

2014

Online Video Marketing Survey and Business Video Trends Report

Third-annual, in-depth study based on survey results from over 600 marketing professionals reveals how online video is being used by businesses for their marketing communications initiatives.

Published in February 2014
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Council, Flimp Media and
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Survey Data Highlights

Online Video has become an increasingly important part of the marketing mix and marketing budgets for most organizations. The third-annual Online Video Marketing Survey of over 600 marketing professionals reveals that:

- 93% of marketing professionals are using online video for marketing and communications
- 84% are using video for website marketing
- 60% are using video for email marketing
- 70% are optimizing video for SEO
- 70% of surveyed marketers said they will increase spending on video marketing in 2014
- 82% of surveyed marketers stated that video marketing has had a positive impact on their business or organization

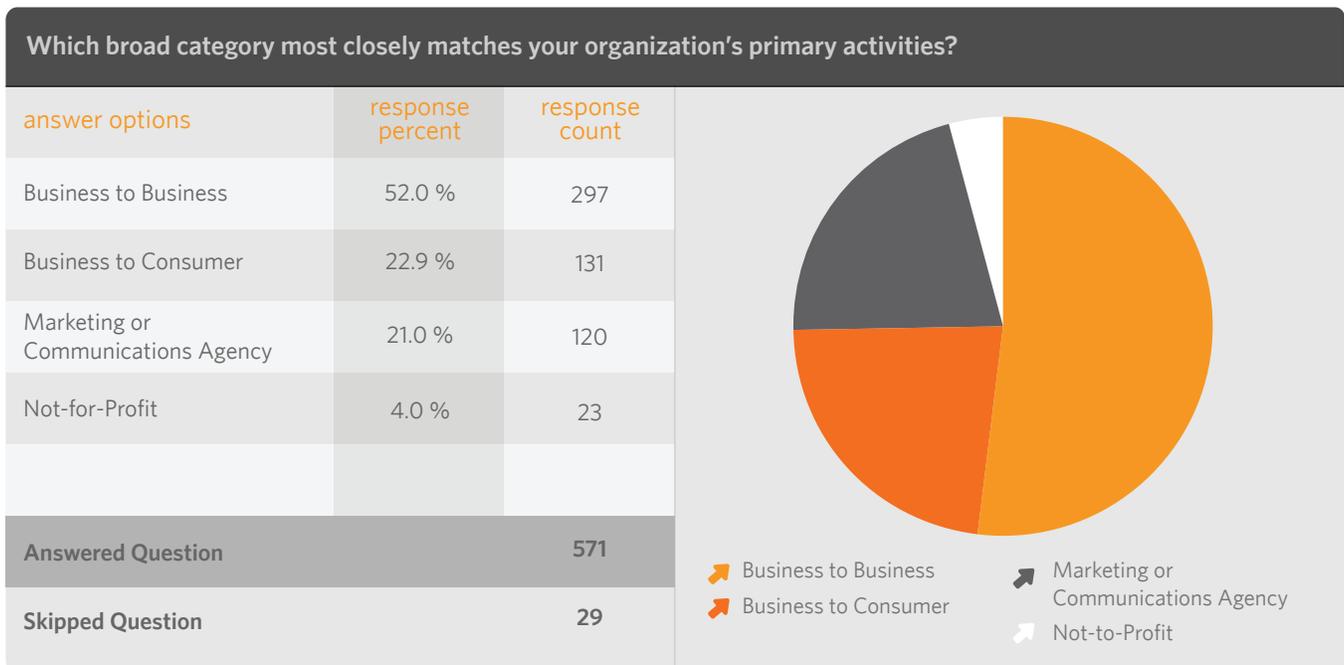
Survey Overview and Methodology

The Web Video Marketing Council, together with survey partner ReelSEO, conducted the 2014 online video marketing survey during Q4 of 2013 and the final report was published in February 2014. This is the third-annual Online Video Marketing Survey and Trends Report conducted and published by the Council and its survey partners. The purpose is to gain a greater understanding of how senior marketing professionals and decision makers are using online video for marketing and communications to accomplish their objectives. The 22 survey questions were designed to identify trends in online video production, usage, deployment, and results as relates to business marketing and communications. The survey results provide a means to evaluate current use performance and usage trends for a number of online video marketing applications used such as website video, video email, video SEO and video advertising and video communications.

In this report, some comparisons are made to research findings from the previous Online Video Marketing Trends Reports. The online survey was digitally distributed to senior marketing professionals through the Web Video Marketing Council and ReelSEO websites, blogs and email newsletters. The principal sponsor and co-publisher of this report is Flimp Media, a leading online video production and video marketing technology company. The survey included 22 questions and responses that were submitted through a secure online survey program. Survey data was collected in an online database for analysis.

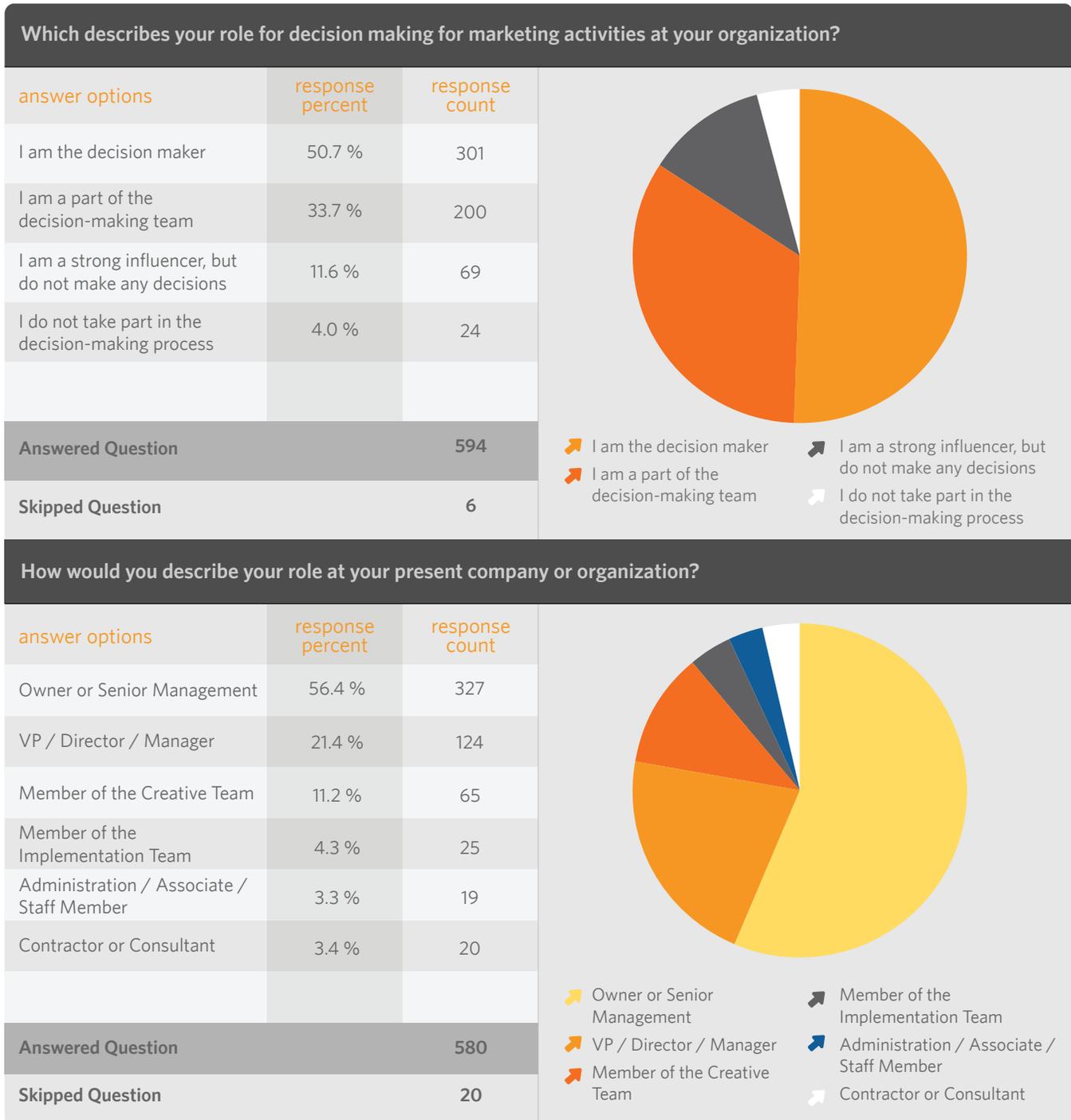
A Majority of the 600 Respondents Represent B2B Companies (52%)

A total of 600 respondents participated in the 2014 Video Marketing Survey, with 52% working for B2B companies, 23% working for B2C companies, 21% for agencies and 4% for nonprofit organizations. Respondents represented a wide range of industry sectors and company sizes.



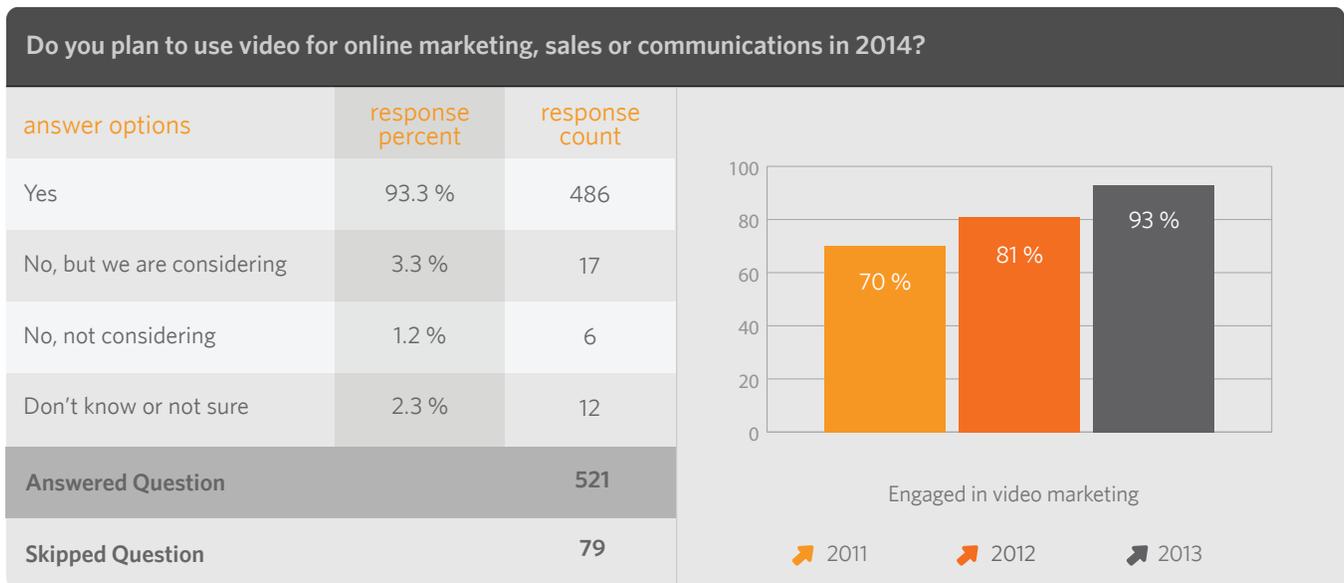
Over 84 Percent of Survey Respondents Are Decision Makers

Eighty-four percent of respondents indicated they were either the decision maker (51%) or are part of the decision-making team (33%). Only four percent of respondents said they do not take part in the decision-making process. Fully 56% of survey takers described their role as an owner or senior management and 21% checked VP/Director/Manager level. The active involvement of owners and senior-level managers in video marketing decision making demonstrates how important online video marketing has become to businesses.



93 Percent of Marketers Are Engaged in Video Marketing + Communications

Respondents answered a resounding “yes” when asked if they planned to use video for online marketing, sales, or communications during 2014. This represents a significant increase from the 2013 survey results, when 81% of marketers indicated they were using video for online marketing. In total, 93% answered affirmatively, 3% are considering using video for online marketing, and 2% are uncertain, leaving only 1% that are not considering using video for online marketing communications. Clearly video has become a mainstream digital medium for online business marketing, sales and communications.



Impact of Online Video Marketing Overwhelmingly Viewed as Positive

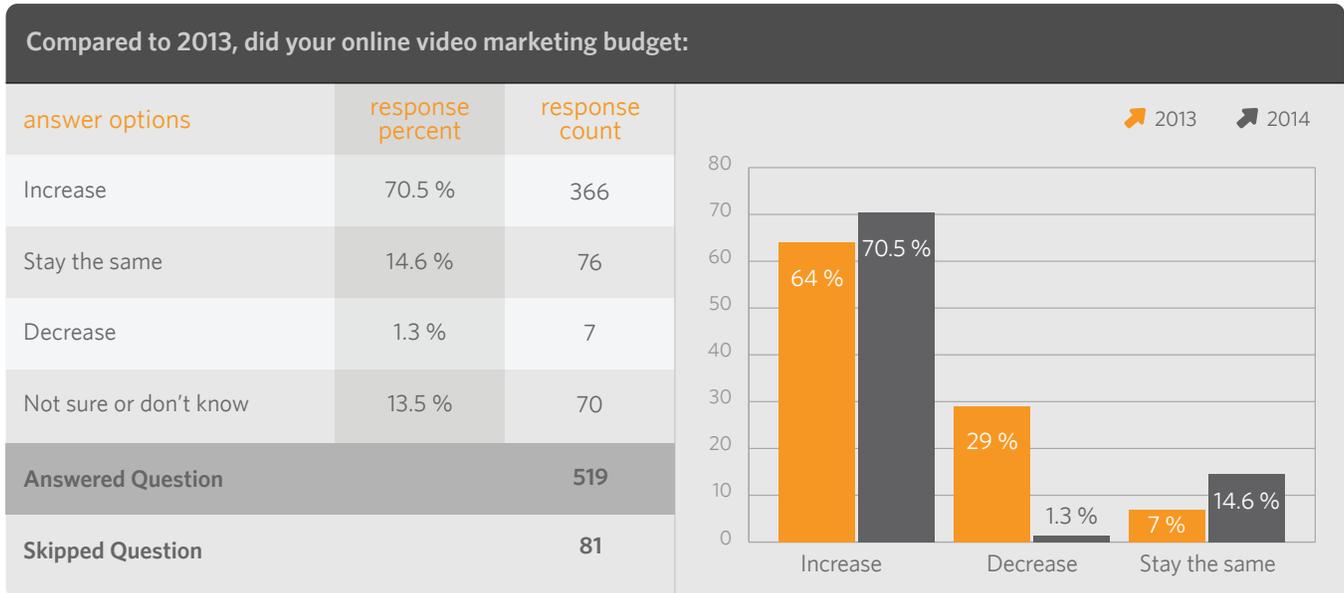
The overwhelming majority of marketers (82%) stated that online video marketing has had a positive impact on their business or organization. 10% felt video has had little impact on their marketing results and 7% have not yet integrated video into their marketing programs.

What has been the impact of using online video marketing at your organization?

answer options	response percent	response count			
Video has had a positive impact on our marketing efforts	82.4 %	418	Video has had a somewhat negative impact on our marketing efforts	0.2 %	1
Video has not had much impact on our marketing efforts	10.5 %	53	Answered Question	507	
We have not integrated video with marketing at our organization	6.9 %	35	Skipped Question	93	

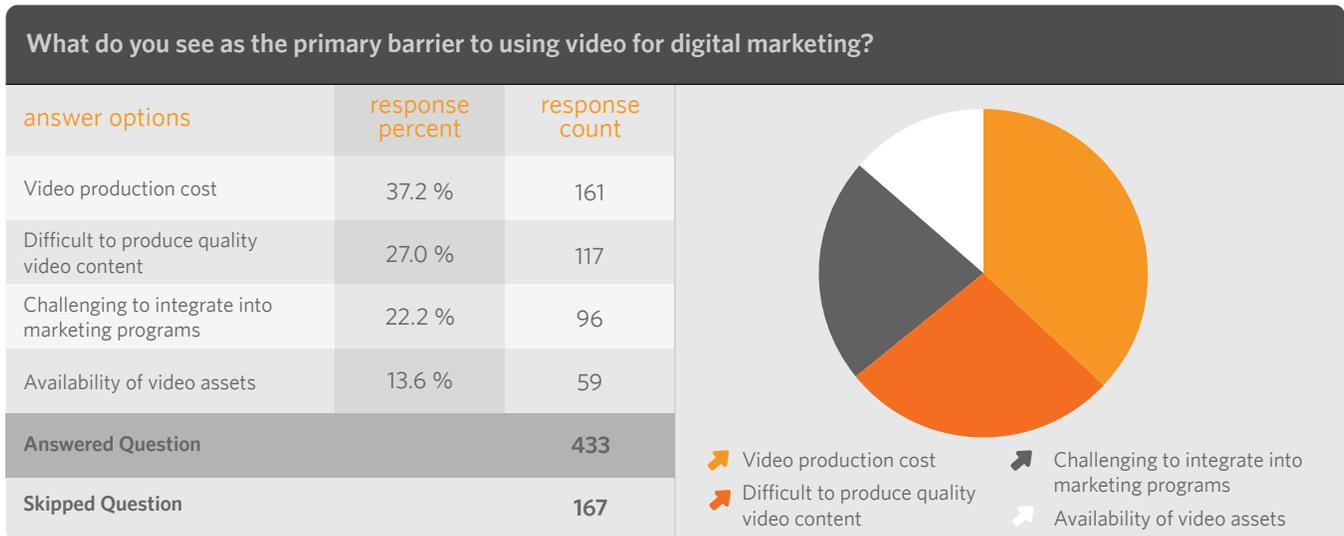
71 Percent of Marketers Say Budgets Will Increase in 2014

Support for video marketing within companies and organizations is most clearly demonstrated by budgets, with 71% of respondents reporting a 2014 increase in funding for online video marketing and around 15% holding funding at 2013 levels. Only 1% of respondents said video marketing budgets would decrease in 2014. This suggests enormous change in spending from 2013, when 29% reported budgets decreased for video marketing.



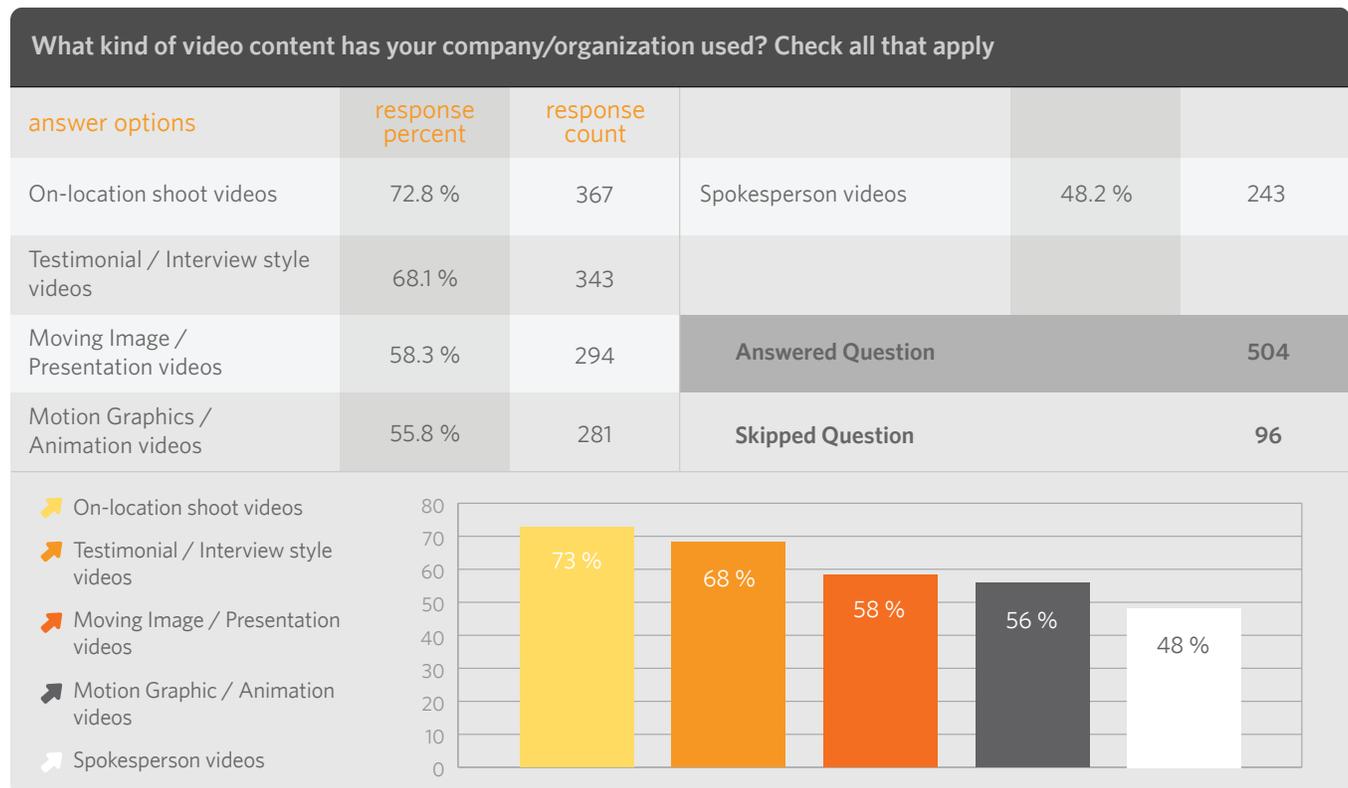
Factors Cited as Holding Back More Online Video Marketing Use

The reasons most often cited as holding back more video marketing use were the cost of video production (37%) and the difficulty in producing high-quality video (27%). These factors were followed by technical challenges in integrating video into marketing programs (22%) and the lack of available video assets (14%).



Many Different Styles of Video Content Are Being Produced

The chart below shows that companies and organizations are producing a variety of different styles of video content in relatively equal proportions with on-location shoot videos (73%) and testimonial/interview style videos (68%) being the most popular. These are followed by moving image/presentation videos (58%) and motion graphic /animation videos (56%). The use of smartphones and low-cost, hand-held devices for producing user-generated videos, as well as the proliferation of in-house, employee-produced videos for posting on YouTube and social media sites, has likely contributed to the higher percentage of on-location videos being produced. This may also explain how large numbers of videos are being produced by some businesses (see next question). Motion graphic and spokesperson videos need to be professionally produced, requiring more expense and approvals. This may explain lower rates of production compared to on-location and testimonial videos.



Multiple Videos Are Being Used for Marketing by Most Companies

How much video content does your company plan to use for marketing purposes in 2014?

answer options	response percent	response count			
0 (we're not planning to use video for marketing purposes in 2014)	3.2 %	15	51 - 100 videos in 2014	11.6 %	55
1 - 10 videos in 2014	31.7 %	151	101+ videos in 2014	13.4 %	64
11 - 20 videos in 2014	19.5 %	93	Answered Question		476
12 - 50 videos in 2014	20.6 %	98	Skipped Question		124

Nearly two-thirds of the survey respondents (65%) said their company plans to use more than 10 videos in 2014 for marketing purposes. Further, fully one quarter of the marketers stated their company will use more than 50 videos for marketing initiatives this year. The large number of videos being produced may be tied to three factors influencing the online video marketplace in 2014:

First, video production costs have fallen rapidly due to the introduction of low-cost, high-quality video cameras, including smartphones capable of shooting HD-quality video. Today, many types of sub-\$200 video cameras and software programs make producing and editing video far simpler and less expensive than ever before.

Second, the proliferation of self-generated videos produced for video sharing sites and social media sites is driving up the number of videos being produced. It should be noted that, in general, self-generated videos produced with smartphones don't always turn out to be effective when it comes to achieving marketing results. A high-quality, professionally produced video will more often lead to far-better marketing results than 10 (or 50) amateur self-made videos.

The third likely factor is the increase in spending by companies on video marketing and communications. Businesses are also using video in more ways than ever before. This will be covered in later sections of this report, including topics such as website use, video email, SEO strategies and social media deployment.

How Companies Are Deploying Online Video for Marketing Communications

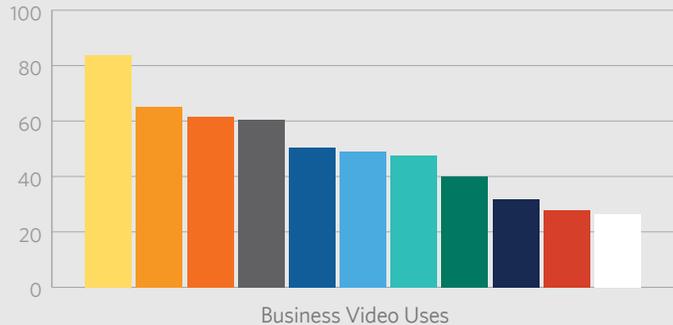
Website Marketing Use Ranks Highest, followed by YouTube and Social Media

A majority of the marketing professionals surveyed reported using online video in a variety of ways including posting videos to their organization's website (84%), posting videos to YouTube (65%) and posting to social media networking sites (62%). The survey showed that marketers are also actively using video for email marketing initiatives (60%), sales lead-generation activities (49%), online advertising (40%) and search engine marketing (32%). In addition, many companies are using video for training and employee communications (28%).

How has your company/organization used online video in the past 12 months? Check all that apply					
answer options	response percent	response count			
Used as part of your website marketing content	83.9 %	427	Used for online advertising	39.9 %	203
Used for YouTube marketing	65.2 %	332	Used for Search marketing purposes	31.8 %	162
Used for social media marketing and networking	61.7 %	314	Used for employee communications or training purposes	27.9 %	142
Used for video email marketing or email newsletters	60.3 %	304	Used for online screen share meetings and webinars	26.3 %	134
Used to explain new products and services	50.5 %	257			
Used for sales lead generation	49.1 %	250	Answered Question		504
Used for video landing pages	47.5 %	242	Skipped Question		96

How has your company/organization used online video in the past 12 months? Check all that apply (cont.)

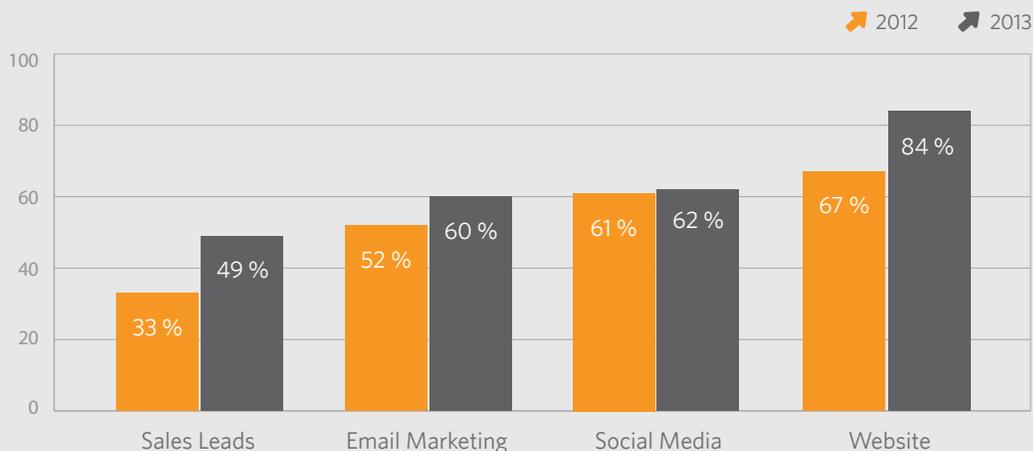
-  Used as part of your website marketing content
-  Used for YouTube marketing
-  Used for social media marketing and networking
-  Used for video email marketing or email newsletters
-  Used to explain new products and services
-  Used for sales lead generation
-  Used for video landing pages
-  Used for online advertising
-  Used for Search marketing purposes
-  Used for employee communications or training purposes
-  Used for online screen share meetings and webinars



Comparison of Actual Video Marketing Activities Between 2012 and 2013

Some interesting findings are shown below that highlight some of the changes in the business use of online video for marketing initiatives for 2013 compared to 2012. The four video marketing applications represented in the chart below reflect an overall increase in the use of online video in 2013. Notably, the use of video on company/organizations websites increased 17 percentage points from 2012 to 2013 (67% to 84%). Websites are becoming more dynamic as more companies use video embedded in web pages to explain their products and services, and to engage and convert visiting prospects.

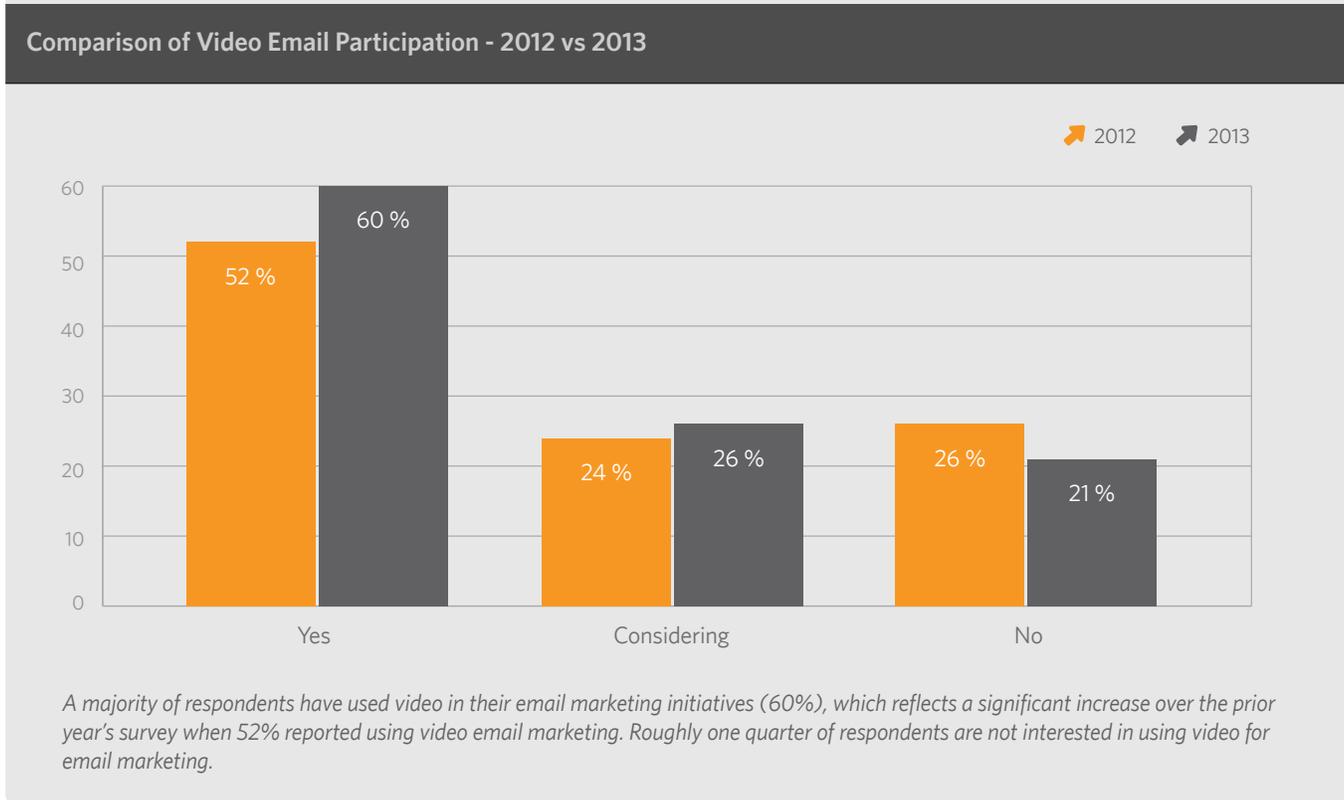
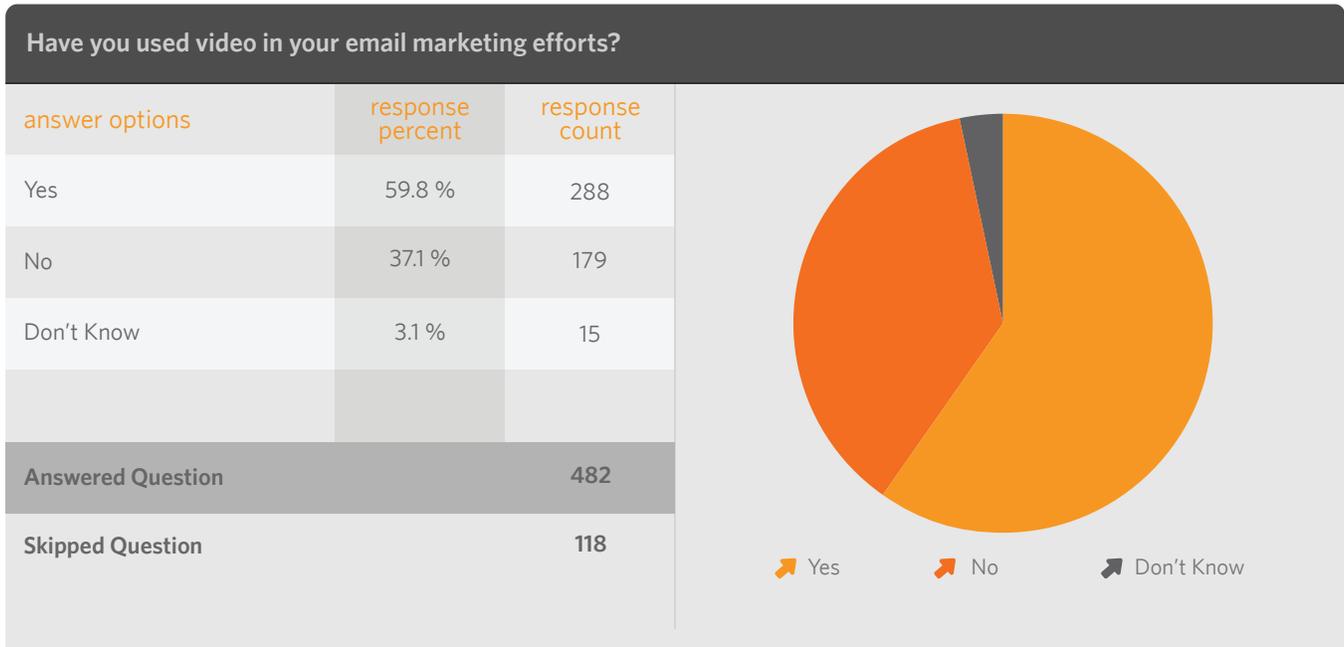
The Use of Online Video for Marketing - 2012 vs 2013



The use of online video for generating sales leads has also seen a significant year-over-year increase, growing from one third of companies in 2012 to almost one half (49%) in 2013. Email marketing experienced a significant increase in utilization, from 52% in 2012 to 60% in 2013. The use of video on social media sites, such as Facebook, Twitter and others, remained steady, going from 61% in 2012 to 62% in 2013.

60 Percent of Marketers Are Using Video for Email Marketing

Sixty percent of respondents to the 2014 Video Marketing Survey indicated they used video in their email marketing programs in 2013, which represents a significant increase from 52% in 2012. In general, the survey respondents represent a sophisticated segment of the online marketing population, which may help explain the high adoption rate for video email marketing.

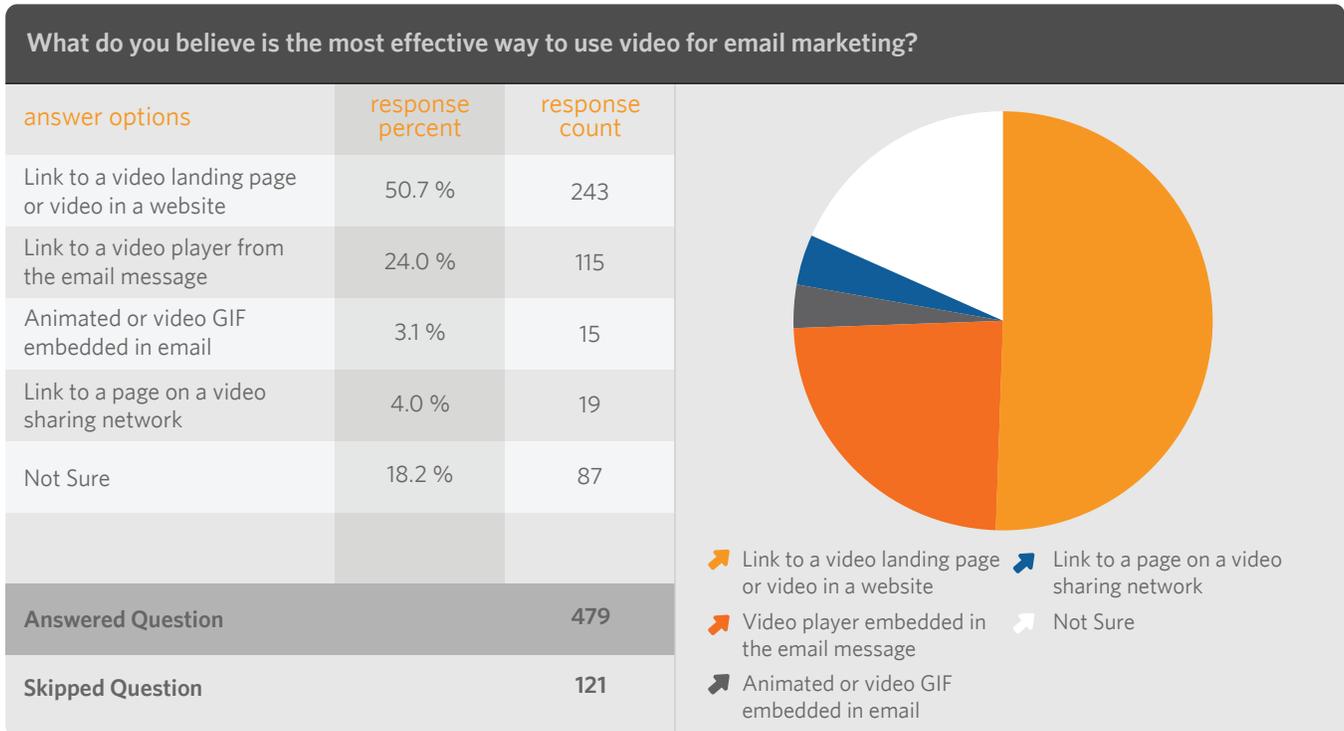


What Is the Most Effective Way to Use Video for Email Marketing?

The vast majority of Internet Service Providers (ISPs) and email clients in use today do not enable the capability to play and interact with video content embedded directly within the recipients email message.

When asked what is the most effective way to use video for email marketing, most respondents indicated that the best approach is to create a link from the email (which can be a thumbnail image of a video) to a video landing page or video in a website (51%) or link to a stand-alone video player (24%). 18% answered not sure.

Very few marketers said that linking emails to videos on video sharing sites (4%) or embedding videos directly into emails using animated or video GIF files (3%) was the most effective way to use video for email marketing.



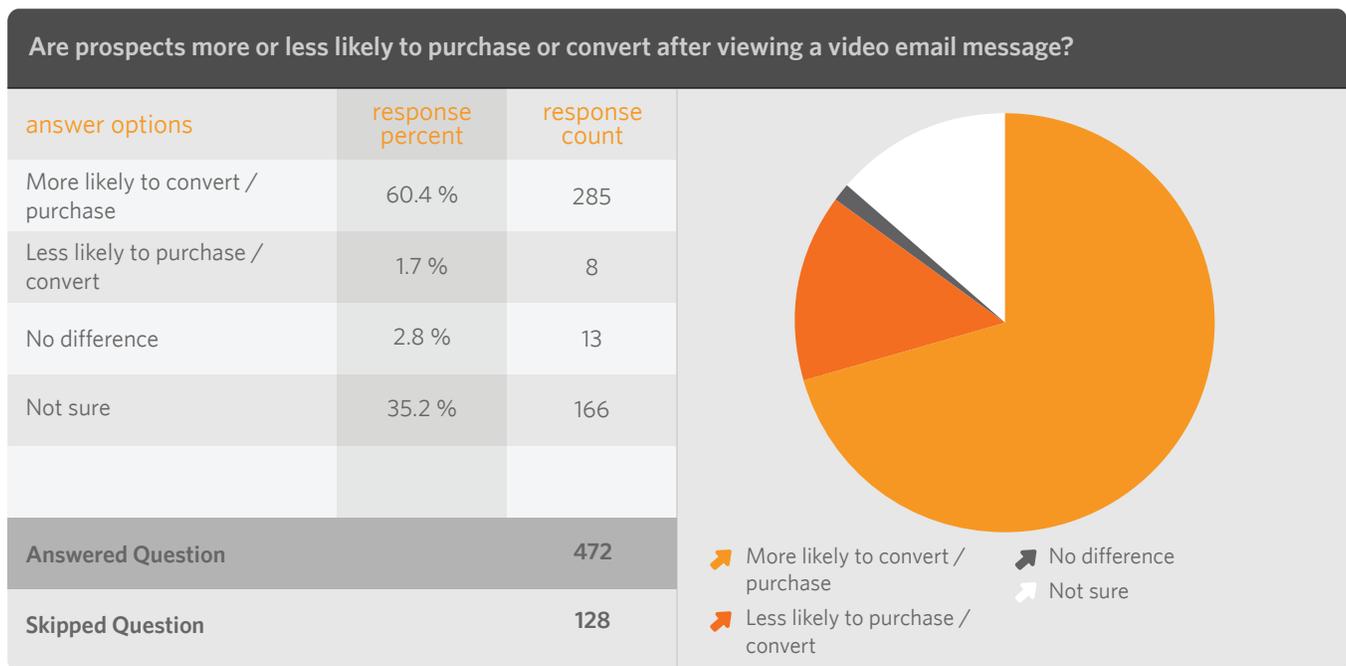
Video Email Marketing Viewed as Effective by 82% of Marketers



Eighty-two percent of survey respondents indicated that video email marketing has been either very effective (34%) or somewhat effective (48%) as a marketing method for their business or organization in 2013. This represents a slight decrease from 2012, when 88% of respondents answered positively. As more marketers use video for email marketing, there is likely to be a decline in viewer engagement rates as the novelty diminishes. Therefore, it makes sense that there would be a modest decrease in the perceived effectiveness of this medium. Marketers stating that video email marketing has not been effective increased from 12% in 2012 to 18% in 2013.

60 Percent of Marketers Say Video Email Improves Conversions

One of the key measurements of effectiveness for most sales and marketing initiatives is the impact that a technology, strategy or campaign has on generating revenues. Video email is viewed by a majority of marketers as having a positive impact on prospect purchases and conversion rates. More than 60% of surveyed marketers believe that prospects are more likely to make a purchase or convert to a sale (or response action) after viewing a video email message. A significant number of respondents were unsure (35%). Less than 2% felt that prospects would be less likely to convert and only 3% said there would be no difference.



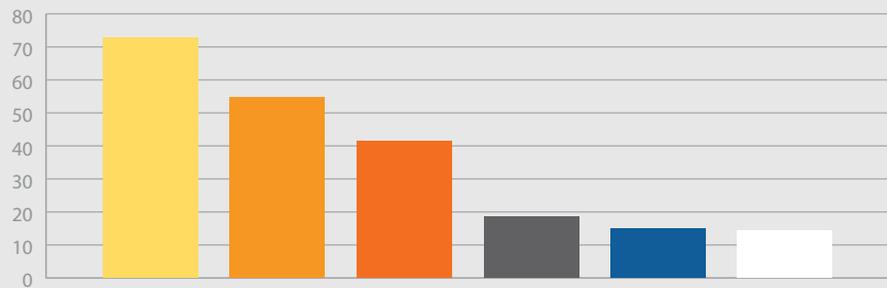
Video Email Most Effective for Promotions, Lead Gen and Communications

When asked what types of email communications are most effective for incorporating video, the highest response (73%) was for product/service promotions, followed by sales lead generation (55%). While much of this report has focused on the use of video for online marketing purposes, there is a significant upward trend in using video email for corporate communications (41%). Among the business communications applications cited for use of video and video email were employee benefits communications (14%) and general HR communications (15%). Some respondents also felt that video email is most effective for fundraising (18%).

What communications, if any, do you find are most effective when combined with video email marketing? Check all that apply

answer options	response percent	response count			
Product / Service promotions	72.7 %	330	General HR Communications (internal)	15.0 %	68
Lead Generation	54.8 %	249	Employee Benefits Communications	14.3 %	65
Corporate Communications	41.4 %	188	Answered Question		504
Fundraising	18.5 %	84	Skipped Question		96

- ▶ Product / Service promotions
- ▶ Lead Generation
- ▶ Corporate Communications
- ▶ Fundraising
- ▶ General HR Communications (internal)
- ▶ Employee Benefits Communications



YouTube Dominates Business Video Sharing Site Usage

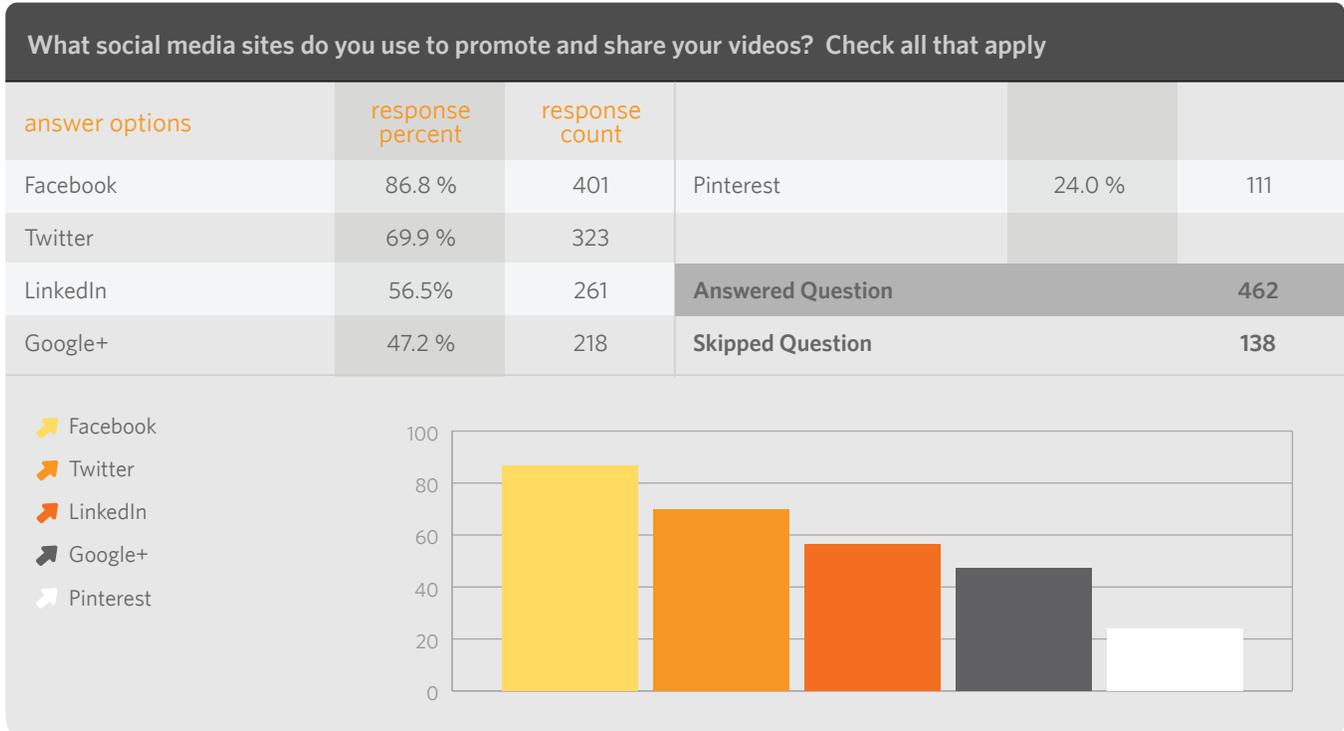
Many free and low-cost options are now available to marketers that want to distribute their video content to online viewers. YouTube is of course the most dominant player in the space, with 94% of respondents in the latest survey using YouTube for sharing their video content. Vimeo, a video sharing platform popular with video production companies, is used by just over half of the survey respondents (51%). Other video sharing sites being used by marketers in our survey, but at far lower levels than YouTube and Vimeo, include DailyMotion (11%), Blip.tv (5%), Viddler (5%) and Veoh (4%).

What video sharing sites/portals do you distribute (upload) your videos to? Check all that apply

answer options	response percent	response count			
YouTube	94.1 %	444	Veoh	4.4 %	21
Vimeo	51.1 %	241	Other	10.8 %	51
DailyMotion	10.8 %	51	Answered Question		472
Blip.tv	5.5 %	26	Skipped Question		128
Viddler	5.1 %	24			

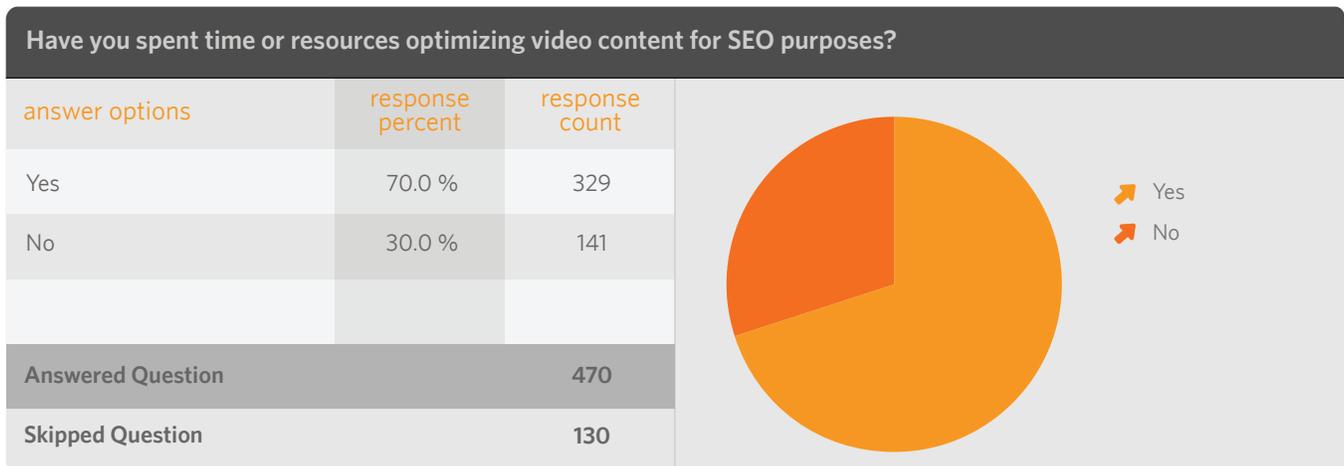
Facebook, Twitter + LinkedIn Used Widely for Video Sharing

In terms of promoting and sharing videos on social media sites, Facebook (87%), Twitter (70%) and LinkedIn (57%) are the most popular sites among marketers surveyed, followed by Google+ (47%) and Pinterest (24%).



70 Percent of Marketers Are Optimizing Video for SEO Purposes

Most online marketers understand the importance of optimizing their videos for online viewing and for achieving results with their marketing search engine optimization efforts. 70% of respondents stated they have spent time or resources optimizing their video content for SEO purposes.

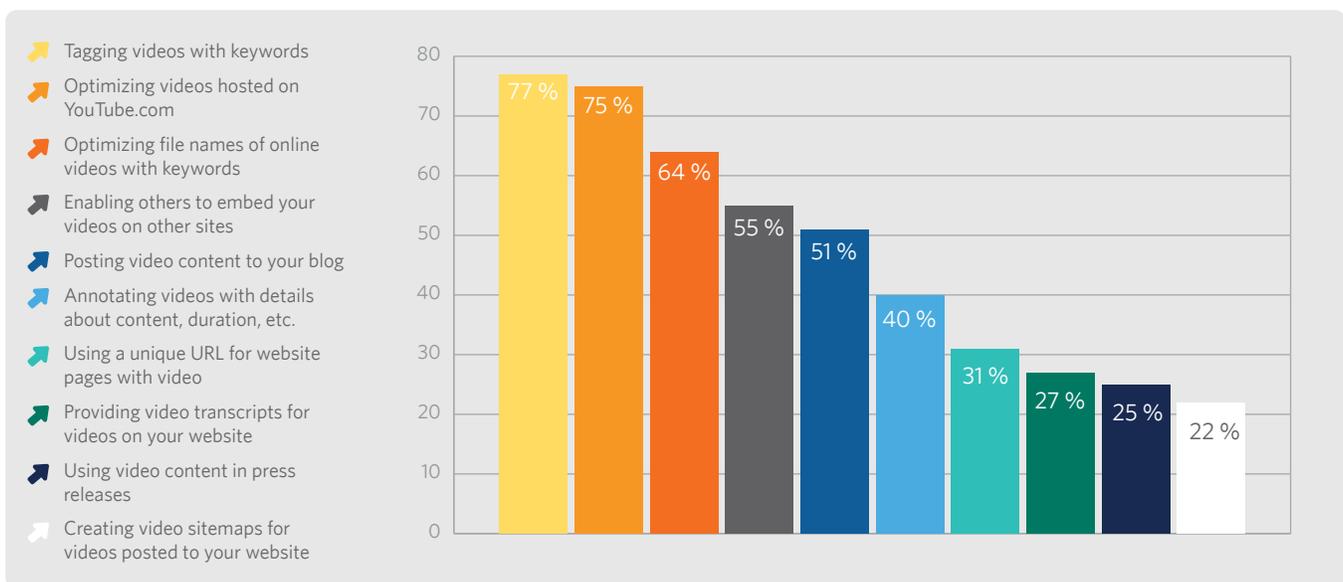


A Range of Video SEO Practices Are Being Deployed by Marketers

In the chart below, we highlight survey findings that examine the specific practices, strategies and techniques that online marketers are using to optimize their video content for SEO purposes. The top three video optimization tactics are tagging videos with keywords (77%), optimizing videos hosted on YouTube (75%) and optimizing video file names with search-targeted keywords (64%). Surprisingly only 22% of surveyed marketers are creating video sitemaps for their websites.

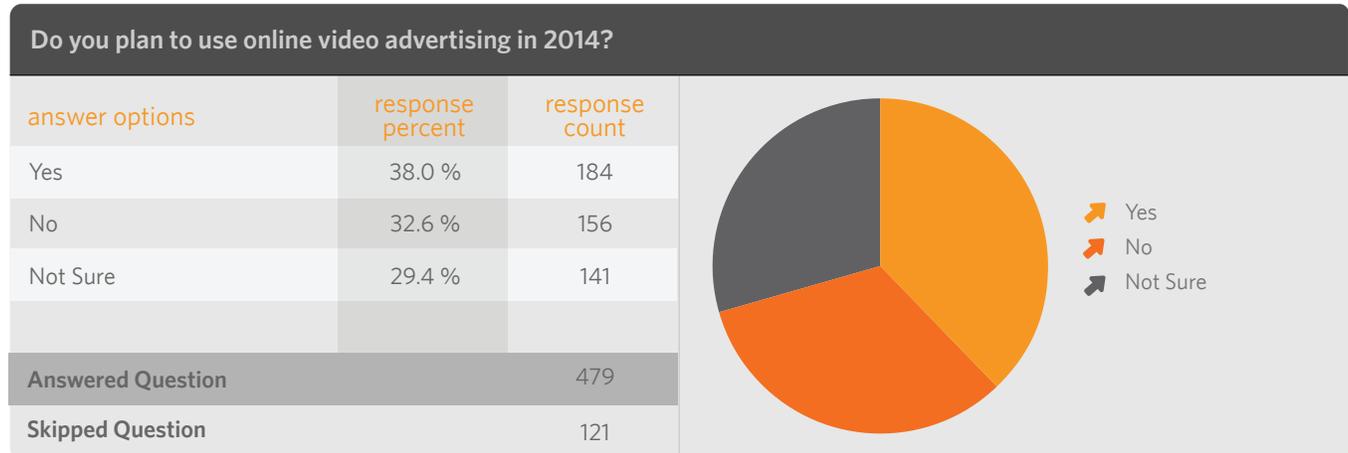
What practices have you used to optimize video for SEO purposes?					
answer options	response percent	response count			
Tagging videos with keywords	77.2 %	336	Using a unique URL for website pages with video	30.8 %	134
Optimizing videos hosted on YouTube.com	74.5 %	324	Providing video transcripts for videos on your website	26.9 %	117
Optimizing file names of online videos with keywords	64.1 %	279	Using video content in press releases	24.6 %	107
Enabling others to embed your videos on other sites	55.4 %	241	Creating video sitemaps for videos posted to your website	22.3 %	97
Posting video content to your blog	51.3 %	223	Answered Question		435
Annotating videos with details about content, duration, etc.	39.5 %	172	Skipped Question		165

Other video SEO practices popular with online marketers include enabling others to embed the company's videos on their websites (55%), posting video content to blogs (51%) and annotating videos with details about the video content (40%). Enabling others to post videos on other sites around the web and posting video content to blogs enables more people to see, comment upon and share videos, which can improve website page authority and search engine page rankings for related keyword phrases.



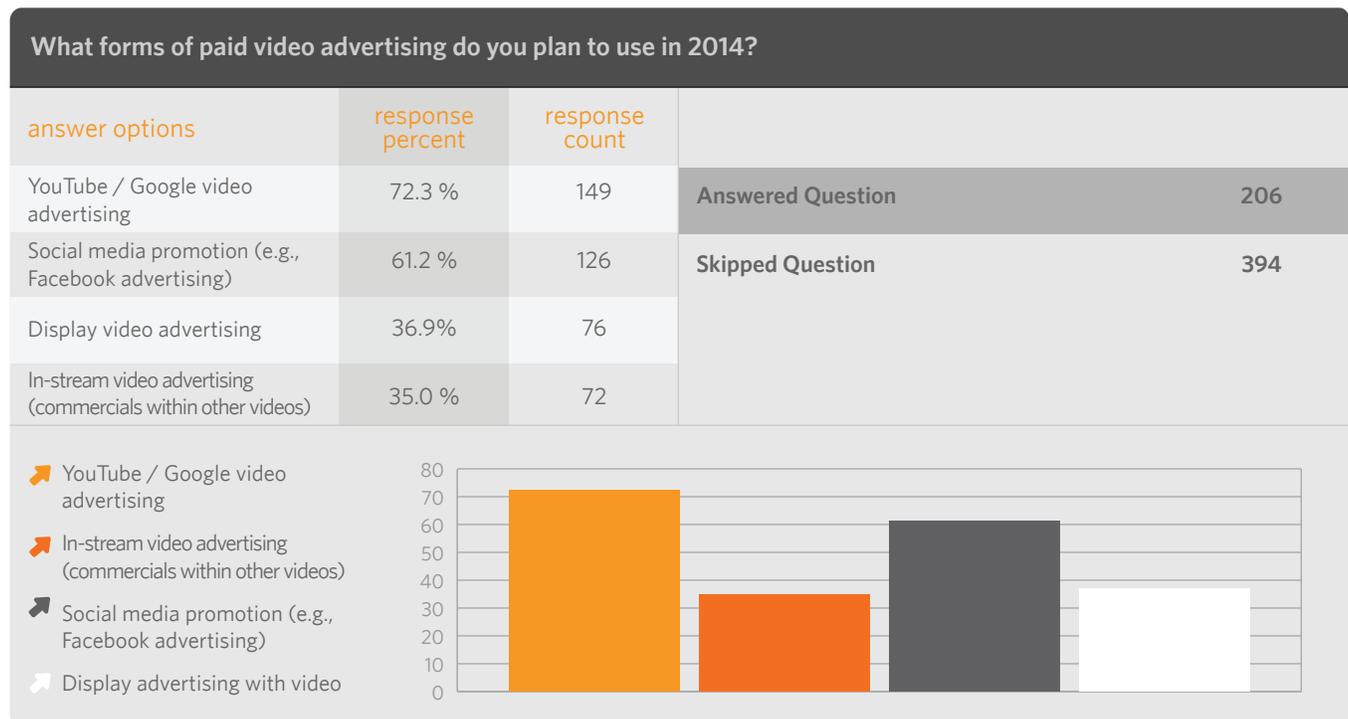
Online Video Advertising Is Being Used by 38 Percent of Marketers

Thirty-eight percent (38%) of the video marketing survey respondents are using or plan to invest in paid online video advertising in 2014. Twenty-nine percent (29%) said they were not sure whether they will use video for online advertising in 2014, and one third of surveyed indicated they did not plan to use video in online advertising.



How Marketers Invested in Online Video Advertising During 2013

The most popular online video advertising destinations cited by marketers in 2013 were, as might be expected, YouTube and Google video offerings (72%), followed by advertising on social media sites such as Facebook and LinkedIn (61%). In terms of video ad preferences, both display video advertising (37%) and in-stream video advertising were used by more than a third of the marketers surveyed.



Conclusion

As the 2014 Online Video Marketing Trends Report results reflect, video has become an important and effective tool for most online marketers. With more than 93% of this year's survey respondents indicating they used video for online marketing, sales or communications, and another 3% saying they are considering using it in 2014, online video has become a mission-critical marketing and communications application.

The survey results from this year's trends report provide extensive insight into the strategies, applications and specific practices being used by marketing decision makers to achieve success with their online video marketing initiatives. If you have specific questions or comments concerning the 2014 Online Video Marketing Trends Report, please email info@webvideomarketing.org.



Web Video Marketing Council

About the Web Video Marketing Council

The Web Video Marketing Council (WVMC) is a professional association established to provide timely, relevant information about video marketing topics and technologies to professional marketers and communicators through its website, newsletter, reports and webinars. Companies and organizations that want to sponsor the WVMC or contribute non-commercial white papers, reports and articles to the WVMC for publication should contact the WVMC directly through our website webvideomarketing.org or email us at info@webvideomarketing.org.



About Flimp Media, Inc.

Flimp Media Inc. is a leading online video marketing and communications firm with offices in Boston, MA, New York, NY, Denver, CO and Manchester, UK. The creative division specializes in producing motion graphics and animated explainer videos for large and mid-sized business clients. Their Flimp 5 video communications platform enables users to quickly create, distribute interactive video and multimedia content with detailed tracking and reporting. For more information about Flimp Media video products and services, visit flimp.net or call **1.508.686.2802**.



About ReelSEO

ReelSEO.com is The Online Video Marketer's Guide – One of the web's leading resources for news, analysis, tips and trends for the online video and internet marketing industries. ReelSEO's videologists and columnists offer expert advice, guidance, and commentary about the world of online video in an effort to guide internet marketers and video content producers towards best practices and online video services that suit their needs. The goal is to help evangelize for the industry, collect and disseminate best practices, and learn a little bit while doing it. Visit ReelSEO at reelseo.com or follow [@ReelSEO](https://twitter.com/ReelSEO) on Twitter and [ReelSEO](https://www.facebook.com/ReelSEO) on Facebook.



Web Video Marketing Council



THE ONLINE VIDEO MARKETER'S GUIDE



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