

Convince Your Boss You Need Authentic Video to Reach Gen Z

Follow our step-by-step guide to get your boss on board with authentic video.



**Video marketing
isn't the future.
It's now.**

Video has already become consumers' preferred medium of choice. We see this with the skyrocketing popularity of video-first platforms like TikTok and Instagram Reels.



Consumers are undeniably engaged with video content and demanding more videos from brands. This is especially true among Generation Z. In today's world, consumers want to watch, not read.

To keep up, **brands need video in their marketing strategy.**

But not any video.

They need **authentic video content created by real people.**



**If you're reading
this, you're
probably a
marketer **who**
gets it.**

You know your brand needs authentic video, but ultimately it's not your decision. As a Marketing Manager, Specialist or Associate, you likely need approval from your boss to get started.

And let's face it, that person probably doesn't grasp the importance of video in general.



Most people in Senior Management positions are members of Gen X who don't understand the brevity of what's happening.

Authentic video is already here, and it's staying.

So, to build a loyal customer base with the new generation of consumers, Gen Z, you need authentic video in your strategy. Without it, your brand will fall behind using outdated marketing tactics and lose out on sales.

The challenge you face is how to show your boss the value of authentic video.

What will get them to actually sign off on moving forward?

**We have the proven
insights that will
convince your boss you
need authentic video to
reach Gen Z.**

Follow along with our guide for our tips!

TIP

1

**Show Them
the Data**

If there's one thing Gen Xers value, it's numbers. So give your boss the hard data that proves authentic video will drive conversions and grow revenue.

For one, it's the most popular type of content among Gen Z.

And Gen Z preferences matter.

26% of the world population is made up of Gen Z



Predicted to be the largest consumer group in the US by 2026.



\$360 billion in spending power

When you look at the data, it's obvious that marketing to Gen Z makes sense for your business.

As the next generation of potential customers, you need to build relationships with them now to stay ahead of the curve. Producing the type of video they value will help build brand awareness and influence purchase decisions.

The data proves what your boss wants to hear.

Authentic video will help drive sales.



TIP

2

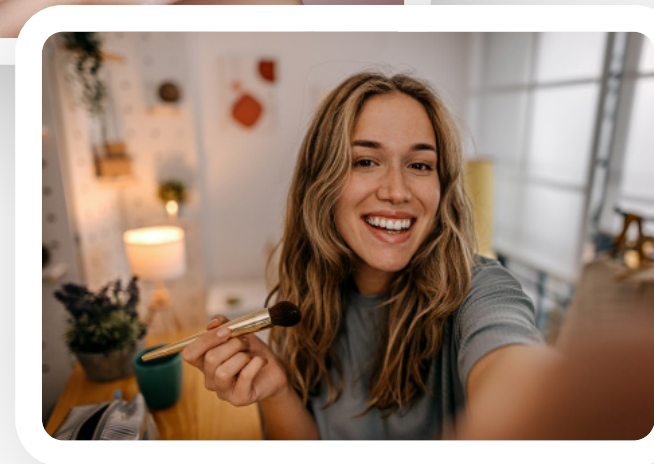
Teach them the new way of consuming video

Gen Zers reject perfection.

This is likely a concept that's new to your Gen X boss. They're used to creating high-production videos that take too much time and money to make.

But that's not the type of video Gen Zers consume.

They're drawn to authentic, imperfect and even slightly messy video that is relatable.



Show your boss the proof they need to believe it,
like the type of content that goes viral on TikTok.

While it might be a far cry from the video production your Gen X boss is used to selling, it's necessary to capture the attention of Gen Z and build relationships.

Turn to TikTok for video inspiration. **Successful content is:**



Short-form



Unfiltered



Relatable



Engaging

So, skip high-production video for content you can create on your smartphone. **It will save you marketing dollars and help grow revenue.**

TIP

3

**Reveal the power
of user-generated
content**

User-generated content (UGC), like customer reviews, is an incredibly powerful marketing tool.

Why?

Because there are fewer doubts about the authenticity of reviews when it comes from a real person.

Consumers who watch video reviews created by real customers

are more likely to trust what they're saying is true. UGC is

compelling social proof that others have had positive experiences with your product or service.

The data shows consumers are more likely to trust real people's opinions and follow suit.

88.5%

of consumers find customer reviews more trustworthy than influencers.



66.1%

of consumers are extremely likely to buy something based on a customer review.



So, when your brand shares authentic UGC, there's a greater chance of building trust with your audience and making a sale.

Reveal to your boss the power of UGC is that it's relatable and trustworthy. But if they're not easily convinced, show your boss how skincare brand [Kari Gran turned shoppers into buyers with UGC.](#)

TIP

4

Stress the importance of social proof throughout the customer journey

You already know social proof like UGC influences consumers to buy. However, it becomes more powerful when used strategically. So make sure your Gen X boss knows using social proof throughout the customer journey will increase conversions.

Gen Z consumers will likely have multiple touch points with your brand, meaning you need social proof at every interaction to close the sale.

An easy place to start is by sharing videos on social media.



But that's not enough.

For maximum benefit, use social proof where it will impact consumers the most, like product pages on your website. Or use the videos in email campaigns and paid ads to get your message across. The idea is to keep your social proof top of mind and sight.

Stress to your boss that authentic social proof evokes emotion in consumers that gives them the extra vote of confidence they need to take action and buy.

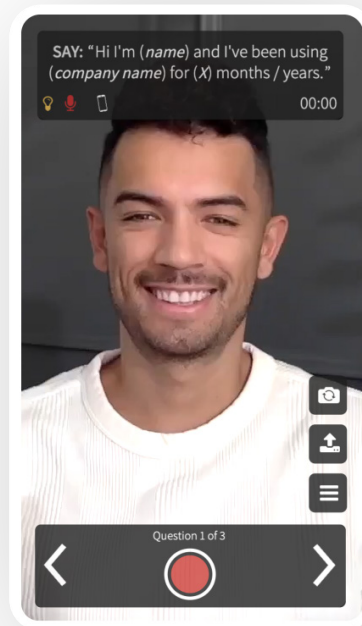
TIP

5

**Explain how easy
authentic video is
to produce**

Authentic video is low cost and low effort with big ROI.

Your customers or staff can record videos on their own without a production team. **So, expenses associated with high-production video, like equipment, lighting, sound and days required for filming, are eliminated.**



All you need are customers willing to talk on camera. Anyone can record videos for your brand and do it anywhere with an internet connection. You won't even have to wait for editing to see your final video. Instead, you get marketing videos ready for use almost immediately.

Show your boss that you can do more with authentic videos for less.

TIP

6

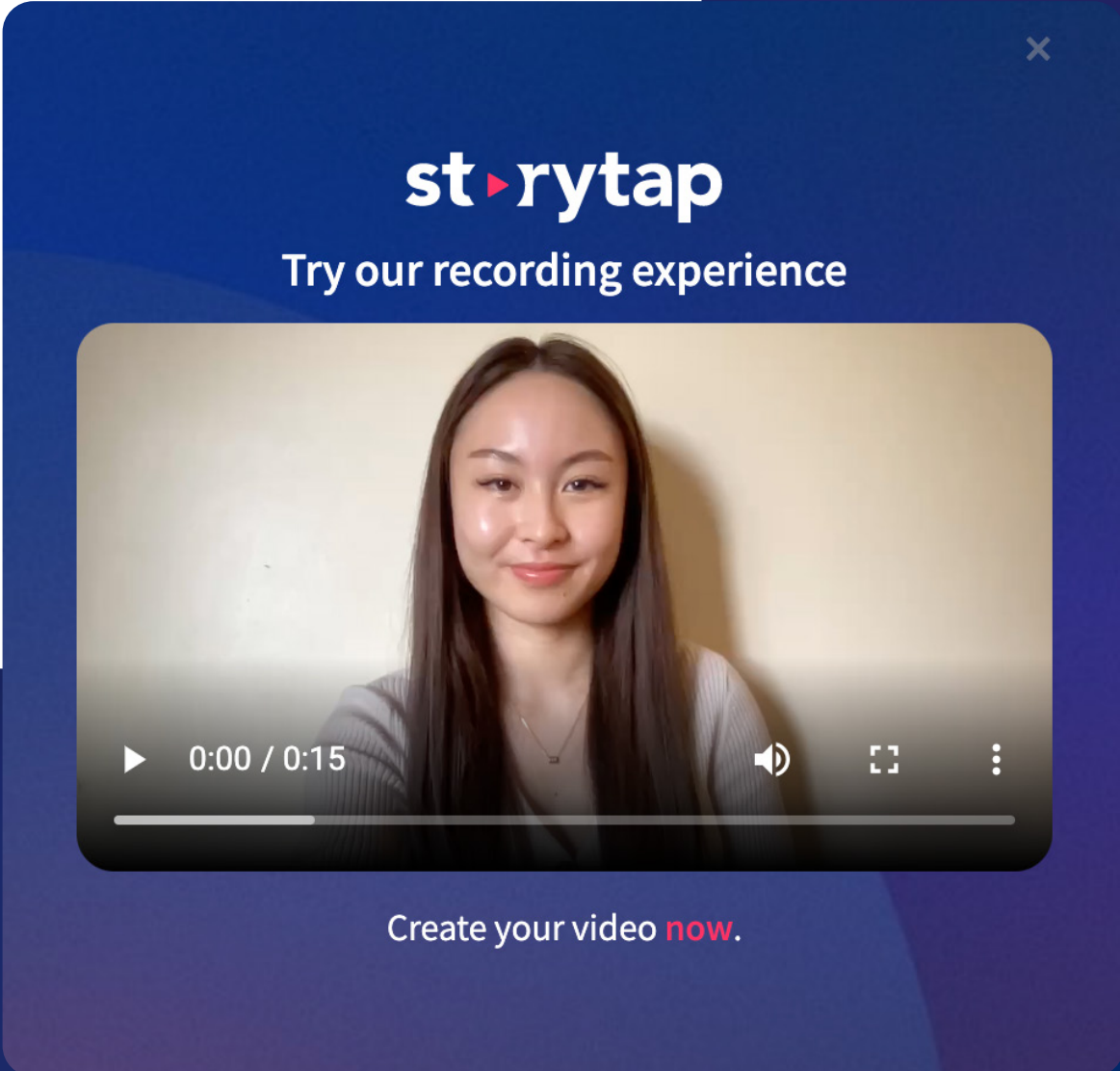
**Show them
StoryTap's video
platform**

Producing authentic video is easy when you've got the right technology. StoryTap's patented video platform specializes in producing authentic videos at scale for a lower cost.

Our videos are data-driven and designed to deliver video marketing solutions that drive traffic, increase conversions and enrich the customer experience.

If there's one thing your Gen X boss will respond to, it's a solution that will generate profits while saving cash. So, give them the rundown on how StoryTap can help your brand drive qualified leads and grow revenue.

Or better yet, get them on a demo with our team to see the platform in action.



st▶rytap
Try our recording experience

0:00 / 0:15

Create your video **now**.

st▶rytap