

LinkedIn Live & Video

# Turning Agency Executive Presence into Engagement



Best Practices for Video Storytelling &  
Episodic Content for Agency Leaders

LinkedIn Ads

# Why Video Matters for Executive Influence

Agency executives who use video build trust, humanize their leadership, and spark deeper conversations. Video consistently appears among the strongest performing content formats for executives, helping drive:

- ✓ higher engagement
- ✓ stronger brand affinity
- ✓ increased profile and company page traffic

To help you unlock the full impact of video, the sections below outline the core principles for creating and scaling executive video on LinkedIn.

## 1 Choose the Right Format for the Right Moment

### LinkedIn Live (Real-Time Engagement)

#### → Ideal for:

- Announcements
- Events
- Q&A sessions
- Behind-the-scenes moments
- Industry reactions or POVs

#### → Why it works for agency leaders:

- Immediate dialogue with your audience
- Stronger community building
- Real-time trust-building

#### → Best Practices:

- Script your structure, but not every word
- Open with a strong hook (“Today we’re breaking down...”)
- Acknowledge audience comments as they appear
- Add guests to increase reach and credibility

### Short-Form Video (Always-On Presence)

#### → Ideal for:

- Quick POVs
- Industry commentary
- Thought starters
- Leadership advice
- Product or innovation insights

#### → Why it works for agency leaders:

- Keeps their expertise consistently visible
- Easy way to share quick, high-value insights
- Reinforces leadership themes over time

#### → Best Practices:

- Keep videos between 30–90 seconds
- Aim for clarity over production polish
- Front-load value in the first 3 seconds
- Include bold, clear captions

## 2 Creating Episodic Video That Builds a Loyal Audience

Executives who succeed on LinkedIn often create series with predictable formats that build habit and anticipation.

### How to Structure an Episode

1 Hook

→ Frame the problem or question in the first 3–5 seconds

3 Example

→ Show or narrate a real-world moment (from your brand, team, or customers)

2 Insight

→ Offer a POV, data point, or story

4 Prompt

→ Ask for thoughts, questions, or reactions

## 3 Create a Repeatable Video Workflow



### Planning

- Choose topics that align with your personal expertise and the conversations your industry cares about
- Keep a short list of go-to themes so filming becomes a habit, not a one-off effort



### Production

- Film on your mobile device — it feels more natural and builds trust
- Use a consistent setting (your office, a meeting room, or on-site moments) to make shooting easy
- Prioritize clear audio; a simple lapel mic can improve quality without added complexity



### Post-Production

- Enable captions so your video works in silent autoplay
- Use branded intros or wipes sparingly to keep the focus on your message
- Upload your video directly to LinkedIn for maximum reach

## 4 Optimize for Engagement, Not Just Views

### Encourage leaders to:

- Ask questions at the end of videos
- Respond to comments
- Mention collaborators or teams
- Repurpose comments into follow-up videos

## 5 Integrate Video Into Your Wider Thought Leadership Strategy

### Use video as a companion to:

- Brand campaigns
- Long-form articles
- LinkedIn newsletters
- Company page updates
- Sales enablement content

Learn more

