also include personalization, which helps the advertisement stand out from the crowd. The video can display marketing content based on the viewer's interests and choices.

4. Surveys and Polls: Interactive videos can include surveys and polls to gather information about the audience's opinions or needs. This helps improve targeting and effectiveness of the advertisement.



5.2 Explainer Videos

Interactive videos can be highly useful in explainer videos, as they allow viewers to interact with the video and obtain additional information on the topics being discussed.

Here are a few ways interactive videos can be utilized in explainer videos:

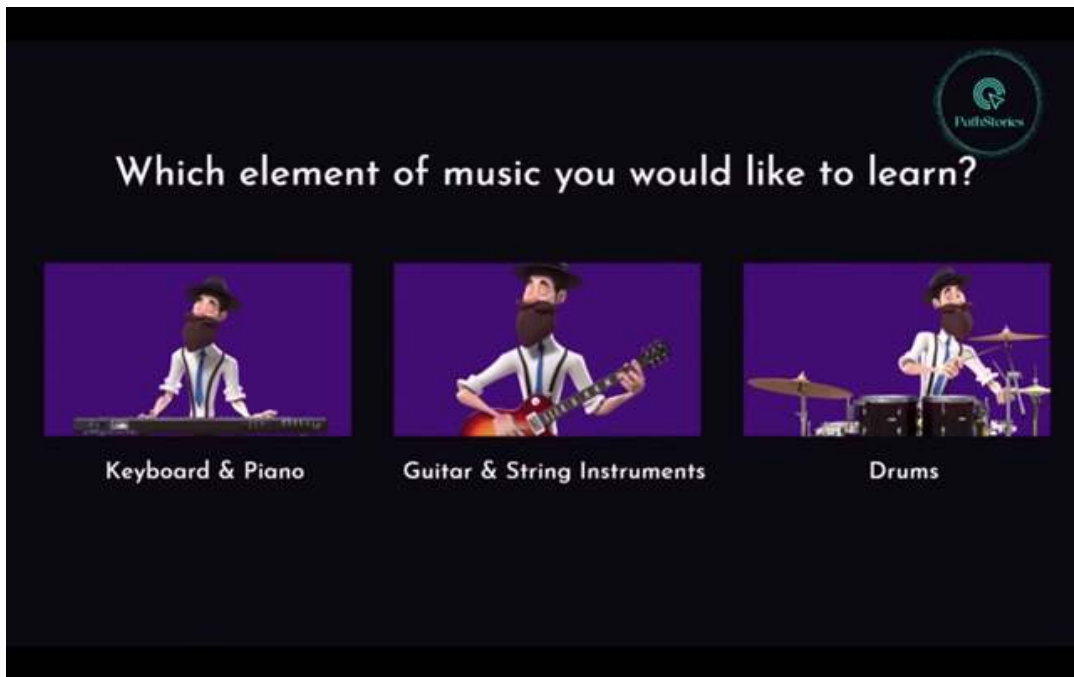
1. Clickable Elements: Interactive videos can include clickable elements that help explain the topic more clearly. For example, if an explanatory video covers a complex process, you can add clickable areas in the video that explain each step of the process in more detail.

2. Choices: Interactive videos can include various choices that the viewer can make during the video. For example, if an explainer video covers the use of a product, you can add choices in the video that help the viewer better understand how to use the product.

3. Questions and Answers: Interactive videos can include questions and answers that allow viewers to test their understanding of the topic being covered. This helps ensure that the viewer has grasped the subject matter and can apply what they have learned in practice.

4. Tests: Interactive videos can include quizzes that allow viewers to test their learning. Through quizzes, you can ensure that viewers have understood the topic being covered and can apply what they have learned in the video.

These are just a few examples of how interactive videos can be effectively utilized in explainer videos.



5.3 Game Trailers

Interactive videos are an excellent way to leverage in the gaming industry, as they provide versatile ways to engage players and enhance the gaming experience. Here are a few ways interactive videos can be utilized in the gaming industry:

- 1. Game Marketing:** Interactive videos are an effective way to market games. You can create videos that showcase the game trailer, different scenes from the game, and exciting events based on the viewer's interests, which attract players to try the game.
- 2. Game Content:** In an interactive video, you can create clickable content around the game, such as stories, background information about characters, and the game world. This helps players understand the game better and engage more with it.

3. Game Tutorial: An interactive video is a great way to teach players the rules, mechanics, and interface functionality of the game. You can create videos that demonstrate various actions and how to use them in different stages of the game.

4. Engaging Players: Interactive videos provide opportunities to engage players in the development of the game. For example, you can ask players to vote for their favorite character, influence the game's plot, or participate in the game's development in some other way.

5. Challenges and Rewards: Interactive videos can include challenges and rewards to encourage players to participate more actively and engage with the game. For example, you can offer players bonuses, rewards, or special scenes based on their choices.

These are just a few examples of how interactive videos can be utilized in the gaming industry. Interactive videos can enhance the gaming experience, engage players, and increase interest among people interested in games.



5.4 Travel Ads

Interactive videos are an effective way to capture the interest of travelers and provide them with a unique experience of a travel destination. Here are a few tips for utilizing interactive video in the tourism industry:

- 1. Travel Destination Presentation:** In an interactive video, you can showcase the charm and culture of a travel destination in various ways. For example, you can create a tour of the destination and allow travelers to choose which direction they want to move and which attractions they want to explore in more detail.
- 2. Introducing Activities:** You can use an interactive video to introduce travelers to various activities that can be done at the travel destination. For example, you can create an interactive video where travelers can try out different activities such as surfing, diving, or hiking.

3. Showcasing Restaurants and Hotels: With an interactive video, you can also showcase various hotels and restaurants at the travel destination to travelers. For example, you can create a tour of a hotel or restaurant in the video and allow travelers to choose which direction they want to move and what types of rooms or dishes they want to see.

4. Branding esittely: An interactive video is also an excellent way to present a travel industry brand. For example, you can create an interactive video where you tell the brand's story and values, and showcase various travel destinations and activities that the brand offers.



5.5 Recruitment Marketing

Interactive videos are useful tools in recruitment, as they offer many opportunities for companies to reach potential employees. Below are a few ways in which interactive videos can be used in recruitment:

1. Introducing the Company: Interactive videos are a great way to introduce a company and its culture to potential employees. Interactive elements such as clickable images, audio files, or quizzes can be added to the company introduction video to help viewers engage more deeply and learn more about the company.

2. Job Postings: Interactive videos are useful in creating job advertisements as they can help a company stand out from the competition. Videos can include animations, for example, depicting the nature of the upcoming job role or personal interviews with current staff.

3. Interviews: Interactive videos can also help employers find the best candidates during the interview process. Interview videos can be made interactive by adding interview questions that candidates can answer by their choices during the video. This helps the company assess candidates' skills and personalities, and gives candidates the opportunity to demonstrate their expertise and abilities.

4. Koulutus ja kehitys: Interactive videos can also be used for training purposes, such as training new employees or providing training and development for existing employees. Interactive elements, such as quizzes and surveys, can help ensure that the training material is understood and that the information learned is retained.



5.6 Event Industry

Utilizing interactive video in the events industry offers many opportunities to engage the audience and enhance the interactivity of the event. Here are a few ways interactive videos can be used in event presentation and marketing:

1. Introduce the Event in Interactive Video: You can create an interactive video that presents key information and the program of the event. This can help attendees gain a better understanding of the event's content and assist them in selecting programs of interest. Additionally, the viewer can navigate from the interactive video to purchase tickets for the event they find the most interesting among various options.

2. Product Launches: Interactive video can help event organizers and artists launch new products or services. For example, the video can include interactive elements that help users familiarize themselves with the new product or service.

3. Interactive Games and Competitions: You can use interactive video to create games and contests that visitors can participate in on the event's website. This can help keep visitors engaged and give them a chance to win prizes.

4. Interactive Surveys and Feedback: You can use interactive video to gather feedback and opinions from visitors. This can help you better understand the needs and preferences of visitors, so you can organize the event better in the future.



5.7 Education

Interactive videos are extremely versatile and effective tools in education. They provide teachers and students with new ways to engage, participate, and enhance the learning experience. Here are some ways interactive videos can be utilized in education:

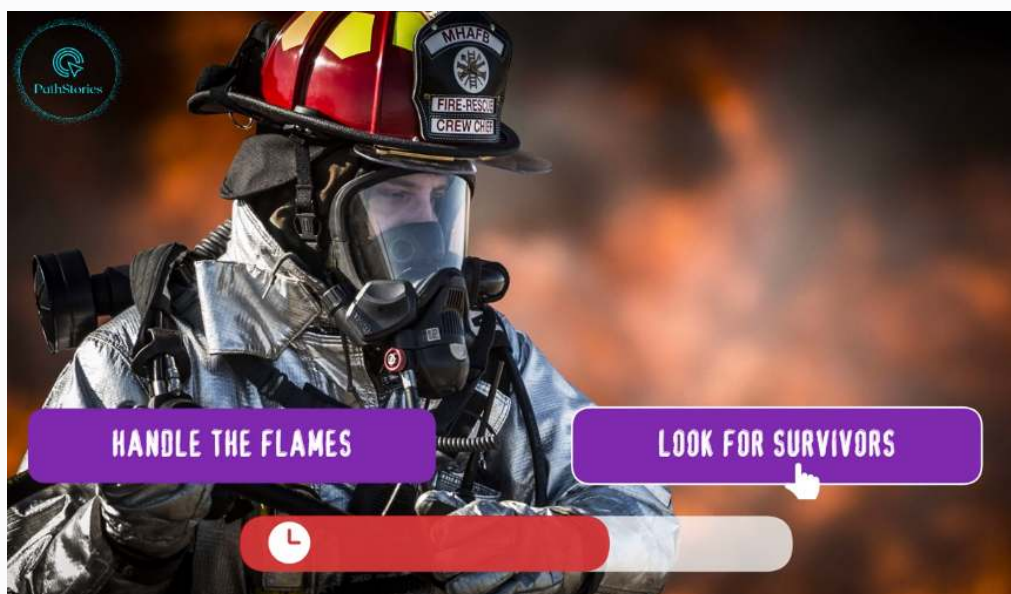
- 1. Presenting Learning Materials:** Interactive videos can serve as central learning materials in lessons, providing explanations, examples, and visual illustrations. This helps students understand complex concepts and enhances knowledge acquisition.
- 2. More Personalized and Targeted Content:** Interactive videos can include questions and tasks that challenge students to think and apply what they've learned based on their choices. This promotes active participation and deepens learning.

3. Choices and Decision-Making: Interactive videos can provide choices and decision-making situations where students can influence the course of the story. This increases student engagement and enthusiasm for learning.

4. Individualized Learning: Interactive videos can be flexible and offer various paths based on students' individual needs. This enables customization of learning and ensures that each student receives support tailored to them.

5. Simulations and Practical Exercises: Interactive videos can provide simulations and practical exercises that allow students to practice their skills in real-time scenarios. This reinforces learning and prepares students for practical challenges.

6. Feedback and Monitoring: Interactive videos can include automatic feedback systems that provide immediate feedback on students' performance.



6 Tips for Designing an Interactive Video

Interactive videos have increasingly taken a larger role in digital marketing and communications. They enable providing users with a richer and more engaging experience, which enhances message reception and engagement. Below are some tips to consider when planning an interactive video:

1. Setting the Goals. Before designing an interactive video, it's important to set goals and define what you want to achieve with the video. Do you want to educate, market, entertain, or something else? This helps you choose the right approach and metrics to evaluate the video's effectiveness. Planning the goals allows you to focus on key messages and actions, as well as optimize the outcome of the video.

2. Defining the Target Audience. Consider who the video is intended for and what their backgrounds and interests are. Knowing the target audience is crucial in the planning of an interactive video. It helps in selecting the right actions, content, and visual elements that resonate with the audience and promote engagement. This helps you choose the appropriate style, content, and level of interactivity.

3. Content and Message Planning. Consider what information and messages you want to convey to the viewers. The most important thing is to keep the content concise so that viewers do not get bored or lose interest.

4. Planning Interactions. The functions of an interactive video are its core. They enable user participation and provide opportunities to personalize content. When planning interactions, it is important to focus on user needs and objectives.

5. Ensure that the User Interface of the Videos is Clear and Easy to Use. It is vital that the user interface of the interactive video is easy to use and clear to follow. The simplicity of the user interface helps the viewer to concentrate on the story and enjoy the interactive elements of the video. With PathStories' clear and easy-to-use user interface, you ensure that your video captures efficiently the attention of your audience.

6. Ensure compatibility: Make sure that the interactive video works on all devices and browsers that viewers use. It's important to ensure that the interactive elements of the video are compatible with different operating systems and browsers. By utilizing the PathStories interactive video technology, you ensure that your interactive videos operate smoothly, when using online-connected PC, Macs, tablets or mobile phones.

7. Focus on the Story: While interactive video offers many opportunities for interactivity, it's important to remember that the story of the video is the most important element. Interactive elements should not distract from the story or disrupt the viewer's experience. An interactive video needs a cohesive narrative or message that tells the story visually and audibly. The story should be carefully planned to be engaging and appealing to the target audience. By using the interactive video design consultations by PathStories, you ensure that you can deliver your message to your audience in the most efficient and enjoyable manner.

In planning a high-quality interactive video, it's advisable to focus on the viewers' needs and objectives, presenting content succinctly and engagingly, and enhancing interactivity overall.

7 Summary and Closing Words

Interactive videos offer many benefits and opportunities. In summary, they are:

- 1. Engagement:** Interactive videos engage viewers more actively and sustainably compared to traditional videos.
- 2. Personalization:** Interactive videos enable content personalization, which increases viewer engagement and allows for more precise targeting of content.

3. Marketing: Interactive videos are an effective marketing tool as they provide the opportunity to personalize and target content based on viewers' interests.

4. Learning: Interactive videos are exceptionally well-suited for teaching and training as they provide opportunities to personalize the viewer's learning experience and encourage active participation.

5. Customer Experience: Interactive videos enhance customer experience by providing customers with opportunities for interaction and memorable experiences.

Interactive videos are an excellent way to increase engagement, personalization, and brand memorability. They can be utilized in various fields such as marketing, education, and event management.

We hope that this guide helped you to understand, how interactive video can benefit your company and improve your marketing strategies. Remember, that interactive video is not just a way to create content, but a efficient way to reach your audience and provide them with a personalized and engaging experience of your brand or product.

When planning an interactive video, remember to focus on user experience and create engaging and relevant content that captivates the viewer. Utilize various interactive elements in the video, such as clickable purchase links, subscribing to your newsletter, and surveys. Also, remember to measure the effectiveness and performance of the video by analyzing metrics such as views, click-through rates, and conversions.

Using interactive video allows you to increase engagement, enhance brand awareness, drive traffic to your website, and foster customer relationships. Now that you understand the potential of interactive video, utilize it in your marketing strategy to differentiate yourself from your competitors.

Contact us and create an interactive video tailored to your specific goals.

You can create an interactive video yourself easily using our user-friendly interactive creation tool and utilize our consulting assistance in designing your interactive video.

Alternatively, we can create an interactive video tailored to your needs from script to delivered interactive video!

Join the interactive future of videos now on www.pathstories.com or by contacting: contact@pathstories.com!

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