

White paper

# The State of Video Marketing

**Did you know that 82% of marketers plan to produce more videos in 2018?** Or that two-thirds of marketing teams don't use a video marketing platform? In *The Influence & State of Video Marketing*, we surveyed hundreds of marketers around the world to collect data on exactly how video marketing is playing a role in business.

Video marketing is defined as “using video to promote or market your brand, product or service.” While this basic definition is relatively obvious to most, video marketing is much more complex and nuanced than simply uploading a video, watching the views tick upwards, and counting that as a successful campaign.

The *Influence & State of Video Marketing in 2018* report was built to find out exactly how marketers are measuring, producing, and analyzing video campaigns; and to find out where the market stands in regards to attitudes toward video.

We set out to analyze precisely how marketers intend to harness the consumer need for visual content in their various organizations. Below, you'll find a number of different trends, statistics, and resources that all point towards marketers shifting their focus towards a visual paradigm, where producing and sharing videos is a top priority moving forward.

While many of the statistics are encouraging about the video revolution, there are other stats that point towards a lagging trend of measuring video campaigns properly, and truly integrating video into marketing tech stacks.

In *The State of Video Marketing 2018*, we'll cover a number of pressing questions that impact marketers around the world:

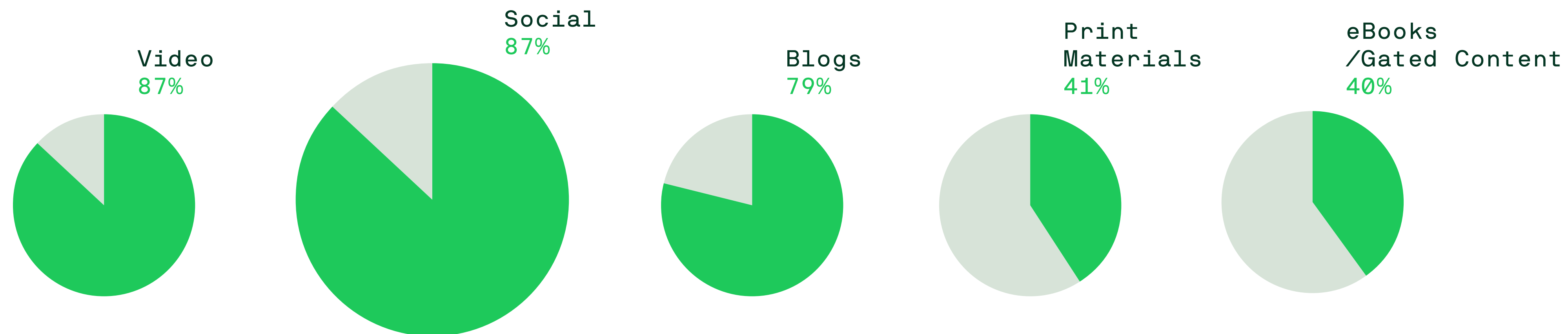
- What types of content are most common among marketers?
- How many total videos marketers plan to produce in 2018, and how that compares to 2017?
- The amount of money and resources marketers spend on video marketing?
- Do marketers plan to increase their video marketing spend in 2018?
- How many brands use a video marketing platform?
- Which video channels are most popular?
- Are marketers integrating their video data into their entire marketing tech stack?
- Why video?
- What's the most common way that marketers produce videos?
- What video metrics are most commonly measured?
- How do brands track and analyze their video marketing campaigns?

These questions are necessary to understanding where video is headed in 2018. Many of the results below tell a story of a maturing marketplace, where visual storytelling is becoming a key component of every marketing department, while other stats show that video is still developing into a medium that is being fully utilized by brands around the world. You'll find not only our research, but resources and insight to improve future video marketing campaigns.

“Consumers crave visual content more than ever before – and their taste for video continues to increase,” Daniel Marlow wrote on Entrepreneur.com.

## The Various Types of Marketing Content

Across a variety of organizations, we found that some type of marketing content is used by the majority of organizations. In fact, **87% of marketers use both video and social media marketing in their content strategy to reach their users.** This shows a growing trend for businesses to use these types of marketing to tell their stories in a new, innovative way. Here is how the majority of mainstream content ranks amongst marketers for the types of content they produce in their organizations:



**Resources:**

[The Guide to Using Video for Every Stage of the Marketing Funnel](#)

[31 Types of Content We Crave \[Infographic\]](#)

[Q & A: The Future of Storytelling w/ Carlos Gil](#)

## Video Volume

While the number of videos that a marketing organization produce is subjective to each company, we wanted to find out if these marketing departments planned to increase production from 2017 to 2018.

It's important to keep the quality of videos high, in line with what your audience expectations, and creating a process that allows a video marketing team to consistently deliver engaging video content. **And according to Buffer, it's no secret that consistently producing video can help engagement across platforms: "In the past 30 days, the average reach on our Facebook video posts is 2.7x higher and engagement 1.9x higher than our non-video posts. We're seeing similar results on Twitter and Instagram as well with video driving a smaller, but still notable increase in reach and engagement."**

Marketers have released how video can improve engagement, and we found that marketers plan to increase their video production in 2018 by 7x compared to 2017.

### Resources:

[14 Video Production Tips to Enhance Quality and Drive Views](#)

[How to Produce Quick and Effective Video Content With Your Phone](#)

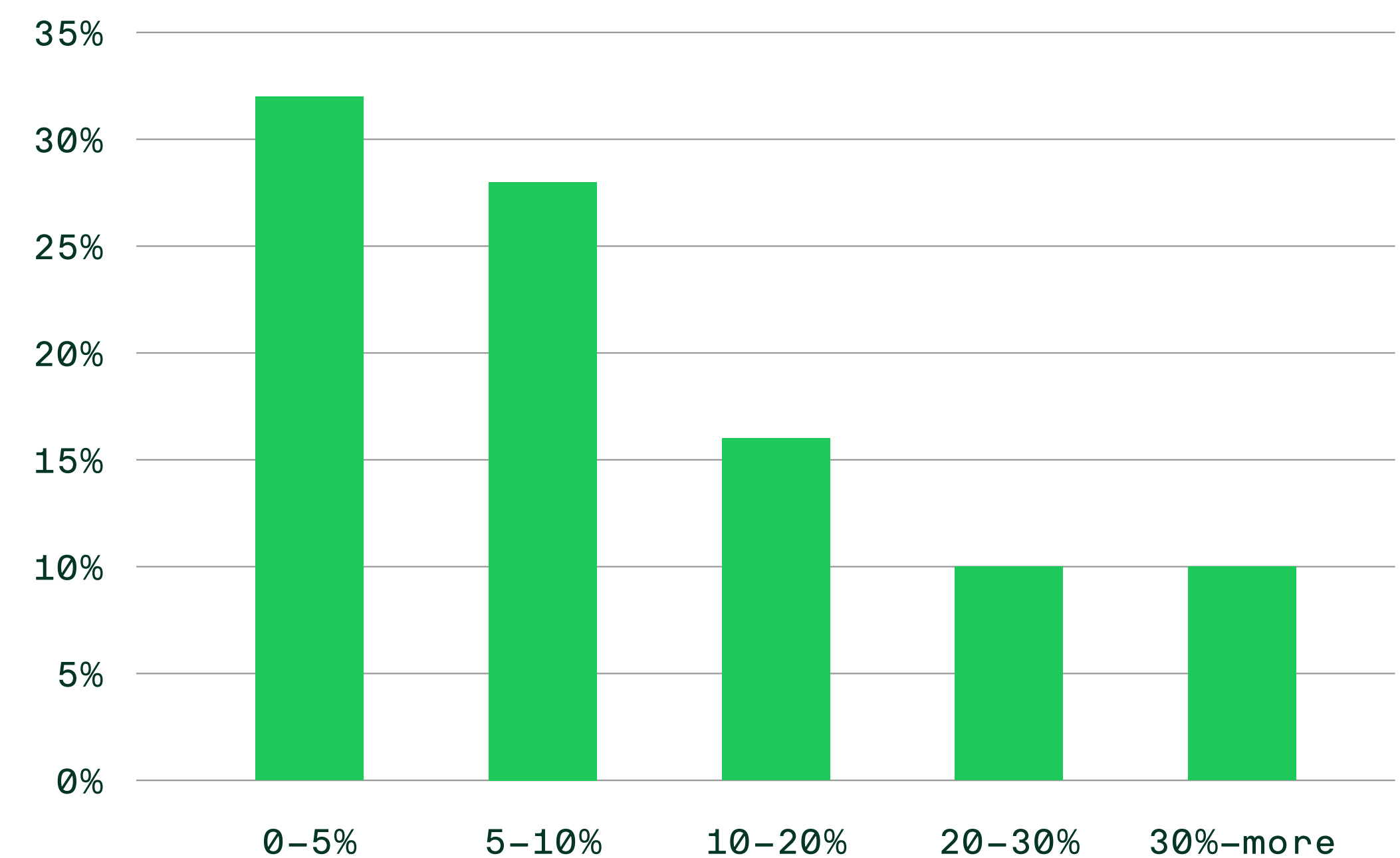
## The Time & Money Put into Video Marketing

Half of all website data now comes from video engagement, so we wanted to find out how much time and money marketers put into their video marketing campaigns. Ideally, it would be half of all time spent on video, but video is still an emerging category for many brands around the world.

According to our research, **32% of marketers invest 0-5% of their resources towards video**, the highest of all the available options. While marketers plan on producing more videos, this statistic tells us that there is still a long way to go for marketers dedicating resources towards visual storytelling.

**Resources:**  
[5 Reasons Why Video Marketing Matters](#)

Here is how the rest of the data breaks down for what percentage of marketing resources are dedicated to video:



## Will Video Marketing Spend Increase?

While previous resources dedicated to video marketing are alarmingly low above, we also researched if marketers plan on spending more on video marketing resources. Overwhelmingly, 77% of marketers stated that their organizations plan on increasing their video marketing spend in 2018.

“Digital marketing is pacing at an 11% compound annual growth rate between 2016 and 2021 with the biggest growth occurring in online video,” wrote Web Strategies Inc.

As video continues to grow, organizations must also adapt to dedicating more resources and money towards managing, analyzing, and measuring video content.

### **Resources:**

[How Much Should You Budget For Marketing In 2018?](#)

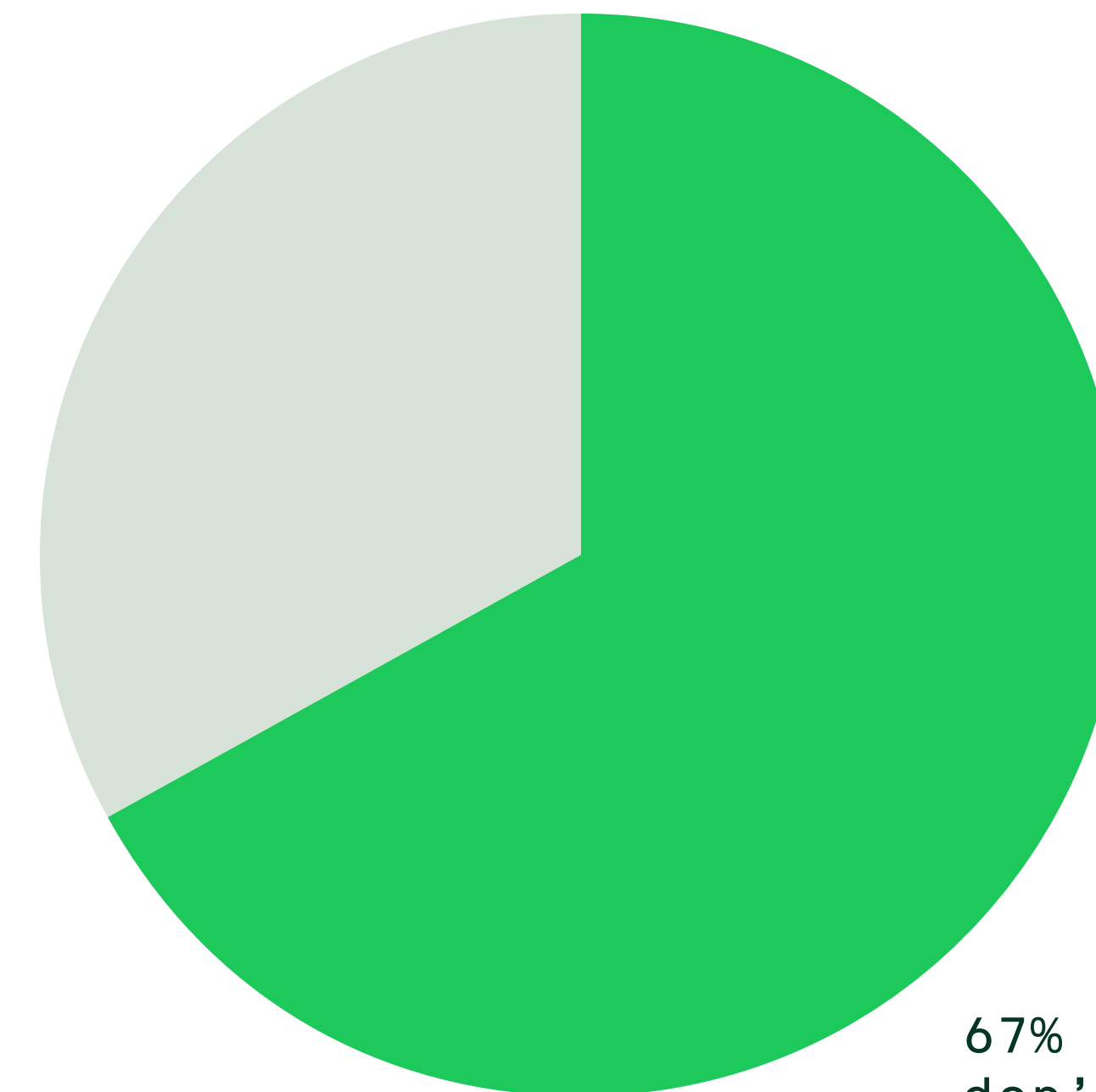
## Video Marketing Platform Frequency

In 2017, there are a number of platforms that marketers can use to share their video content. Facebook, YouTube, Twitter, LinkedIn, Instagram, and most importantly, your own website. **A video marketing platform allows brands to share, manage, and analyze their video content across these various channels.** Ultimately brands want users browsing video on their own website, where they can control to user journey, show more relevant content, and drive actions that contribute to the bottom line.

A video marketing platform also integrates with a marketing automation system, allowing marketers to integrate video data into their entire tech stack. By integrating these metrics, marketers can send emails after a contact views a video, increase lead scores, and exponentially improve attribution. So, how many brands fully utilize the power of video by using a video marketing platform to improve their data, increase leads, and share video across all platforms?

**Resources:**  
[What is a Video Marketing Platform?](#)

According to our research, **67% of companies don't use a video marketing platform** to enhance their video campaigns. A number that we fully expect to continue to trend down as marketers realize the importance of bringing video into the tech stack.



67% of companies don't use a video marketing platform

## Which Channels & Platforms Are Most Popular?

Video platforms are everywhere, they are necessary, and they are the future of many, many marketing campaigns. Depending on the industry, the use of each platform can vary. For example, a B2B SaaS company may be more inclined to share video on LinkedIn, Twitter, and on their own website. Where as a consumer based product might connect with their audience through Snapchat, Instagram, Facebook, and their own website.

And all of the various channels present a different advantages for marketers looking to increase their reach, engagement, and conversions:

- **YouTube** is the second largest search engine in the world, trailing only their parent company Google. It's a necessary network for marketers building the top-of-the-funnel pipeline that will result in increased engagement and brand awareness. Unsurprisingly, In our study, **86% of marketers said they use YouTube in their video marketing strategy**, the number one video channel.

- **Facebook** has emerged as a global leader in video content, tallying 8 billion views on their platform every single day. **80% of marketers in our study said that they use Facebook** for sharing video content. Similar to YouTube, Facebook is a top-of-the-funnel platform, where marketers lack control over the overall user experience that their audience has on the platform. But the reach is too important for marketers to ignore.

- **Website** videos play the most crucial role in video campaigns. Ultimately, brands want users to be on their website where they have full control over the user experience. Through video, brands can optimize for conversions (gated videos) and engagement (more time spent on site), all while tracking full-funnel metrics about video content. By using a video marketing platform, brands can seamlessly integrate their video data into an existing marketing automation system, therefore identifying any user that is watching a video. Just like a landing page or blog post. In fact, **73% of marketers use video content on their website** to help nurture their users down the funnel.

- **LinkedIn** video is a relatively new product for brands to explore. Brands typically would be constrained to using YouTube to share their video campaigns and content on the social network. However, in 2017, LinkedIn has launched a video product similar to the other platforms, which will slowly be rolled out to brands over the coming years. In spite of that, nearly half, or **47% of marketers were already using video on LinkedIn**.

- **Twitter** video has long been a part of Twitter engagement. With 82% of Twitter users watching video, and 93% of that coming from mobile, Twitter has built a platform that almost demands video content that can be consumed quickly. But our research found, over a variety of industries, that **only 45% of marketers are sharing video content to Twitter**.



- **Instagram** has emerged as one of the most engaging channels for consumers in the world. But is video really that impactful on Instagram? According to Sprout Social: “What’s interesting about Instagram Video is while consumption has increased 40%, photos generate 36% more likes than videos.” On Instagram, video is growing, but photos are still in high-demand. And our research found that **only 45% of marketers are using Instagram Video** to reach their audience.
- **Webinars** combine the best of live and on-demand content for marketers trying to generate leads and nurture prospects down the pipeline. According to BigMarker “28% of people who watch webinars signed up to do so after registration was over.” This means that on-demand video content can be just as effective as a live webinar. **35% of marketers are actively using webinars** as a part of their content strategy. (It must be noted, that webinars are typically a B2B endeavor, but can be used by both B2B and B2C to connect with an audience.)
- **Email** video may sound like a foreign concept, but the ability to embed GIF’s into an email has been proven to increase click-through-rates by 63%, according to our State of Online Video 2017 report. This is a relatively new concept, but one that is already used by **40% of marketers trying to improve email engagement**.

It’s clear that YouTube, Facebook, and hosting video on a native website still command the majority of marketers attention. But emerging channels like LinkedIn, who only launched their video product in early 2017, will continue to be important for optimal reach and engagement. **Marketers must find the right video channel for their audience.**

**Resources:**

[18 Instagram Stats Every Marketer Should Know for 2017](#)

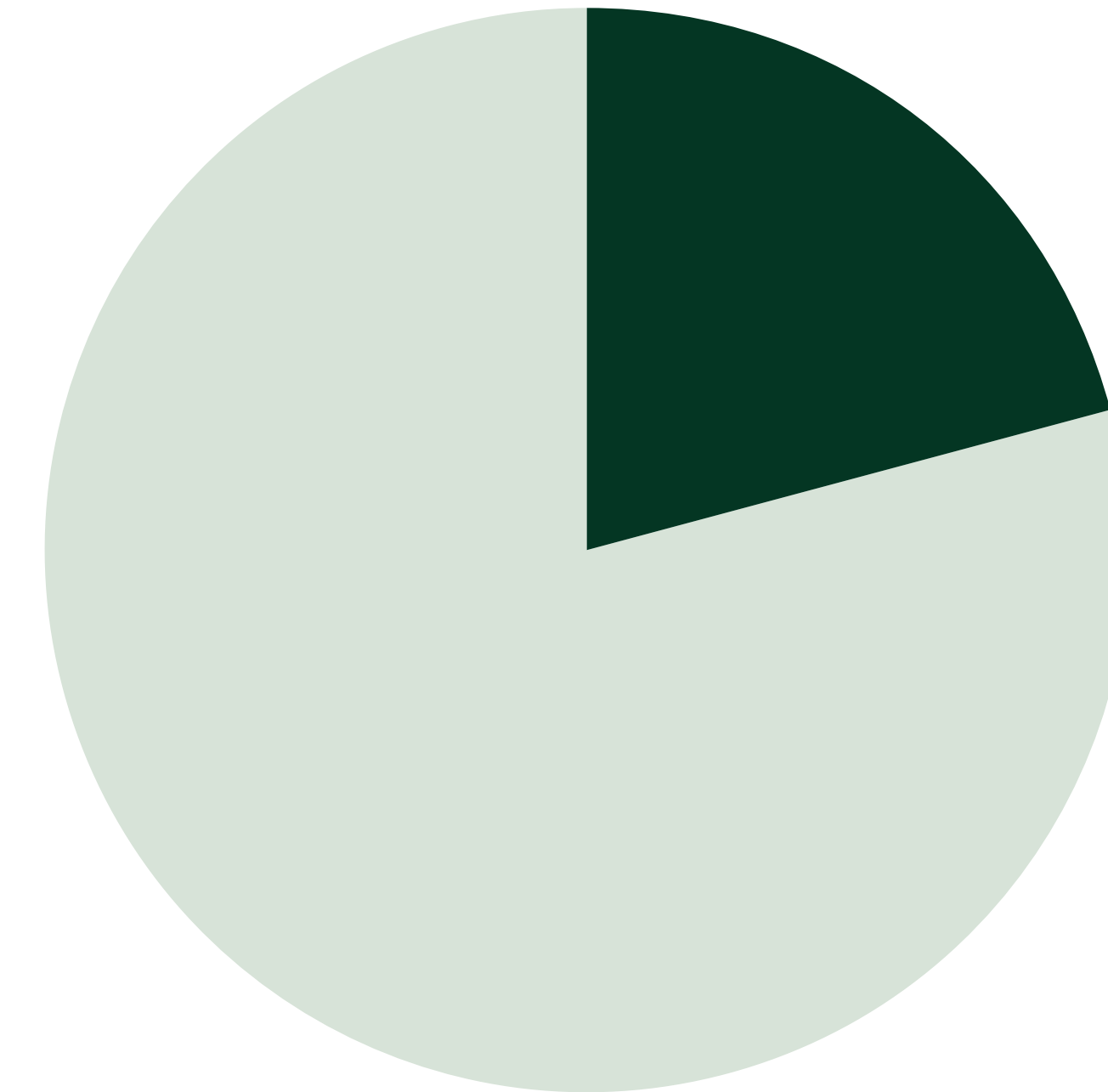
[37 Staggering Video Marketing Statistics for 2017](#)

## Integrated Video Data

Integrating video data into a tech stack is a new concept for many marketers, but it's a necessary step for setting up full-funnel attribution. Video is half of all website data, which means that marketers could be missing 50% of their data to nurture and convert their users. Our research shows that only 21% of companies have their video data integrated to a marketing automation system or CRM.

This leaves a huge gap for marketers looking to test and optimize their campaigns. Integrating video data can tell sales team who watched a video, when they watched, and how long they viewed the content. This invaluable data can show if engagement rates are high enough to move lifecycle stages or increase lead scores.

**Resources:**  
[Is Your Video Marketing Strategy Data-Driven?](#)



Only 21% of companies have their video data integrated to a marketing automation system or CRM.

## Why Video?

Video can be used across the entire marketing funnel, used to nurture prospects towards a conversion, and optimized for each stage. We found that marketers have a wide array of uses for video to integrate into their overall marketing strategy. From brand awareness to lead generation, video is being used by marketing departments to connect with their audience on a large scale. But what exact purposes do marketers use video?

**79% of marketers use video for brand awareness, whether that's on social, YouTube, or on a website, video can quickly relay your message to prospects.**

69% use video to promote their product through product videos, features, or tutorials.

Only 38% use video to collect leads, despite video collectors having a conversion rate of [insert rate] according to our State of Online 2017 report.

13% of organizations use video for their support.

Video is processed 60,000x faster than text, which is why 67% of marketers use video to educate prospects.

SEO can be one of the biggest drivers of top-of-the-funnel content and is compounded by adding video for search engines to crawl. 29% of marketers are using video improve SEO,

however, by writing lengthy video descriptions, optimizing video sitemaps, and adding transcripts can only improve SEO rankings.

Video is often the forgotten medium of sales outreach. With 34% of organizations currently using video to improve sales engagement, it's growing to be the norm of creating engagement with down funnel prospects.

Videos going viral can impact business metrics like no other piece of content. Videos can suddenly tally hundreds of thousands, and even millions, of views in a short time period. While it's tough to produce a video with going viral in mind, 16% of marketers are actively trying to achieve this.

### Resources:

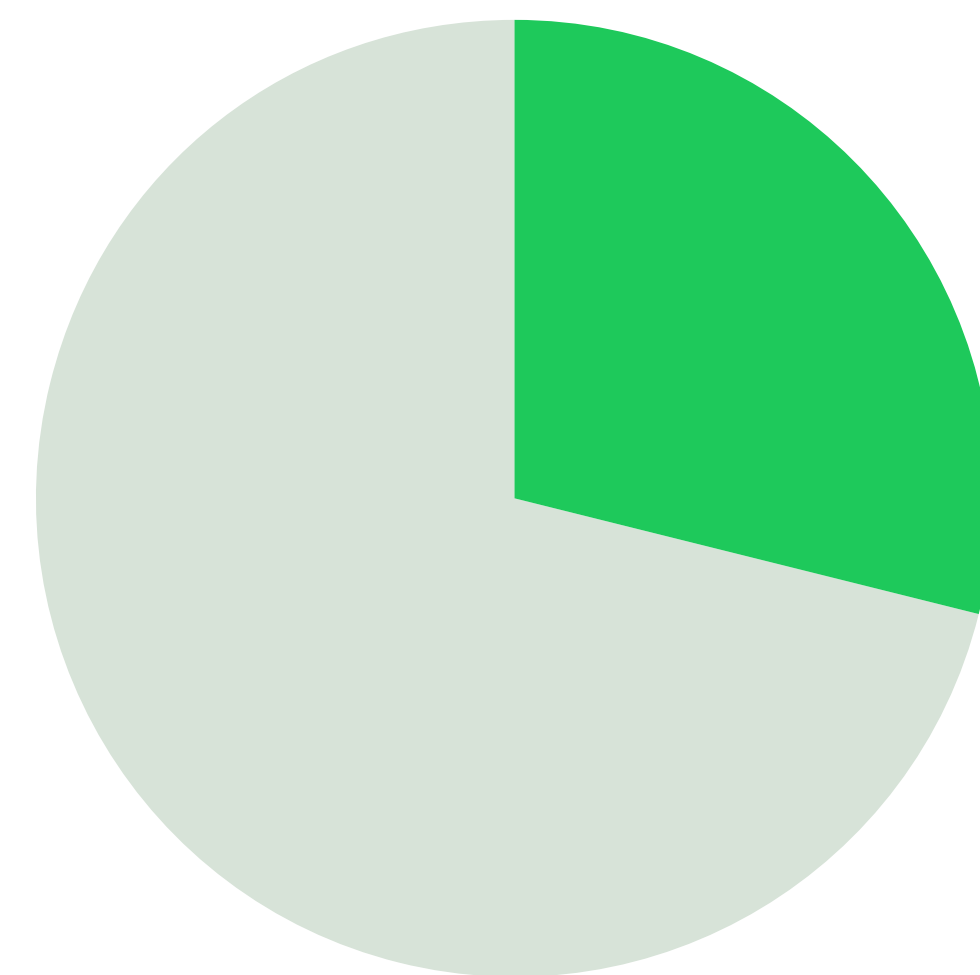
[The 6 Steps to Mastering Video SEO](#)

[3 Reasons to Use Video in Your Prospecting](#)

[A Simple Framework for Creating a Viral Video](#)

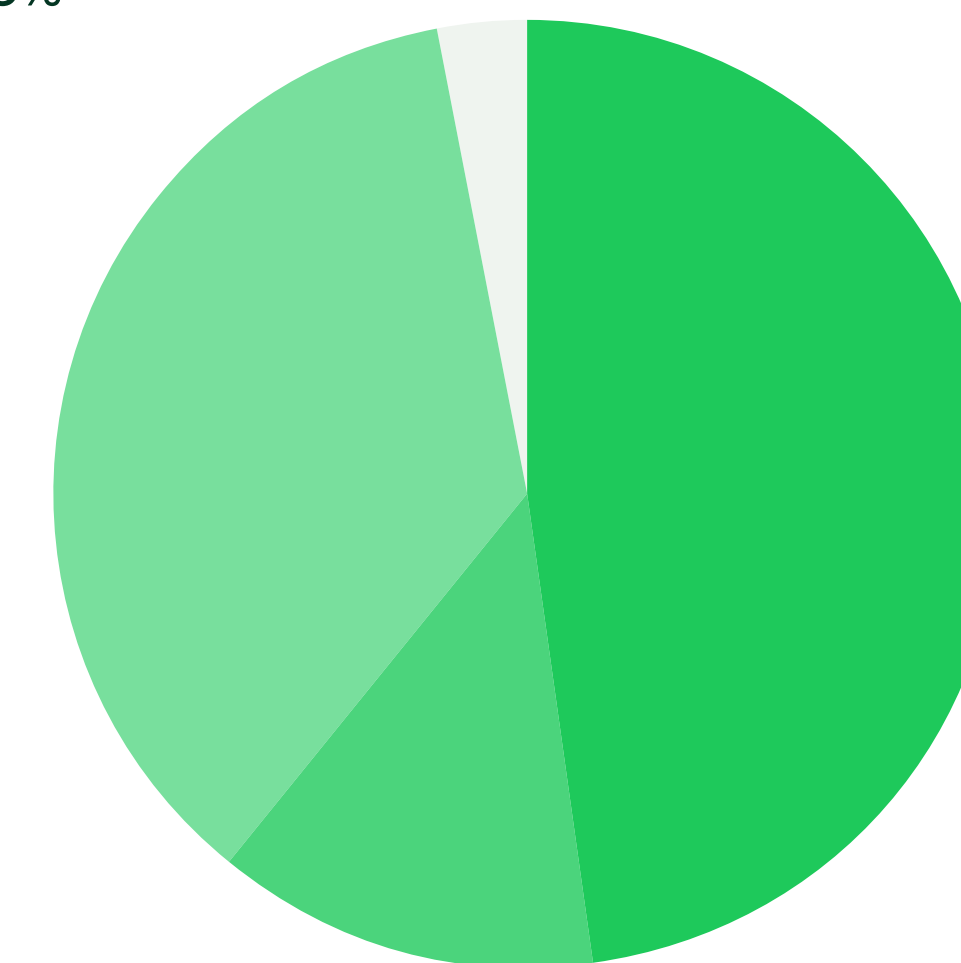
## Production Strategy

We asked marketers how they typically produce videos? Hand held with an iPhone? A production agency? Of course, it depends on the size of the company and the resources at a marketers disposal. Here's what we found:



Everyone produces some (smartphone setup): 29%

Video production agency 36%



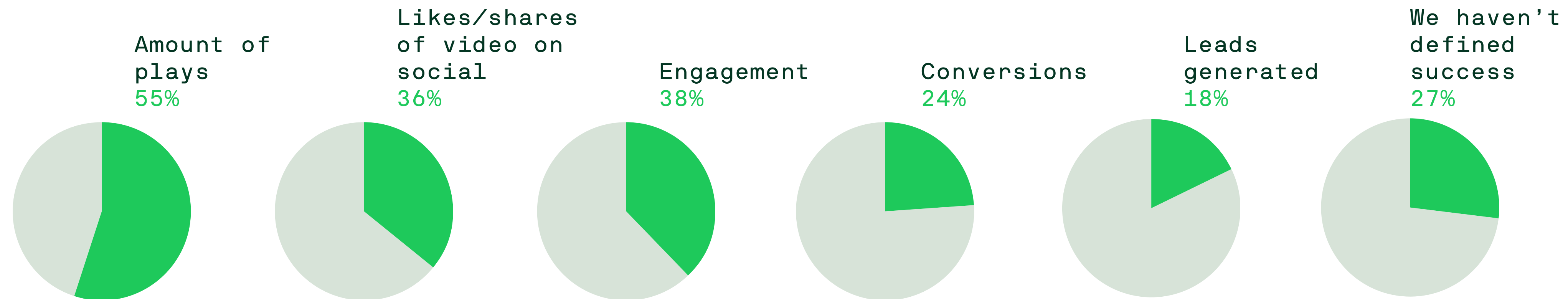
Dedicated in-house team 48%

Full in-house studio setup 13%

Producing video can be a daunting task, but often, it's about simply starting that will allow brands to tell their stories visually.

## Video Marketing Success Metrics

Ultimately, the success of a video should be measured meticulously and carefully. While metrics like plays, views, and impressions can tell a part of the story of a certain piece of video content, we found that marketers are starting to go beyond vanity stats surrounding video. Metrics like engagement and conversions tell a complete story of how a video performed, an emerging trend we found in our research:



**Resources:**

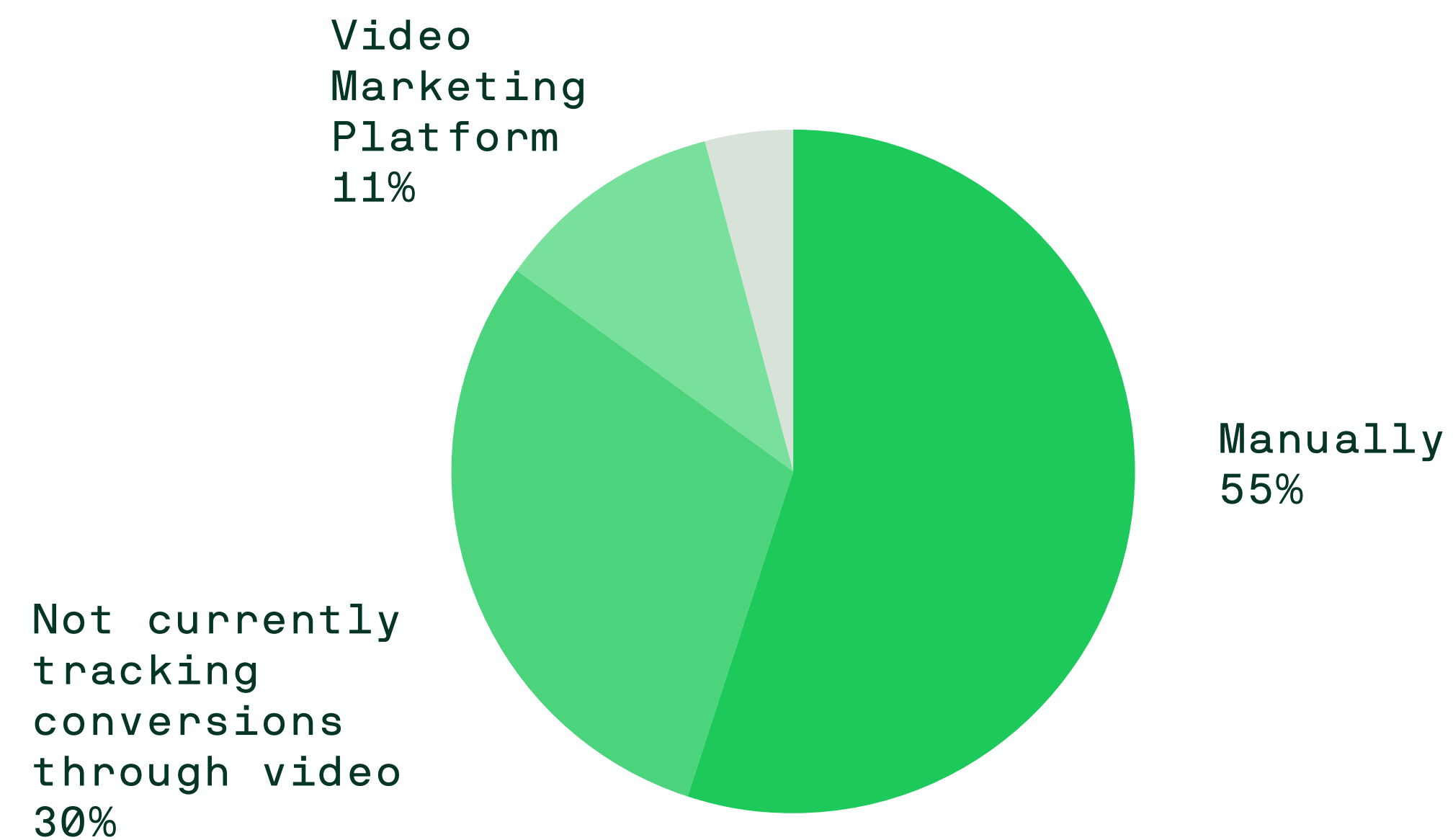
[Is Your Video Marketing Strategy Data-Driven?](#)

[Creating Leads: The Marketers Guide to Integrating Video Into HubSpot](#)

## How Brands are Analyzing Video Data

But how are brands tracking their video content? Is it manual? With a video marketing platform? We found that it overwhelmingly is tracked manually. As mentioned, video engagement is more than half of all website data, which means it's time for marketers to truly bring video into the tech stack. Here's how it broke down for how marketers analyze their video data:

A video marketing platform will allow marketers to see who viewed a video, when they viewed and how long. It gives insight into each video for marketers to test and optimize.



**Resources:**  
[What is a Video Marketing Platform?](#)

## Conclusion

The State of Video Marketing 2017 report will hopefully help marketers answer the most pressing questions, and inspire new ways that marketers can harness the power of visual storytelling. Our hope is that after seeing the results and trends, it will help brands answer a few more questions about how they are truly using video:

- Am I producing enough videos for my audience?
- How much are other marketers spending on video?
- Will video increase in 2018?
- What's a video marketing platform and how can it improve video?
- Which channels are most common?
- Is my video data integrated into my marketing tech stack?
- What are the most common metrics that are measured?

These questions can help marketers determine where to improve, what to measure, and why it needs to be measured, and help brands paint a picture of their state of video marketing.

TwentyThree™, The Video Company.

Video is the best way to tell stories and connect with your customers. At TwentyThree™, we empower marketing teams to finally integrate and add video to their marketing stack to successfully run video with inbound, social and demand generation.

The world's best marketers need a video marketing platform to make better-informed decisions about video across the entire marketing funnel.

Thousands of marketers are using TwentyThree™ to significantly increase their results and gain the missing 50% of website data through video marketing.