

# THE **FUTURE** OF **VIDEO**

**INTERACTIVE  
VIDEO FOR  
BEGINNERS**

**522**

**522**

# OVERVIEW

Welcome to your all-in-one guide to interactive video - where content isn't just watched; it's experienced. This eBook will walk you through everything you need to know about creating, using, and mastering interactive video to boost engagement, drive conversions, and make sure your audience actually pays attention.

This book is the secret weapon to get your audience to engage with your content instead of just passively watching as they scroll for Fail videos.

## WHAT'S IN THIS EBOOK?

Great question. Here's a quick breakdown of the topics we'll cover:

**Introduction:** A quick overview of what Interactive video is

**Chapter 1:** The Evolution of Video Content

**Chapter 2:** How Interactive Video Works

**Chapter 3:** Planning Your Interactive Video

**Chapter 4:** Breathe New Life Into Existing Content

**Chapter 5:** Creating Your Interactive Video Script

**Chapter 6:** Creating the Interactive Video

**Chapter 7:** Distribution and Promotion Strategies

**Chapter 8:** Case Studies and Success Stories

## WHO WROTE THIS THING?

**Chad Vossen** did. That's me. I'm a 20+ year co-owner of a video marketing agency, **522 Productions**, located in Washington, DC. While I hate talking about myself... or writing about myself in this case... I suppose now is the time to tell you that I'm an award-winning Creative Director as well, winning things like Addy Awards, Hermes Awards, Telly Awards, Peer Awards, and a variety of other industry awards that you probably haven't heard of, but still made my parents proud. Oh, and 522 is also a two time Inc 5000 Award winner, so that's pretty cool, and probably something worth noting as well. But enough from me. Let's get into it.

# WHO IS INTERACTIVE FOR?

Trying to compete for eyeballs and attention spans today is like trying to sell ice cream in a blizzard: your content better be good to get any interest. That's why interactive video is a great way to keep your audience engaged. And, if produced right, it can be an excellent way for your viewers to actually retain the information.

Interactive video thrives anywhere attention spans are shorter than a :30-second TikTok video. It's the perfect platform for anyone who wants their audience to actually engage instead of just zombie-watching.

So, who is interactive video right for? In terms of roles, interactive video is perfect for:

- **Marketers** who want customers to *click, explore, and buy* instead of skipping ads like they're dodging spoilers.
- **Educators & Trainers** who need learners to *retain* information, not just nod along while secretly scrolling through their phone.
- **Brands & Businesses** trying to stand out in a content avalanche - because let's face it, static video is yesterday's news.
- **E-commerce & Retail** where "shop the look" means *actually* clicking the outfit, not just wondering where to buy it.
- **Entertainment & Media** - looking to turn passive viewers into active participants (think *Bandersnatch on Netflix*).

## CONTENTS



### Topic:

Technology

Social Sciences

### Year:

2016

2017

2018

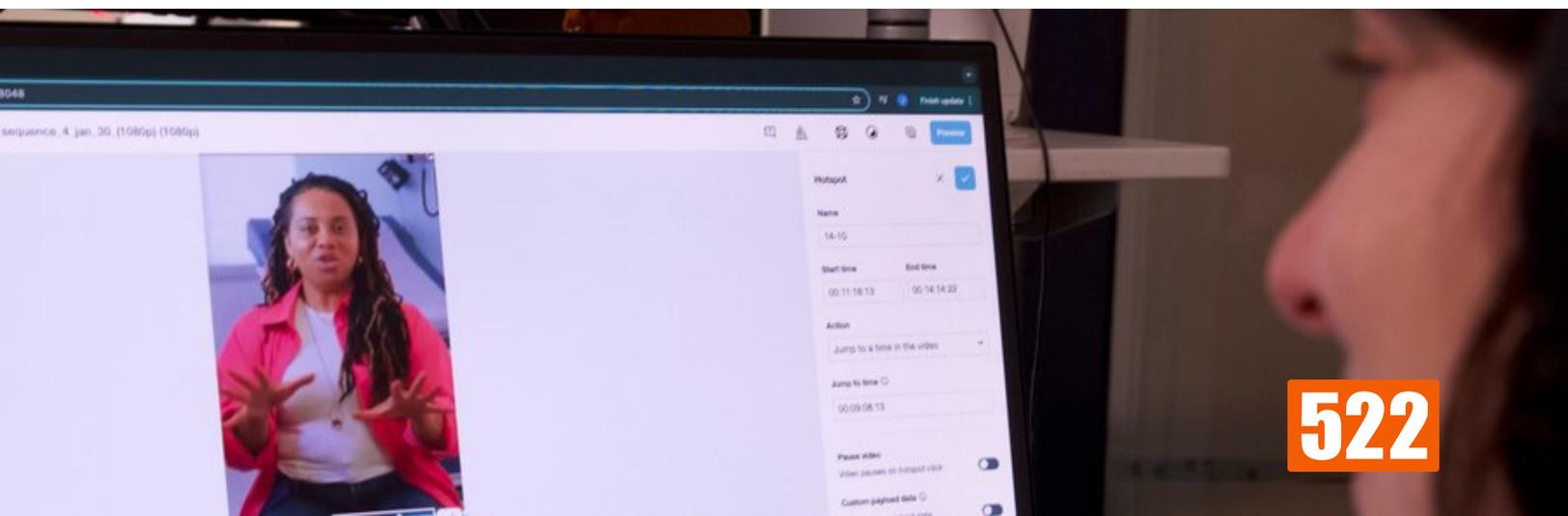
2019

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So, maybe you're in one of those roles... maybe not. Looking at it another way, Interactive video is perfect in a ton of situations:

- **Product Demos** – No one reads about products any more. Show them a video that demonstrates your product, and allow them to click on the information that's relevant to them in the moment, such as buying, learning more about specific features, or meeting the team behind its design.
- **Employee Onboarding** – You have the power to make learning the company handbook less of a hostage situation. Well... provided you put the effort in. Guide the viewer through information that's relevant to their department, role, or location.
- **Recruiting** – Let candidates “choose” their way through a day in the job instead of reading a lifeless job description. Let them learn about the role that they are interested in, and track the data to what information is most relevant.
- **Customer Support** – Instead of giving viewers pages of content to read through, let users *interact* their way to a solution like a mini customer service RPG. Offer them “how tos”, give them the latest updates, or answer their FAQs.
- **Associations** - train and educate members on the latest industry trends. It's also a great way to organize years of your association's content into a way that's easy for your audience to navigate to the content that's relevant to them.
- **Fundraising, & Nonprofits** – Immersive storytelling gets people to care more about your mission. Educate them about your 'Why', or let them drown in a sea of all the incredible work that your organization does, and they'll be ready to donate their time and or their money.

Basically, if you've got something to say and don't want people to forget it five seconds later, interactive video might just be your new best friend.



# WHAT IS INTERACTIVE VIDEO?

Alright... before we go any further, let's first get on the same page with what we mean by "Interactive Video".

Interactive video allows the viewer to take control of their viewing experience. It's almost like a cross between a website, your video library, VHI's Pop-Up Video, and a Choose-Your-Own-Adventure book... well... one that doesn't lead to your unfortunate demise.

Videos are labeled "interactive" because the viewer can make a variety of choices throughout the video. And not just in terms of navigating their way through a story. You can organize existing video content so the viewer can watch the videos that are relevant to them - i.e. maybe a company's culture is more important than the company's history. You can tease other information within a video by providing additional information, or links to places the viewer can purchase or find out more.

It's simply a platform that allows you to add a variety of content within the video that helps the viewer find the content that's most relevant to them. Otherwise, if they get bored, or lose interest... you'll lose their attention and they'll click away, or close out.



# WHY CREATE INTERACTIVE VIDEO?

Are interactive videos effective? Oh, absolutely. They're like regular videos, but with a gym membership they actually use year round. Here are just a few reasons why they work better than their passive, "just sit there and watch" brethren:

## 1. Higher Engagement Rates

Let's face it - our attention spans are shorter than a goldfish's on speed. But interactive videos boost engagement by 66% and keep people watching 44% longer than traditional videos.

## 2. Better Retention

Let's be real - most educational videos are like sitting through a class with that one professor who somehow made caffeine feel like a sleep aid. But interactive videos? That's like showing up to the cool teacher's class, where everyone's in on the action and you actually *want* to be there. No... really:

**Deloitte's Interactive Learning Program:** Interactive video-based learning led to a 20% improvement in knowledge retention among employees. [cincopa.com](http://cincopa.com)

**E-Learning Platforms:** Interactive content increases information retention rates of up to 60%, compared to 8-10% with traditional methods. [wevideo.com](http://wevideo.com)

## 3. More clicks and conversions

If your goal is to get people to do something - buy, sign up, or just not ignore you - interactive videos increase conversions by 9x over passive content. ([Hippo Video](#)) That's not just a little bump; that's a full-on marketing explosion.

## 4. More detailed Data

Regular videos tell you that someone watched. Interactive videos tell you who watched, what they clicked, where they bailed, and why they fell in love with your brand (or didn't). ([Hippo Video](#)).

## 5. Better Data

And it's not just better data - when your viewers guide themselves, you're also gathering **first-party data**. No creepy tracking cookies, no begging for emails - just clean, insightful data from people who *willingly* interact with your content. ([Cinema8](#))

So, interactive videos don't just *work* - they work better than anything else that's tried to hold a viewer's attention since the first cat video. If you're not using them yet, it's like bringing your Blockbuster card to a Netflix and Chill party.

# ENGAGEMENT DRIVEN CONTENT MATTERS

That's why Engagement-Driven Content is so important these days. What do we mean by engagement driven content? It's essentially the difference between someone watching your content (Views), and someone actually caring about your content (Likes, Shares, Calls To Action) - so caring is basically the Holy Grail of content.

Why?

**People Remember It** – You can blast out information like a T-shirt cannon at a baseball game, but if your audience isn't paying attention, it's just noise... or embarrassment if the t-shirt hits them in the face. Engagement-driven content like interactive video sticks because it makes people interact instead of zone out.

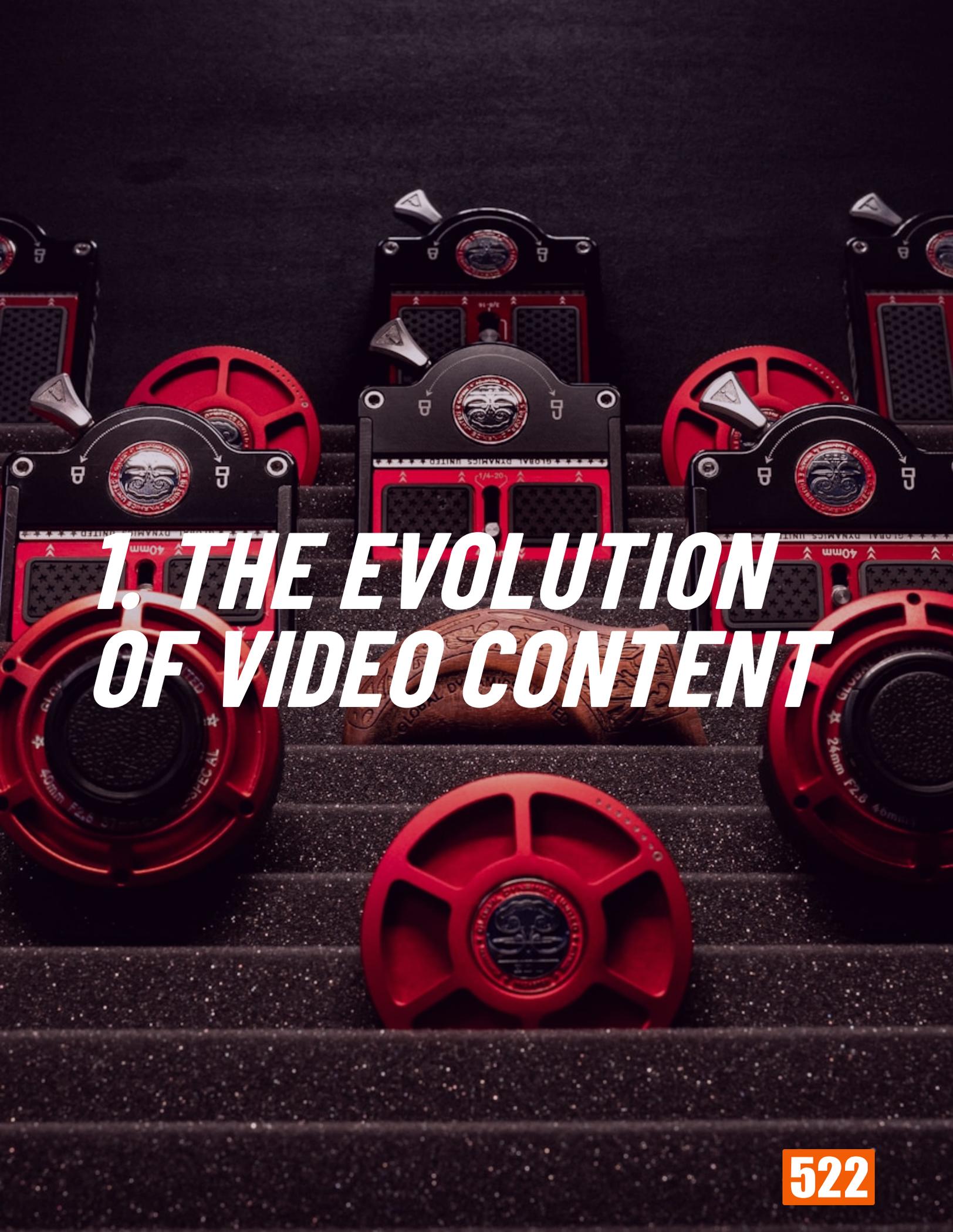
**It Feeds the Algorithm Gods** – Social platforms love engagement. More clicks, comments, and shares? That means your content actually gets seen, instead of disappearing into the internet void like a MySpace page or anything on Vine.

**It Builds Relationships** – If you make people laugh, think, or feel something, they'll actually like your brand... and that's the whole point of marketing, no? And when people like you, they stick around.

**It Converts Better** – Those engaged people who stick around buy, apply, share and Like things. Passive viewers just... exist. So, if you want your viewers to take action - give them something worth engaging with.

**Because Boring Doesn't Work Anymore** – There's too much content out there. If you're not engaging, you're invisible. And being invisible is only cool if you're a superhero or a ghost... and definitely the opposite of marketing.

So yeah, engagement-driven content isn't just a nice-to-have, it's survival. Interactive video checks all of the above boxes by making your video fun, engaging and it's still enough of a novelty that they may want to share.

A collection of vintage-style speakers and a microphone arranged on a dark, textured surface. The speakers are primarily red with black accents and feature a circular logo with a stylized face. A vintage microphone is positioned in the center, partially obscured by the text. The overall aesthetic is classic and high-quality.

# ***1. THE EVOLUTION OF VIDEO CONTENT***

Video content used to be simple. You hit play, sat back, and let the visuals wash over you like a lazy river of entertainment. No clicking. No choices. Just good ol' passive watching. But today, if your video isn't even pretending to care about engagement, you'll have less views than your mom's Instagram Posts.

## From Passive Watching to Active Engagement

Back in the day, video was a one-way street. You watched. It talked at you. That was the deal. But today's branded content? People want control. They want to click things, choose paths, and feel like they're part of the experience, not just sitting getting branded content shoved down their throats.

The grandest example might be Bandersnatch - the choose-your-own-adventure Netflix special. Or ads that incorporate interactive shopping videos where you can literally click on an outfit and buy it mid-commercial. That's not just content - it's a conversation. Brands, marketers, and creators who get this are winning the Eyeball Olympics.

## The Importance of Data in Evaluating Performance

Making a video and hoping it works is like throwing a message in a bottle into the ocean - sure, you might get a response, or you might just be polluting the water. That's where data comes into play. Leveraging information you collect about your viewer's preferences at least provides your bottle with an engine and a general direction to throw it.

## What type of information matters?

If you're not learning... well, you're not getting any smarter. Oh, and your videos won't perform well. Start tracking the following information to see how your video performs, so you can improve the performance of this, and future, videos.

**Engagement rates** - Are people clicking, pausing, or dropping off faster than a bad Tinder date?

**Watch time** - Do they stick around, or fall off after a few seconds?

**Conversion rates** - Did they just watch, or did they do something (buy, apply, sign up, share, solve a crime)?

Without data, you're just making pretty videos and hoping for the best. And hope, while great for underdog sports movies, is not a good content strategy.

## The Role of AI and Personalization in Video

Ah... AI. The ubiquitous early 2000's scapegoat for half the dystopian future movies. While many are still fearful of the world it may bring... at least when it comes to marketing videos, AI is quite literally changing the game faster than you can say "recommended for you."

Now, videos can personalize themselves based on who's watching. Algorithms fill your feeds with what you want to see. Imagine a fitness video that adjusts the workout based on your skill level, or a product video that highlights the exact features you care about.

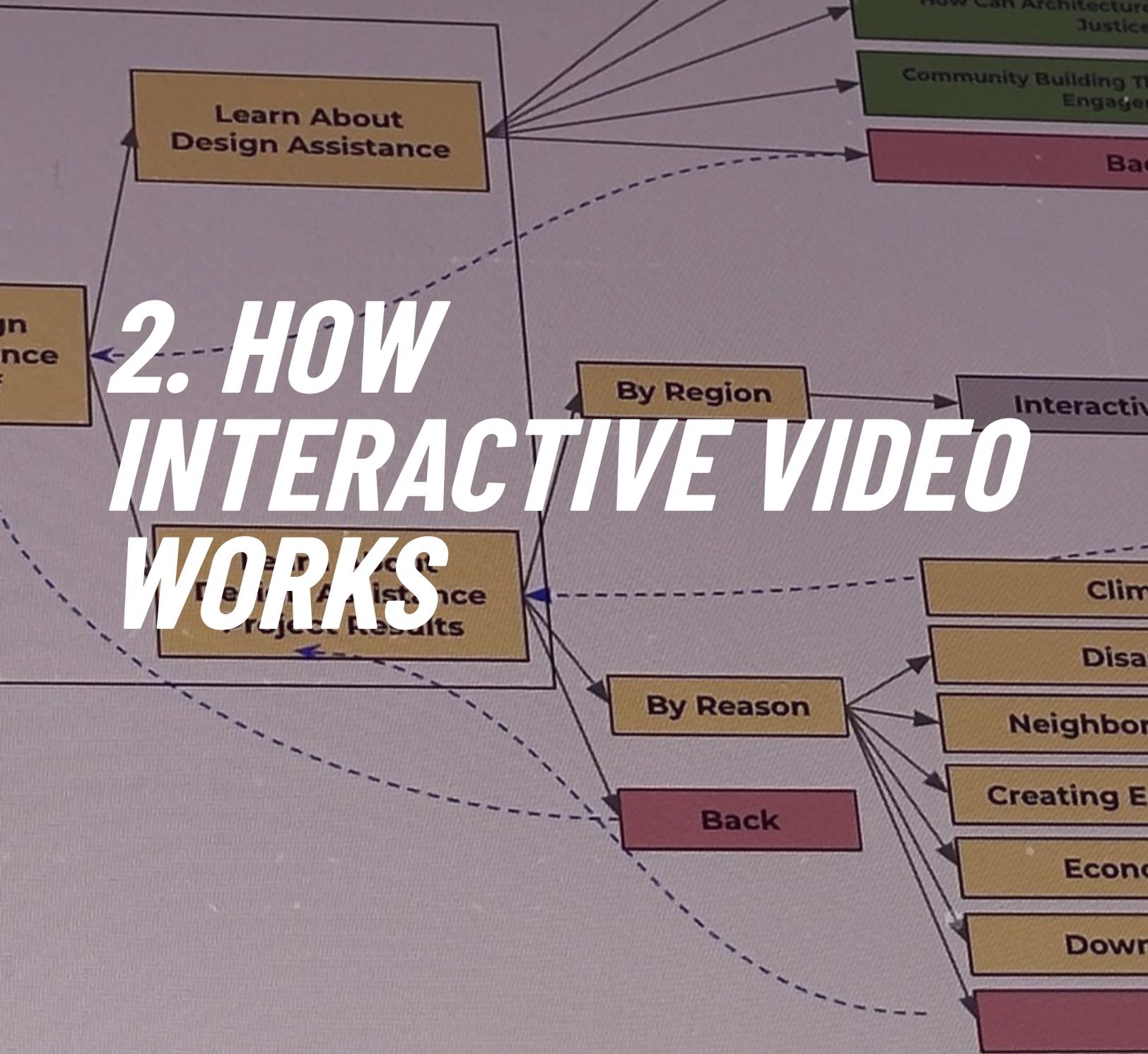
Unlike AI, which sometimes feels like a pushy salesperson who thinks they know what you want, interactive video actually lets you decide what's relevant. It's personalization without the digital mind-reading - because honestly, AI still gets it hilariously wrong half the time.

And that's how we got here.

In a world overflowing with content, interactive video isn't just an option - it's survival. It transforms passive watching into active engagement, delivers real data on what works, and personalizes experiences without the weird, AI-powered guesswork.

So, next time you create a video, ask yourself: Is this something people will just watch? Or something they'll actually do something with? Because if you're not giving them a reason to interact, you're just hoping they don't scroll away. And hope, my friend, is not a strategy.

# ...R JOURNEY



## 2. HOW INTERACTIVE VIDEO WORKS

# THE ELEMENTS OF INTERACTIVE VIDEO

Think of Interactive video almost like a website. Or a blog post with links for the viewers to click to other relevant content. Your viewer can take any number of actions as they consume your beautiful content. They can explore extra content without leaving the video. If they're going to endlessly scroll anyway, let it be watching YOUR content.

Here are some of the things you can add to your interactive video:

**Clickable elements** - add them directly on top of your video - whether it's a call-to-action, product link, quiz, or extra content. Instead of viewers zoning out or leaving to Google something, they interact right there, in real-time.

**Sign up, buy, or learn more** - Overlays make that happen without forcing your viewers to hit pause and manually search for a link. Whether it's a "Buy Now" button or a form to capture leads, overlays make action-taking seamless.

**Choose-Your-Own-Adventure** With interactive overlays, you can let viewers choose their path - like selecting different product features, diving deeper into details, or skipping content they don't need. It's like a choose-your-own-adventure but for marketing, training, or storytelling. Also - the novelty of it might make them want to come back and explore more about what you offer.

**Quizzes** - Check your viewers' pulse or test their knowledge with quizzes that can provide an incredible amount of data.

**Collect Glorious Data** - Platforms like [Vimeo Interactive](#) let you track overlay engagement, so you know what's working and what's being ignored. Are people clicking on your CTA? Are they skipping certain parts? Analytics don't just enhance videos - they give you insights to make them better.

Bottom line? Interactive buttons make your videos work harder - whether that means selling more, teaching better, or keeping people glued to the screen instead of checking their phone. If your video isn't interactive, it's just another thing competing for attention in an already crowded world.

Click Below  
for More

What is Design  
Assistance?

Design Assistance  
requires Commu-  
participation

# 3. PLANNING YOUR INTERACTIVE VIDEO

How a City's  
Framework impacts  
it's community

Back

# FOUR IMPORTANT FIRST STEPS

So, you've decided to create an interactive video. Yay! I'm sure it's because of all the compelling reasons listed above. But there's a catch: just slapping some clickable buttons on a video doesn't make it engaging. If it's not planned right, your "interactive experience" might just become an elaborate guessing game that confuses your audience.

So, before you dive into the wonderful world of interactive video, there are lots of things to consider:

## 1. Identify Your Audience & Goals

This is the most basic step - but one that should come first because it guides the rest of your decisions. Think about:

- Who is this video for? (Customers? Employees? That guy who clicks everything to see what happens?)
- What do you want them to do? (Buy something? Learn something? Avoid falling asleep?)
- Are they tech-savvy? Impatient? Easily distracted? (Spoiler: Probably.)
- What is the clear goal? Do you want more sales? More engagement? Fewer confused customers bombarding your support team?

The answers to these questions will lead you to your next decision:

## 2. Choose the Right Type of Interactive Video

With a clear understanding as to who's viewing the video, and what you want them to take away from it - it's time to select the right type of interactive experience. Interactive video isn't a one-size-fits-all deal. Not everything should be a choose your own adventure. Or even require new filming. Depending on what you're trying to achieve, some formats work better than others.

**"Shoppable" Video** – Perfect for brands that want to turn "ooh, I like that" into "I just bought it in two clicks." Viewers can shop, donate, or apply directly inside the video, no detours necessary.

**Branching Storytelling** - aka "Choose Your Own Adventure". This approach best suits training, education, or marketing that lets viewers choose their own path.

**Informational, Educational & Training Videos** – Maybe you have a variety of existing content you can leverage to educate or inform your audience about what you do. Interactive videos keep your audience engaged by letting them select the content that's relevant to them instead of sitting through "everything" to get to the parts they care about. They'll thank you for that option.

**Product Demos & Tutorials** – Instead of a boring “watch this and hope you get it” video, this approach lets users click through features, get interactive walkthroughs, or see personalized content based on what they actually care about.

Pick the wrong format, and it's like wearing ski boots to the beach - technically possible, but no one's going to enjoy it.

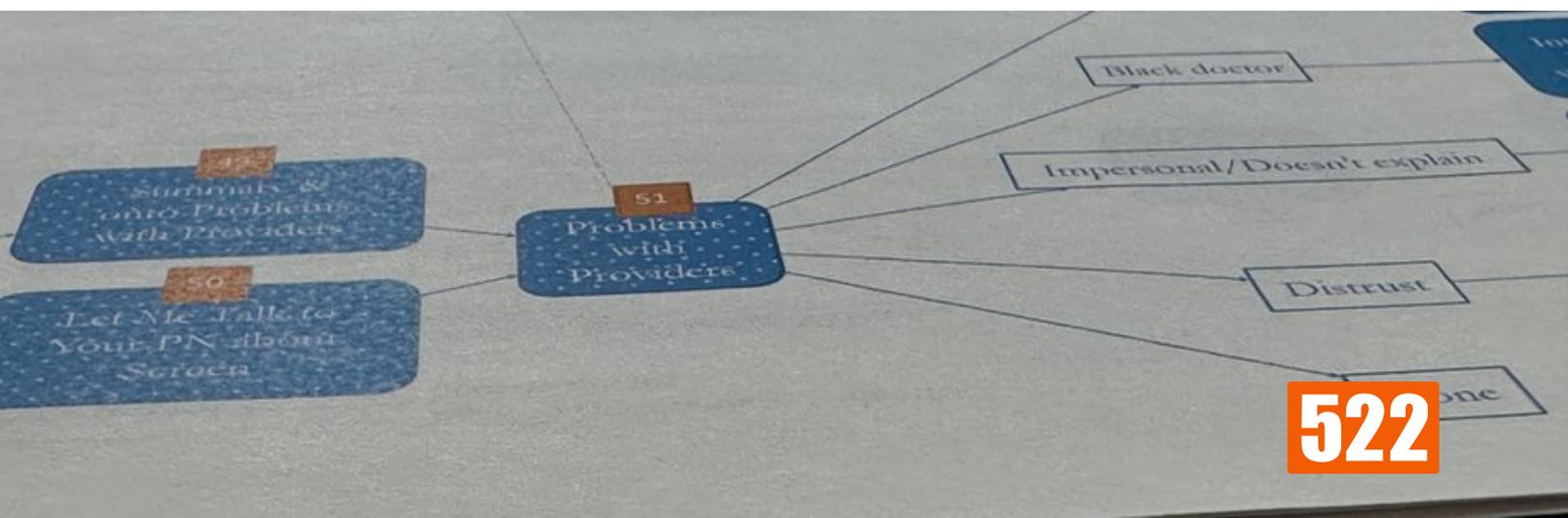
### 3. Map Your User's Journey (a.k.a. Don't Just Wing It)

You wouldn't build a house without a blueprint... unless you're going for avant-garde chaos. The same goes for interactive video - you need to think through how your user will experience the information being presented to them. So, there's a bit to figure out based on the approach that you've selected.

1. Start with a flow chart. Begin with an Intro and your end point(s), then map out the choices viewers can make throughout the entire journey. Every click should lead somewhere logical. Think about how you want to organize your information, and the best way to group the topics that you want to cover (i.e. is your material organized by subject, region, chronology, etc.).

2. Decide where the action happens. Where do you add clickable elements? Where should users make decisions? Will they be able to get back if they make a wrong choice? And be sure to give them enough time to answer the questions: you don't want to overwhelm them... nor do you want too few interactive opportunities, or they might forget it's interactive.

3. Think through different outcomes. If your video has branching paths, make sure they actually lead to something rewarding. Don't just add buttons for the sake of adding buttons. That will frustrate the viewer, and they'll turn to something else... the opposite of what you want to happen.



## 4. Select the Best Platform for you

Once you've got your idea mapped out, you need to actually build the thing. There are a ton of solid platforms/products for you to use to host your interactive content. As with any tool - certain platforms are better for certain tasks.

Here are just a few of the good ones:

Vimeo Interactive – This platform is ideal for marketers and brands. Includes shoppable videos, branching options, and all the fun engagement tools.

Stornoway - Another platform that allows for shoppable videos, branching options, and fun engagement tools.

Eko - great for interactive product demos.

Kaltura - a solid choice for housing educational and topical content.

While these are all good tools - be sure to keep in mind that someone is going to have to learn the software, and maintain the content. If that's not something you're ready to do, find a video production partner that already has a team that's fluent in interactive video platforms. We just happen to know one ourselves...



Help

2 Productions, LLC - C x Golden Goose Stories on x Interactive Video

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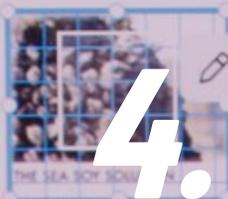
FUZZY LOGIC, CLEAR IMPACT

AWARDEE: Lori A. Zadek



THE SILENCE OF THE FROGS

AWARDEE: Joyce Longcore, Elaine Lamirande, Dan Nichols, Allan Pessier



AWARDEE: Kaichong Li

Hot

Name

2017

Start time

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# ***4. BREATHE THE NEW LIFE INTO EXISTING CONTENT***

00:01:34:03

# 4 WAYS TO UPGRADE EXISTING CONTENT

One of the great things about interactive video, is that you can simply “upgrade” existing content. That’s right. You may not even have to produce anything new.

You know all those videos you’ve stuffed onto Youtube? The ones sitting in your content library, gathering digital dust while you scramble to create new material? Yeah, those. Well, without reinventing the wheel, selling your soul, or staring at a blank screen wondering what to make next, interactive video is the ultimate way to breathe new life into old material.

Instead of treating old videos like outdated memes, interactive video enables you to organize, connect, and polish ‘em up into an engaging, clickable experience. Think of it as a way to Marie Kondo your content library - except instead of throwing things away, you’re making them *actually useful again*.

The Interactive platform enables viewers to find the content in a much more direct way - as they click their way through content that’s relevant to them. And, it enables them to discover a whole new world of material they may never even know existed.



## 1. Unify Your Content Library

Your content is probably all over the place - culture videos, random event videos, webcasts, or product demos lost in the recesses of your company's website, or clogging up your Youtube page. An interactive video lets you connect them all into an organized, choose-your-own-adventure style experience.

Here's how you can organize some of your existing content with interactive video:

- Organize by **user's need** - let users navigate based on what *they* care about, instead of following a rigid playlist. Someone who's interested in learning about your company's history is more likely to want to learn about your culture than a random webinar about your outlook heading into Q3 2023.
- Organize by **topics** - perhaps you have a recurring series that covers a variety of topics... you can organize them in a way that's easy for them to navigate, rather than having to read through a whole bunch of video titles.
- Create **branching paths** - turn a bunch of disjointed videos into a guided experience where viewers choose their journey. Perhaps you have content that's relevant to sort by region, or a user would like to learn about a variety of job opportunities that might be available to them.

Here are a few other ideas as to how you can turn your library into a high octane engagement machine:

- Got 10 different training videos? Make them interactive. Let employees choose the videos they're interested in instead of sitting through all 10.
- Have a collection of product demos? Turn them into a digital showroom or link between them by letting viewers click on the features they want to see - no more skipping through irrelevant info.

Basically, interactive video lets your videos work harder. Your audience stays engaged. And you look like an absolute content genius in the process. A Michael Scott "win/win/win."

## 2. Breathe life into existing videos

One of the biggest struggles that marketing videos face is keeping viewers engaged - especially to the point in the video where they get the information that's relevant for them to take the next step. Interactive video fixes that by turning passive viewers into *active participants*.

Here are a few ways that you can breathe new life into your existing videos:

- **Clickable CTAs** – Instead of waiting until the very end (where most people never make it), add clickable links *throughout* your video. Want to learn more? Click here. Buy now? You guessed it... link to purchase page.
- **Hotspots & Product Tags** – Turn static product demos into interactive experiences where users click on specific items for more details. You can have them click to other videos about a feature, or pause it to provide context on a particular subject.
- **Quizzes & Polls** – Break up long videos - things like training videos or educational videos with interactive checkpoints to keep people paying attention. This will also help the viewers retain the information.

For example:

Imagine a consulting organization has a company overview video where they talk about the culture, some of their products or services... that kinda thing. Maybe they've also produced a few recruitment videos, or product or service videos in the past. Now, instead of making viewers watch each one separately - or if they're on Youtube in a complete random order - they create an interactive experience, where they use the company overview video as a jumping off point for other things the viewer might be interested in.

- Find out about specific jobs by linking to the ones they talk about.
- Learn about company culture by linking out to that video.
- Learn about a particular product or service.
- Have them directly apply for a job by linking out to an "apply now" page.

It's kinda like a blog with interactive links. So now, instead of just passively watching, users are exploring, interacting, and moving toward a decision.

### 3. Data, Data, Data: Know What Works (and What Doesn't)

Let's be honest - most people have no idea if their videos are actually working. Sure, you might track views and likes, but do you really know if your content is doing its job? Do you know where people drop off? If your video actually solves a problem they might have?

Interactive video changes that by giving you real-time insights into viewer behavior. Here are just some of the things you should track:

- **Which buttons are getting clicked** - a.k.a. what people *actually* care about.
- **Where people drop off** - so you know where they're losing interest.
- **Which video paths are most popular** - so you can double down on what works.
- **Who converts & takes action** - because engagement without action is just a fancy distraction.

Instead of blindly guessing what content works, **you get cold, hard data** - so you can improve, optimize, and make smarter content decisions.

### 4. Make Your Video Library Feel Like Netflix (Instead of a Random Mess of Disparate Clips)

Nobody wants to search endlessly for the right content. If your audience can't find what they need in a few clicks, they're gone. Interactive video addresses that by making your content library feel intuitive, structured, and binge-worthy - kind of like how Netflix keeps you watching for *way* longer than you intended.

- **Create interactive menus** – Let users pick categories, topics, or features instead of digging through folders.
- **Turn long videos into short, clickable sections** – Nobody wants to scrub through a 30-minute video for one piece of info. Make it easy.
- **Use a guided flow** – Lead viewers step by step instead of leaving them stranded in “What do I click next?” limbo.

For example, a company with dozens of customer service training videos could transform them into an interactive onboarding experience, where employees click on different skills to learn, track progress, and get immediate feedback - all in one structured journey. It doesn't matter if it's a bunch of screen capture videos, or professionally shot and narrated videos - all you need to do is arrange the videos in a manner that's easy for them to follow and understand.

Suddenly, learning isn't a chore. It's an experience. And that? That's how you keep people engaged while you educate them. It's call edu-tainment.

# WORK SMARTER NOT HARDER

Interactive video isn't just about making content more engaging - it's about making it work harder for you. Instead of constantly churning out new videos, you can repurpose, organize, and upgrade what you already have into a structured, interactive experience.

So before you start filming *another* piece of content, ask yourself:

- Can I make this interactive instead?
- Can I connect it to existing content?
- Can I add clickable elements that make it more engaging?

Because if the answer is yes, then congratulations - you just saved yourself a whole lot of time, effort, and creative burnout. And that's the whole point, no?



# 5. CREATING YOUR INTERACTIVE VIDEO SCRIPT

So, you want to script an interactive video? Excellent choice. It's like writing a movie, but with a twist: the audience gets to choose what happens. Which means *you* have to think through every possible choice, consequence, and chaotic detour they might take. No pressure.

To help you avoid the classic pitfalls - like writing a storyline that accidentally dead-ends or creating choices so similar they might as well be identical twins - here are the key things to keep in mind when crafting an interactive script.

## 1. Know Your Audience (And What They'd Click On)

Before you even name the file of your script... you need to understand the most important question: Who is watching this? Are they employees trying to survive corporate training? Shoppers deciding whether to buy your latest gadget? Teenagers with a two-second attention span?

Understanding your audience means knowing what kind of choices they'd actually care about. If your viewers are here to learn, make the options relevant to their goals. If they're here for entertainment, throw in some wild curveballs. The more invested they are, the less likely they'll rage-quit your video.

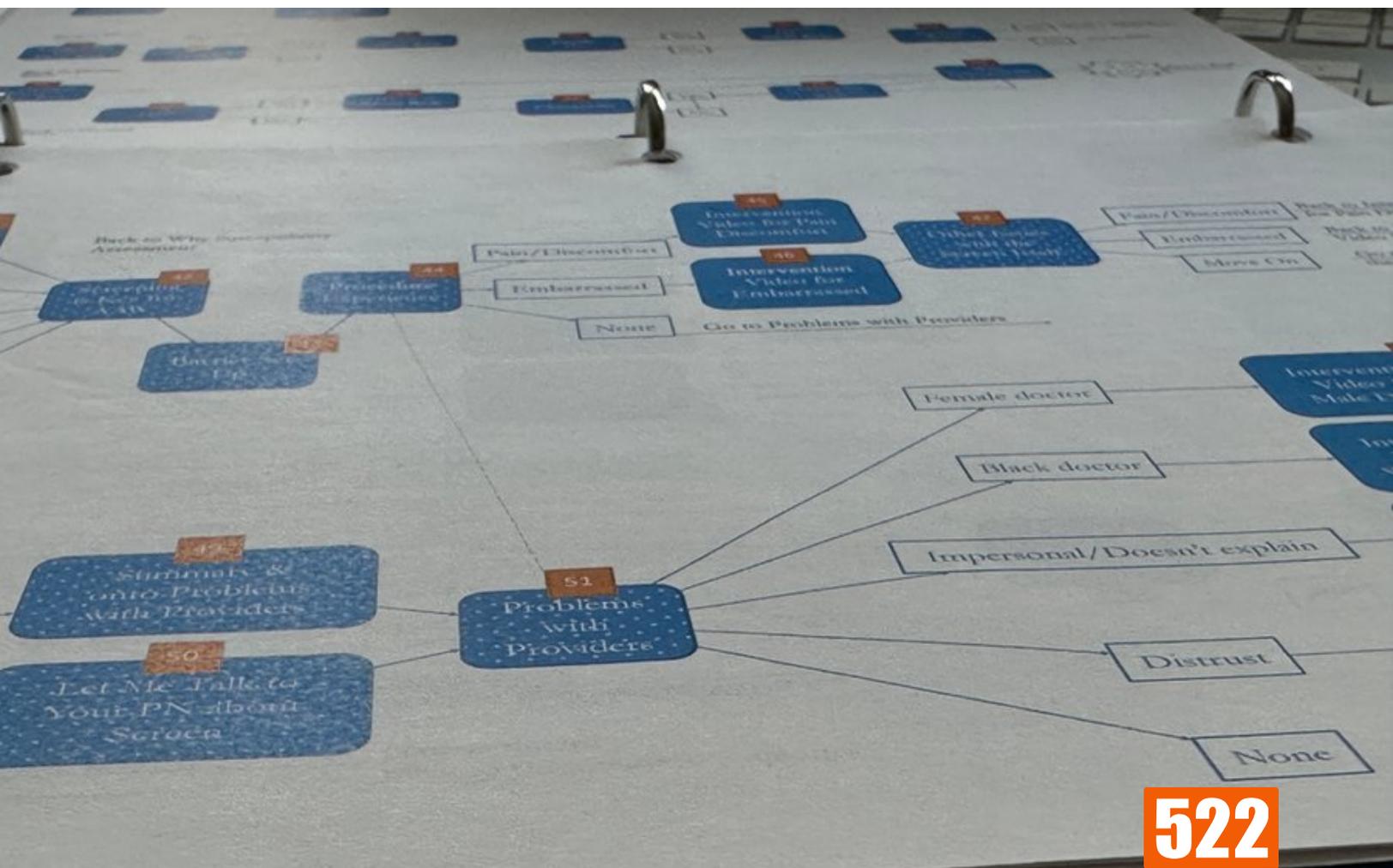


## 2. Organize Your Content (Because 'We'll figure it out' is Not a Strategy)

Interactive videos have multiple paths, choices, and outcomes, which means **organization is everything**. Before you start writing, break your content into clear, manageable sections.

- **Main Narrative:** What's the core storyline that ties everything together? Even with branching paths, there should be a strong central thread.
- **Decision Points:** Identify the moments where viewers get to make choices. What's at stake? What changes because of their selection?
- **Alternative Paths:** For every decision, there should be a logical and engaging outcome. Make sure every path serves a purpose.
- **Key Messages:** Whether it's training, marketing, or storytelling, ensure each branch of your video reinforces the main goal.

Using a structured outline or flowchart can save you from creating an unintentional Frankenstein's monster of content.



### 3. Create a Flowchart

Interactive scripts are **not** written in a straight line. They branch, loop, and sometimes double back on themselves like a GPS in Manhattan. New York, not Kansas. Anywho, to keep your script from turning into an indecipherable mess, plan it out with a **flowchart**:

- **Start with a solid introduction** - where everyone begins.
- **Create clear decision points** - forks in the road.
- **Map out the consequences** - make every choice feel meaningful.
- **Decide how paths reconnect** - because not every choice should lead to a totally separate universe.
- **Give each storyline a proper ending** - no one likes a story that just... stops.

Mapping it out visually before scripting makes your life a ~~million~~ trillion times easier.

### 4. Keep Choices Meaningful

Don't get sucked into the novelty of Interactive video - i.e. don't just give viewers something to click on b/c its fun.

Every choice should either:

- Reveal new information
- Change the direction of the story
- Affect the ending in some way

If the choices feel fake, your audience will notice - and they won't be happy about it.

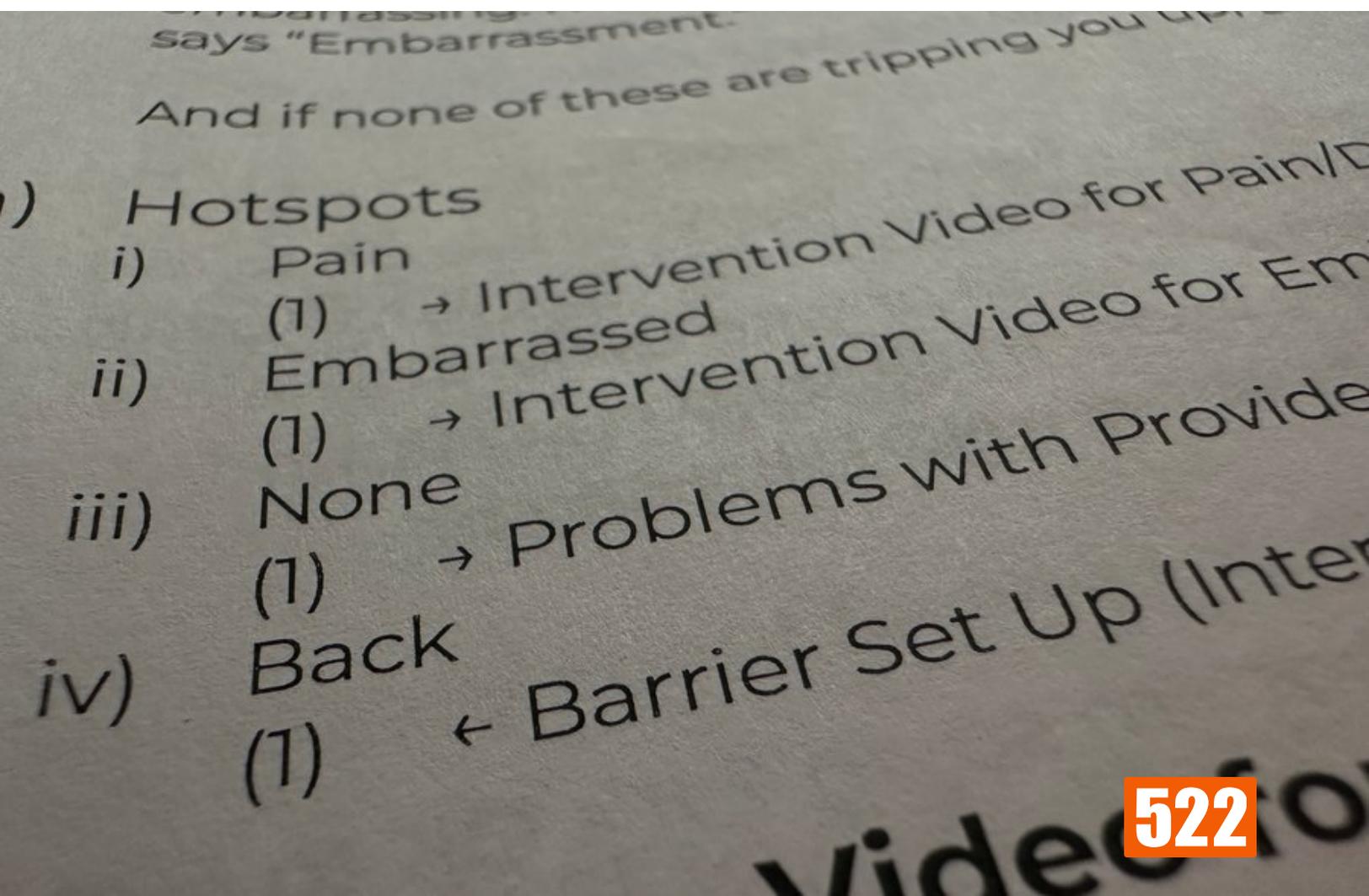
## 5. Choose Your Navigation Structure (How Will Viewers Experience It?)

There are a few different ways that your viewers can be led through the interactive experience.

- **Text-Based Navigation:** Will viewers click on text options to make choices?
- **Host-Led Experience:** Is there a host guiding them through the journey?
- **Voice-Over Narration:** Will a narrator provide direction, or is the video self-explanatory?
- **Clickable Visual Elements:** Will users select on-screen hotspots or buttons to proceed?

Each approach has its pros and cons. For example, using an on-camera host is far more relatable and can really immerse the viewer in your world - but that means that you need to figure out who the host will be, and film them as well. And while text-based is a little less engaging for the viewer - it's far easier to go back and edit a text file than it would be to reshoot something.

Your choice affects the script's tone, pacing, and level of interactivity, so pick wisely.



## 6. Draft your script

A great script keeps viewers engaged. Regardless of how the video will be structured (on-camera host, text-based navigation, etc.) you need to make sure that your script keeps the following in mind:

- **Short, punchy dialogue** - nobody's here for monologues.
- **Clear, concise instructions** - so people know what they're choosing.
- **A balance of action and decisions** - don't make people click every two seconds, but don't leave them waiting forever either.

Also, keep transitions smooth - going from one clip to another should feel seamless, not like a bad jump cut from an amateur YouTuber. It means that you need to consider where the viewer is coming from (what the previous video was) and how that will set up the next video they are going to.

And remember that interactive video means that you can collect a ton of data about your audience. Every choice a viewer makes is a chance to collect insights that actually matter to you: what they're interested in, what they ignore, and what makes them click away faster than a cat chasing a laser pointer.

By designing your script to track meaningful interactions, you're not just engaging your audience; you're gathering information you can learn from - which enables you to make better content in the future. The key? Make sure every decision point serves a dual purpose: keeping viewers hooked *and* giving you the kind of data that helps you fine-tune your strategy like an evil genius - but... in a fun, non-evil way.

## 7. Get People to Read Through Your Script

In your head, the script makes sense. But sometimes your mind can be a dangerous place. Before you move into production, get fresh eyes on it. Find people who have never seen your script before and ask them:

- Does the storyline flow logically?
- Are the choices clear and actually feel like choices?
- Are there any confusing sections or moments where they got lost?
- Does it achieve the intended goal (training, engagement, sales, etc.)?

If multiple people point out the same issue, fix it. Heck, if one person spots an issue, fix it. A great script is one that anyone can follow - not just the person who wrote it.

## 8. Test Every Possible Path

You've written the script. You've mapped out the choices. Now it's time to test every single route and possibility. Yes. EVERY ONE.

- Does every choice lead *somewhere*?
- Are there any dead ends (that weren't intentional)?
- Do transitions feel natural?
- Are the choices clear and actually different?

A well-tested interactive video feels effortless. A badly tested one? That's when you get angry viewers yelling, "*This choice didn't even work!*" in the comments section.

## ***MAKE IT FUN... MAKE IT WORK***

At its core, scripting for interactive video is about **engagement**. You want people to care about their choices, feel like their decisions matter, and actually enjoy the experience. Whether your video is for training, marketing, or just pure entertainment, follow these principles, and you'll create something that keeps viewers clicking, watching, and coming back for more.

Now go forth and script responsibly. Or recklessly. Either way, make it incredible.



# *6. CREATING THE INTERACTIVE VIDEO*



OK. We've talked about a lot of the strategy that's gotten us to this point. But then there's the actual production of the thing. As you can tell, there's a lot to consider. Now, keep in mind there are roughly a metric shittion of ways you can produce the video experience itself. So, we're going to keep it pretty high level - starting with the simplest, and then getting into the more time consuming (i.e. budget impacting).

### Option 1: Upgrade Existing Videos

Maybe you already have videos, but they could use a little sprucing up. No need to start from scratch. You can upgrade what you've got with a few smart tweaks:

- **Overlay Interactivity:** Tools like Vimeo Interactive, H5P, Rapt Media, or even YouTube's interactive features allow you to add clickable elements to existing videos. You can add these elements into a singular video, and give it a new vibe.
- **Branching Narratives:** Instead of one linear video, let viewers choose their path. Linking to other videos within videos is a simple way to create a deeper experience. Training employees? Connect existing videos with hot links, or have text pop ups provide details that the video may not have covered. Want to engage customers? Give them different product experiences based on their choices.

## Option 2: Create a video journey with text-based navigation

This option works whether you're shooting original content or not. Text based navigation is an excellent way to guide viewers through their journey through whatever it is that you need them to learn. These are basically title screens that serve as jumping off points to view videos, go to other title screens, etc. This is a bit easier to execute, because you can keep it simple with text on a background... or develop a design, like we did on our project with [the American Institute of Architects](#). You could also incorporate Voiceover narration with the text based animation, or over stills.

Whatever you do for the screens, be sure to keep these ideas in mind:

- **Keep It Snappy:** No one wants to read a novel if they're watching a video. Keep your text short, punchy, and engaging.
- **Make It Move:** Use motion graphics to add some personality. Text can fade in, slide in, bounce... whatever it takes to keep the people intrigued.
- **Call to Action = King:** Be direct with your text.
- **Add Some Sound Effects:** Create an ambiance, use music, make the text pop, Have some fun with it!

## Option 3: Integrate Live Production

The other option is to go shoot something. It can be a Host, a POV video, acted out scenes, or even use stills. There are literally tons of possibilities if you're going to shoot original footage, but just remember that people trust other people more than they trust faceless animations... well... unless their well desinged, and cute.

We can't get into too much detail because there are simply too many variables, but here's a list of the different type of Product you could do for your interactive video

- **Live-Action:** Use a Host, film scenes, etc. on location, against a green screen, or in a studio.
- **Cell phone:** Yes, they are getting better, and they keep things simple, but you better know how to use them right!
- **POV:** use something like a 360-camera, a cell phone, or professional camera systems to walk viewers through scenes or scenarios.
- **Webcams/Screen Recording:** Guide users through a variety of tutorials or recordings.

Yes. There are a lot more options and styles, but these should cover the basics. Just understand that your first interactive video might not be perfect. It might have some awkward pauses, a weird lighting situation, or a host who blinks too much. But that's fine. The best way to get better is to start. Refine as you go, and before you know it, you'll be creating interactive masterpieces that make people forget they ever watched plain old videos without choices.

←POWER

SmallRig

SCREEN CAPTURE→

OUTPUT PREVIEW PAGE



# ***7. DISTRIBUTION & PROMOTION STRATEGIES***

Alrighty. You got through physically putting your interactive video together. But here's the kicker - as with any video... if nobody sees it, does it even exist? It's like throwing a party and forgetting to send out the invites. So, we'll fix that. Let's make sure your masterpiece gets the audience it deserves.

To be honest, most of the traditional promotional campaign elements that work for promoting your video, work for promoting your interactive video. But there are a few things that you'll want to consider:

## 1. Set Your project up for success

This is something we talked about earlier, but want to bring up again. When you're selecting an interactive video platform, such as Vimeo Interactive, make sure your web team understands how to integrate the interactive video into your website. That's one of the benefits of using a platform such as Vimeo Interactive - it integrates seamlessly into your website.

Then, whatever platform you choose, make sure that you take the right steps to set your project up for success as you would a regular video:

- **Give it a good title** - use relevant key words for searchability.
- **Add a solid description** - again, include relevant keywords naturally.
- **Use the right Tags** - tags help search algorithms understand the content.
- **Create a compelling thumbnail** - make it bold, eye catching, and original.
- **Generate Captions** - think of those who watch without sound... and... SEO!
- **Share** - get your network to give it a push.

## 2. Hosting Your Interactive Video

Sweet. Now it's time to integrate this bad boy into your site. Hopefully your web team is a blast to deal with, or you don't have to jump through hoops to get them to integrate it into your site. This is definitely something you'll want to understand BEFORE you even begin. The web team will appreciate the heads up... and it might take them a minute to figure out the steps that might need to happen.

Here are a few things to consider as you go through that process:

- Give your interactive video a dedicated landing page so it doesn't feel like a lost child in the crowd.
- Optimize for speed - because no one likes a buffering wheel of doom. This has to do with file sizes.
- Set up your analytics - make sure you can track the results of your hard work. Be sure to use an interactive platform that enables you to track the data that matters to you, and be sure to understand what data matters most to you.

### 3. Promote on Social

OK. You have the video on your site. Nice. But now that it's there, we need people to, well... interact with it. Imagine that. Well, that means we need to drive traffic to the video. Your own social channels are a great place to start.

Now here's the kinda pooppy part - as of this writing - your interactive video most likely won't work within social media platforms themselves. You can certainly promote it, but viewers won't be able to interact with the video in the platform itself. If you want to tease viewers with what the experience might actually look like, you can always create a quick screen capture, or even better, a GIF that demonstrates its capabilities.

Basically, you're still doing the same old social media grind, but leaving a link bread trail to the interactive video experience.

### 4. Set up an Email Campaign

So, unfortunately, most email platforms don't support full-on interactivity, so you're going to need to keep things regular. That said, still mentioning it here, because you can still:

- Drop in a clickable thumbnail that leads to the video
- Use a GIF preview so people get excited without needing to press play

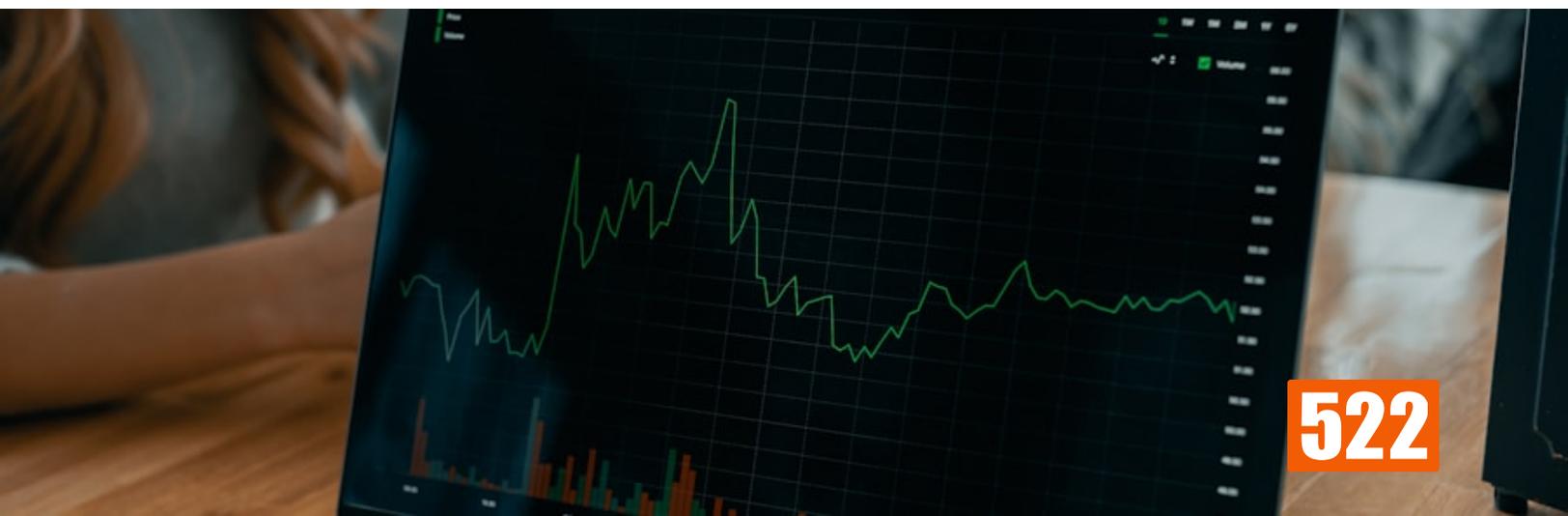
But before prattling on further about the other sales methods like paid campaigns, cold calls, webinars, etc... the shot answer is yes. Yes, those still work. So do those.

## 5. Measure Engagement and Performance Metrics

OK. With all of that - once your video is live, and people start watching it, and marveling to themselves and their neighbors about how incredible you are, don't forget to track the results. Because, as Ned Stark once said, if you're not tracking, you're guessing. Actually no... he didn't say that. But it might be something he'd say. Anywho, guessing is for game shows, not marketing.

Here are some of the things to stay on top of:

- **Click-Through Rate (CTR):** Are people actually clicking on the interactive bits?
- **Completion Rate:** Do they watch the whole thing, or do they bail faster than a bad Tinder date?
- **Branch Popularity:** No. Not Branch from Trolls. If there's multiple choices, which ones do they seem to make most often? What can you learn from that?
- **Engagement Heatmaps:** Where do they tap? Where do they ignore? (Hint: The answer might hurt.)
- **Conversion Rate:** Are they doing what you want them to do, or just watching passively like it's Netflix?
- **Time on Page:** The longer, the better - unless we're talking about waiting in line.





# ***8. CASE STUDIES & SUCCESS STORIES***

## How Brands Used Interactive Video to Blow Minds (and Metrics)

Alrighty. Enough talk about all the nuances of creating interactive videos. Let's see some real world examples brands have used over the years to give you a sense of what's possible.

### Education/Training

[Lifesaver.org](#) - this is a great example of how to combine a story with interactive features to train viewers about how to perform CPR.

### Organizing a Content Library

[American Institute of Architects](#) - The AIA produced dozens of videos over the years, from documentary shorts that tell the stories of communities recoveries, to short vignettes that explain various aspects of participatory design. They used interactive video to educate people about their process.

[American Association for the Advancement of Science](#) - AAAS has produced a number of awards documentaries that tell the incredible stories of federally funded research that leads to significant societal impact.

### HR/Recruitment

[Deloitte](#) - an early interactive video that playfully sought to see if the viewer 'had what it takes' to work at Deloitte. It was an attempt to make sure that the new hires understood the values Deloitte seeks in its employees.



## Product Demos

WUB Griddle - an example of how you can spice up a regular product video by making it interactive and allowing viewers to engage with a variety of features.

Whether you're wrangling your library into submission or dropping knowledge bombs on your audience, interactive video is your secret weapon for keeping viewers engaged - because who doesn't love a little tap, click, and "ooooo... what happens next?"

## *COMMON PITFALLS AND HOW TO AVOID THEM*

Creating interactive videos can be tricky. There's a lot to stay on top of, and you can start spiraling pretty quickly. Here are a few mistakes to avoid when you're building your interactive experience.

**Mistake #1: Making It Too Complicated** - If your video requires a 12-page manual to understand, you've lost the battle. Keep interactions intuitive.

**Solution:** One-click choices, Limit characters in selections.

**Mistake #2: Ignoring Mobile Users** - Not optimizing for mobile? That's like opening a restaurant with no chairs. Most people consume content on their phones, so make it work seamlessly.

**Solution:** Test on every device. If it lags or glitches, fix it before launch.

**Mistake #3: Too Many Gimmicks** Adding interactivity just to be trendy is like putting a mustache on the Mona Lisa—it doesn't add value.

**Solution:** Always ask: "Does this enhance the story or experience?" If not, ditch it.

# CONCLUSION

Well... look at you! You made it all the way through! Or you've scrolled down a bit and decided to start reading here for some reason. Anywho, hopefully you're a little more comfortable with the basics of interactive video, it's time to get out there and start creating. It's still early enough in the implementation where you can get ahead of your competition. Don't be that person who still refuses to upgrade from dial-up internet.

## The Future Is Interactive Video

After all, the future is coming whether we like it or not. And in that future, interactive video is going to be everywhere. From personalized experiences to immersive storytelling, the possibilities are endless. Think of it like watching your favorite movie, but instead of just sitting there, you're part of the action. That's the direction we're headed in. And if you're smart, you'll start getting ahead of the curve now.

## Final Tips for Success

Don't be overwhelmed... you go this! Just remember: Keep it engaging, keep it relevant, and for the love of all things tech, make sure it's easy to navigate. If people have to think too hard about how to interact, you've lost them. And, hey, don't be afraid to fail. Some of the greatest interactive video ideas came from a few missteps and learning curves. Plus, you'll get better every time.

## Next Steps & Resources for Further Learning

Now that you're all geared up with the knowledge, what's next? Dive deeper! There's a ton of tools and resources out there. Look into platforms like Vimeo Interactive, H5P, Wistia, and others to get hands-on with interactive video creation. Take some courses, watch some tutorials, and keep experimenting. You've got the basics, now let's turn you into the Spielberg of the interactive video world.

# FINAL THOUGHT: WHY INTERACTIVE WINS

At the end of the day, interactive video isn't just about making content *cooler* - it's about making it *stickier*. When done right, it turns passive viewers into active participants, boosts engagement, and (let's be real) makes your brand look pretty damn slick.

So go forth, add some interactivity, and watch your audience engagement skyrocket like a cat hearing the vacuum cleaner turn on!