

The Age of 'Short-Lived' Content is Here. Are You Ready?

Prashant KY*
Pragya Singh**

ABSTRACT

The paper taps into the online consumer behaviour, in the context of short-lived content. It dwells into the recent trend towards the disappearing content. Needless to say, this Generation Z operates and consumes information at a very fast pace. The paper dives into the nature of short-lived content, which is the temporary content with a short life span of 24 hours, after which it disappears automatically from the social media profile. The paper analyses the kind of usage on social media platforms, the different factors like familiarity, involvement, liking & preferences. And how to leverage it from the business-brand equation. How can Marketers utilise this 'vanishing content' which has stunned them and a few others?

KeyWords: Generation Z, Short-lived content, Social Media, Influencer Marketing

INTRODUCTION

Not many moons ago, the golden standard in content creation was to spend the test of time. Content that has a long shelf life was thought to be the best.

The higher the shelf life of the possibility of immortality for creators. And with this illusion, writers and creators stretched all healthy and senseless limits. But it looks like the work that has relevance despite all that changes through several centuries, is superior. And this is not particularly true from the online point of view, things are changing look at the popularity of T20vs Test Cricket.

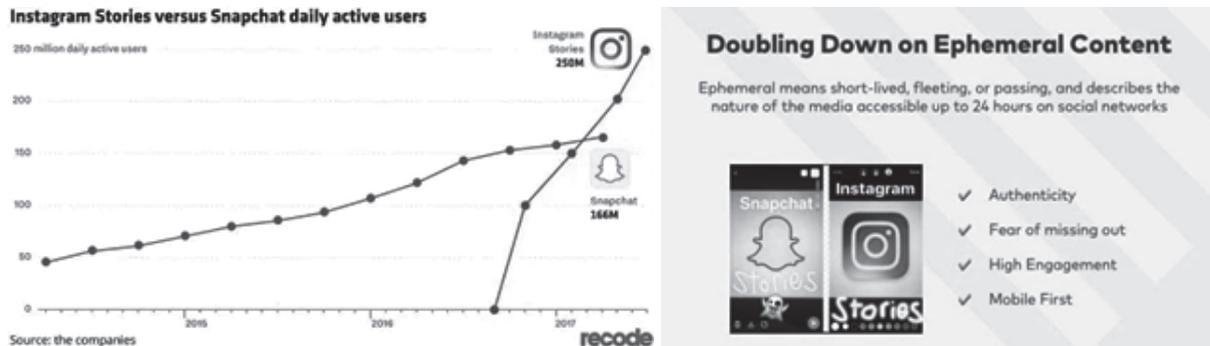
This is the age of shorter formats, short-term content - which is quickly produced, displayed and is only around a short time. Young consumers jump on short content and where there is a crowd, you will find brands.

However, most brands have to catch up with this trend.

No two views on the consumer constantly evolving, they changed in the past, change and will continue to change. We are preparing for change. Change is good. But this "disappearing content" has knocked out marketing specialists and some others.

*Founder Director | Growthologists & SharkSense_Digital

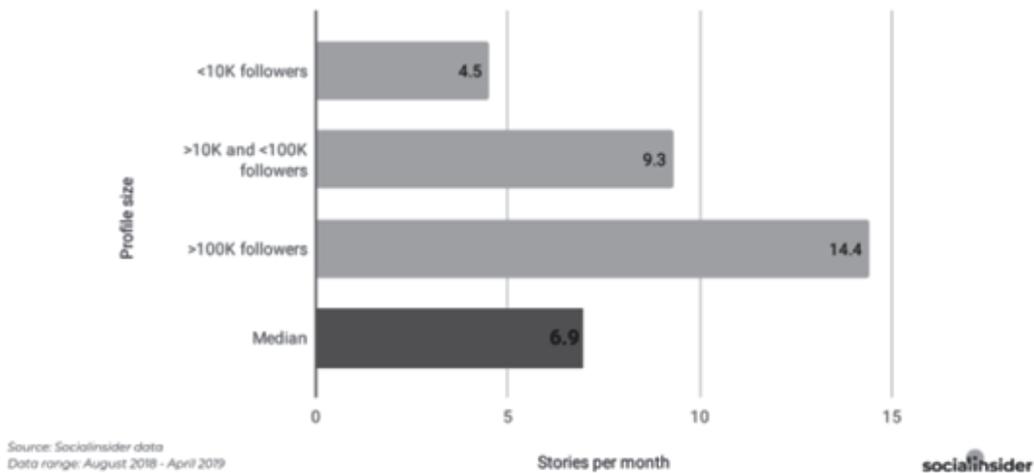
**Assistant Professor, Indian Institute of Information Technology, Allahabad India



Why is this happening?

Internet with smartphones has transformed the dynamics of consumption and purchase of things. Waiting and slow-motion are things from the past. The mobile has created a new consumer behavior.

Average days with Stories within a month by profile size



This new behavior is called and identified as behavior of micro-moments. What it means, people are turning to a device (especially a smartphone) - to act on the need to learn something, to share something, looking, look at something or buy something. Publish spiritual liners, funny videos or informative tutorials are other activities they perform on the key.

This new behavior has propelled the advent of Short-lived content.

What is it?

Content that is quickly produced, displayed and is only around a short time. "In the moment," live "images that disappear after 24 hours.

This type of quick content is also called vertical content, which is particularly popular with the millennium. According to the Mary Meeker 2015 Internet Trend Report, vertical visualization has been multiplied by five, 5% in 2010 to 29% in 2015.

Top 5 ways brands can get through to ephemeral consumers



Question: Which of these things do you most want your favorite brands to do / provide? (Max. 3 answers)

Source: GlobalWebIndex Q2 2018 **Base:** 4,527 Internet Users Aged 16-64

Platforms such as Snapchat, Periscope and others optimize user-generated content to create a higher awareness and commitment.

In a cluttered digital webspace, it is crucial for marketing specialists and businesses to recognize the importance of this type of content and the role it can play in any marketing strategy.

How to use Short-lived content to Market Your Business

Millions of Millennial and Generation Z users who crave the instant and immediate action are the target audience.

They rely on mobile content to entertain, keep themselves informed and engage with their favorite brands - make mobile-first applications such as Snapchat and Instagram their go-to platforms.

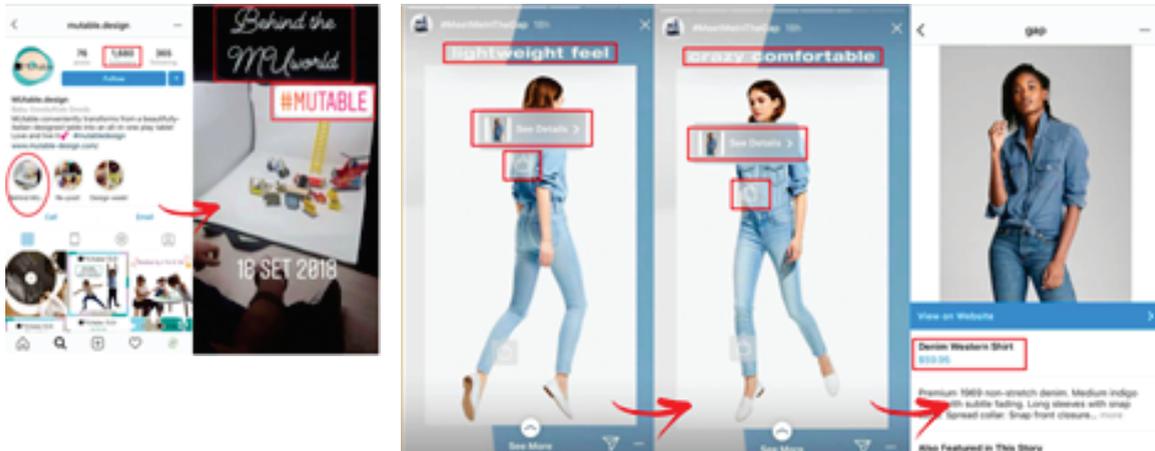
Use interactive content and streaming to attract attention as below:

- Showcase the behind in production, images or videos of the scene. Let the customer see the efforts deployed in a single delivery, product, etc.
- Get influential users to approve your service or product. The mouth of the mouth goes a long way. Concentrate on the creation of defenders.
- Share inside access to VIP events that users may not be able to attend

- Showcase via new live streaming products
- Promote future events or releases

Short-lived content that works well

- Take users behind the scenes share tutorials and videos how
- Organize Question-Response Sessions



- Target the good audience
- Use geotag stickers and hashtags
- Collaborate with micro-influencers
- Showdown your product
- Share user-generated content

Remember, THE SPONTANEOUS ELEMENT TO SHORT-LIVED MEDIA IS IT'S DRIVING FORCE.

Remember that you can not change the short content. After all, it's live. Needless to say, the content must be original and brief every time. Like a data, keep the high display frequency.

It is the impulsiveness of the posts that leads to rapid conversions and sales. The impulsive nature of the momentary content combined with the effectiveness of video marketing emphasizes how powerful it is using short life platforms can be for brands.

CONCLUSION

Overall, short-term content has its place. Twitter, Snapchat and Instagram continue to grow in popularity and our fall enrolment seem to give way to a serious dependency on short-term content.

The Z generation often seeks constant change.

The message they post is temporary content, but the impact it creates is durable. Short-term content keeps the Z gene engaged through animations, online purchases, catch up with news and much more.

It's definitely a marketing trend that doesn't seem to be going away any time soon—

Let us all hail the short-lived content.

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