

LinkedIn is testing a TikTok-like short-form video feed to boost user engagement

Article

The news: LinkedIn is testing a TikTok-like vertical feed for short-form videos within its app, per TechCrunch.

- The feature was spotted by an influencer agency employee and shows a "Video" tab that opens a scrollable vertical feed of videos users can like, comment on, or share.
- While videos can already be posted on LinkedIn, this dedicated feed will be aimed at **boosting engagement and discovery** of bite-sized professional video content.
- LinkedIn confirmed the test, stating videos are becoming a desired format for users to learn from experts and professionals.

Why it matters: The move sees LinkedIn join numerous popular apps like **Instagram, YouTube,** and even **Netflix** in launching TikTok-inspired video feeds.

- TikTok's rise has sparked an industrywide scramble to replicate its viral content format and engagement success.

Survey says: 69% of B2B marketers plan to increase their budgets for video content in 2024, the highest percentage across all categories.

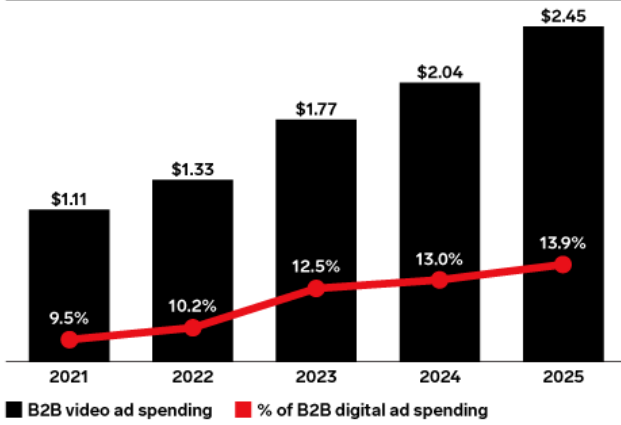
- Videos are used by 84% of B2B marketers, second only to short articles/posts, which suggests that video is a dominant B2B marketing medium.
- US B2B video ad spending is projected to jump from \$1.33 billion in 2022 to \$2.45 billion in 2025; the percentage of B2B digital ad spending allocated to video is expected to increase from 12.5% in 2023 to 13.9% by 2025.

Our take: While imitative of TikTok's model, a curated professional video feed could help LinkedIn facilitate learning and career development.

- If executed well, it could carve a niche complementing (rather than competitors' replicating) TikTok's breadth.
- For LinkedIn, the feed presents opportunities for career-focused creators to expand their reach and for the platform to tap into rising professional video content trends, spurring potential revenue streams.
- However, some users may view it as an unnecessary feature bloat that adds to the proliferation of video feed duplicates across apps.

US B2B Video Ad Spending, 2021-2025

billions and % of B2B digital ad spending



Note: includes in-stream video such as those appearing before, during, or after digital video content in a video player (pre-roll, mid-roll, or post-roll video ads) and video overlays; includes social network in-stream video advertising in platforms such as Facebook Watch and Snapchat Shows; includes outstream video ads such as native, in-feed (including video ads in Facebook's News Feed and Twitter's Promoted Tweets), in-article, in-banner, and interstitial video ads; appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned

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