



The State of Video Marketing 2019

The State of Video Marketing 2019

Thank you for downloading this report!

This is the fifth year we've run our annual State of Video Marketing Survey and - once again - we believe the findings paint a compelling picture of the video industry.

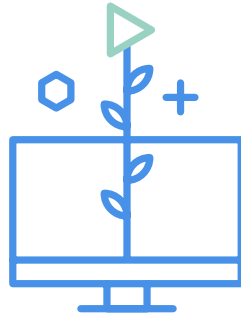
When we published our first State of Video Marketing survey back in early 2015, it felt that people couldn't possibly get any more excited about video. Marketers were giddy over the possibilities it offered, and consumption of video content was at an all-time high.

In the years that have followed, pretty much every year has been labelled '**The Year of Video**' by one expert pundit or another. In many ways, they've been right. It's hard to dispute that video has been one of the dominant marketing trends of the past half-decade.

And yet our research, year over year, show us that video still hasn't reached saturation point. In 2017, 63% of marketers told us they were using video to promote their business. Last year, this had risen to 81%. And in the last 12 months the figure has risen again, to 87%.

This report lays out these trends, and plenty of other findings. This includes statistics around usage, spending, effectiveness, consumer perceptions, the latest trends - and some pretty surprising data that challenges the common consensus around the importance of vertical video.

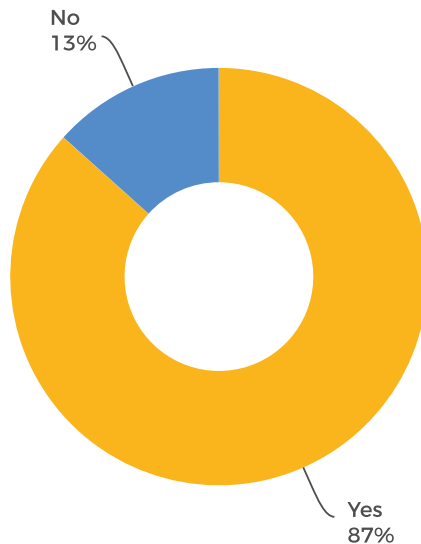
We hope you find this report interesting!



Video usage

87% of businesses now use video as a marketing tool. (This figure has seen a sharp rise from **63%** in 2017, and **81%** in 2018.)

Does your business use video as a marketing tool?



91% of video marketers consider video an important part of their marketing strategy. That's an increase from **82%** in 2017 and **85%** in 2018.

83% of marketers say video gives them a good ROI (up from **78%** in 2018.)

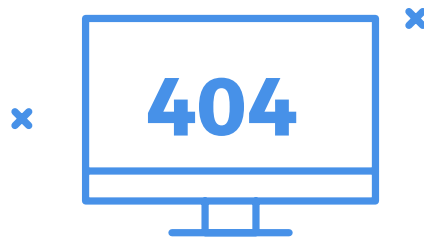


90% of video marketers feel the level of competition and noise has increased in the past year.



But despite this - **99%** will continue to use video in 2019, with **88%** saying they'll spend more than they did in previous years.

ANALYSIS: The adoption of video as a marketing tactic continues to soar, with more marketers using it than ever. Marketers also increasingly appreciate the significance of video content. However, as more businesses turn to video marketing, there's no disputing that the level of competition is ramping up. Businesses are feeling pressure to make themselves heard 'above the noise,' with spend expected to increase in 2019 as a direct result.



Marketers Not Using Video

The marketers who don't currently use video - when we asked the main reason for this - gave a number of reasons:



23% said they lack time.



21% said they just didn't know where to start.



14% said they were unclear on the ROI of video.



12% said they thought video was too expensive.

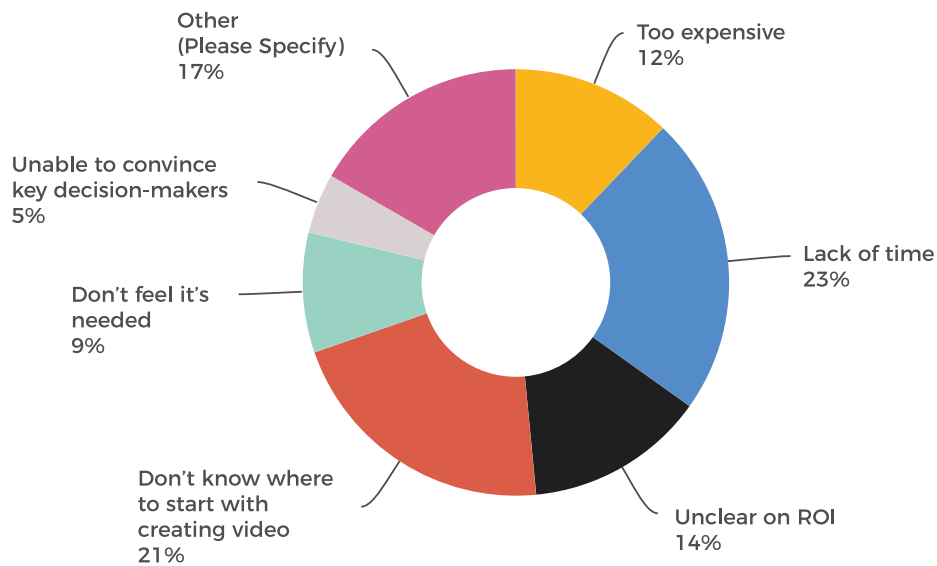


9% said they didn't feel they needed video content.



5% said they were unable to convince the key decision-makers in their business of the value of video.

What's THE MAIN reason your business isn't using video as a marketing tool? (Select ONE answer)



HOWEVER -

74% of marketers NOT currently using video as a marketing tool said they expect to start using it in 2019. (As opposed to **34%** in 2017, and **65%** in 2018...)

ANALYSIS: There doesn't seem to be one stand out reason for marketers who currently aren't using video. A variety of different reasons are cited. However, those objections seem to slowly be eroded, with more 'non-video' marketers than ever before expecting to use it in the first time in 2019. This suggests that usage is likely to have increased again by the time we revisit our findings in 2020.



How Does Video Help Businesses?

94% of video marketers say video has helped increase user understanding of their product or service.

84% of marketers say video has helped them increase traffic to their website.

81% of marketers say video has helped them generate leads.

80% of marketers say video has increased dwell time on their website.

41% of marketers say that video has helped them reduce support calls.

ANALYSIS: Marketers are using video to achieve a variety of different goals, with a really impressive set of numbers all round here. Video seems to excel primarily as an educational tool to help increase user understanding, but is also being used at every step of the buyer journey - from increasing web traffic, keeping visitors on-site longer (great for SEO), converting them into leads and, ultimately, helping improve the customer experience by reducing support calls.

2018: The Year That Was...

27% of video marketers said they used video for the first time in 2018, while **73%** were already using it.

When asked why they finally took the plunge into video marketing in 2018...

44% said it was because they'd found it easier to convince others in their organisation of the value of video.

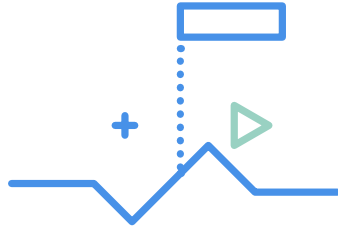
41% said it was because video has become more affordable.

39% said it was because it became quicker and less time-consuming to create video content.

35% said it was because it's become easier to create video in-house.

15% said they now felt clearer on the ROI of video.

ANALYSIS: 2018: as we expected, saw a huge number of 'new' marketers finally embrace video. As you can see, the reasons for this were pretty evenly split, and we'd expect to see a similar picture emerge throughout 2019 and 2020.



Video trends



Youtube Video

87% of video marketers have used YouTube as a channel.

(The same number as 2018.)

Out of those, **80%** say it's been successful for them.

(Down from **90%** in 2018.)

88% plan to use it in 2019.



Facebook Video

84% of video marketers have used Facebook video as a channel.

(Up from **68%** in 2018.)

Out of those, **85%** say it's been successful for them.

(Down from **87%** in 2018.)

78% plan to use it in 2019.



Instagram Video

51% of video marketers have used Instagram video as a channel.

(Up from **41%** in 2018.)

Out of those, **88%** say it's been successful for them.

(Up from **87%** in 2018.)

67% plan to use it in 2018.



LinkedIn video

51% of video marketers have used LinkedIn video as a channel

(Up from **38%** in 2018.)

Out of those, **84%** say it's been successful for them.

(Up from **75%** in 2018.)

61% plan to use it in 2019.



Twitter video

45% of video marketers have used Twitter video as a channel
(Up from **39%** in 2018.)
Out of those, **71%** say it's been successful for them.
(Up from **70%** in 2018.)
43% plan to use it in 2019.



Webinar

41% of video marketers have used webinar as a channel.
(Down from **44%** in 2018.)
Out of those, **83%** say it's been successful for them.
(Down from **87%** in 2018.)
37% plan to use it in 2019.



Facebook Live

35% of video marketers have used Facebook Live as a channel
(Up from **34%** in 2018.)
Out of those, **74%** say it's been successful for them.
(Down from **81%** in 2018.)
36% plan to use it in 2019.



Interactive video

23% of video marketers have used Interactive video as a channel
(Up from **20%** in 2018.)
Out of those, **83%** say it's been successful for them.
(Up from **78%** in 2018.)
24% plan to use it in 2019.



Instagram TV

17% of video marketers have used Instagram TV as a channel.
Out of those, **53%** say it's been successful for them.
30% plan to use it in 2019.



360 video

14% of video marketers have used 360 video as a channel.
(Down from **15%** in 2018.)
Out of those, **74%** say it's been successful for them.
(Up from **62%** in 2018.)
19% plan to use it in 2019.



Snapchat video

12% of video marketers have used Snapchat video as a channel
(Up from **11%** in 2018.)

Out of those, **50%** say it's been successful for them.

(Up from **27%** in 2018.)

10% plan to use it in 2019.



VR

11% of video marketers have used VR as a channel
(Down from **14%** in 2018.)

Out of those, 64% say it's been successful for them.

(Down from **67%** in 2018.)

11% plan to use it in 2019.

ANALYSIS: YouTube retains its position as the most widely used channel for video marketing, and is still among the most successful. However, video has seen a real surge in both usage and effectiveness across all major social media channels. Usage AND perceived effectiveness has increased across Facebook, Instagram, LinkedIn and Twitter.

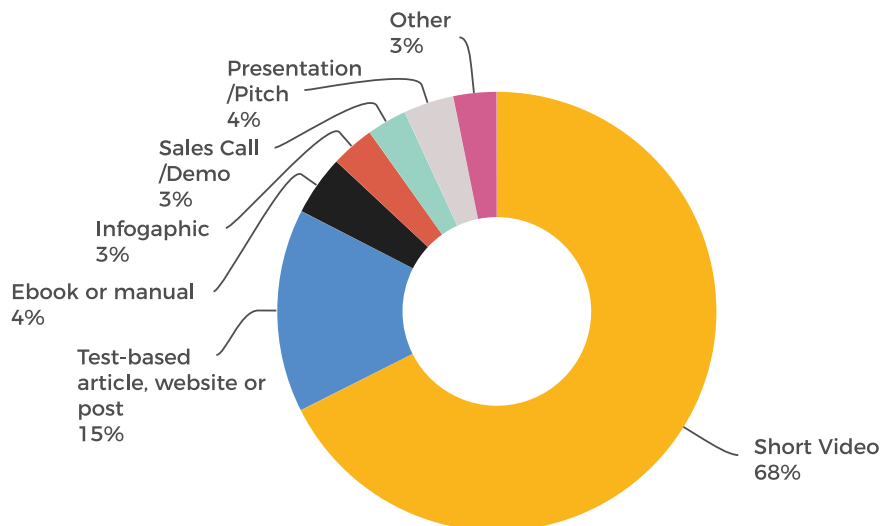
The Benefits Of Video...

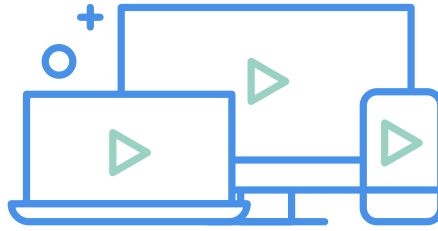
96% of people say they've watched an explainer video to learn more about a product or service.

79% of people say a brand's video has convinced them to buy a piece of software or app.

68% of people say they'd most prefer to learn about a new product or service by watching a short video. This makes video more popular as a learning tool than text-based articles (**15%**), infographics (**4%**) presentations and pitches (**4%**) ebooks and manuals (**3%**).

How do you MOST prefer to learn about a new product or service?
(Please select just ONE)



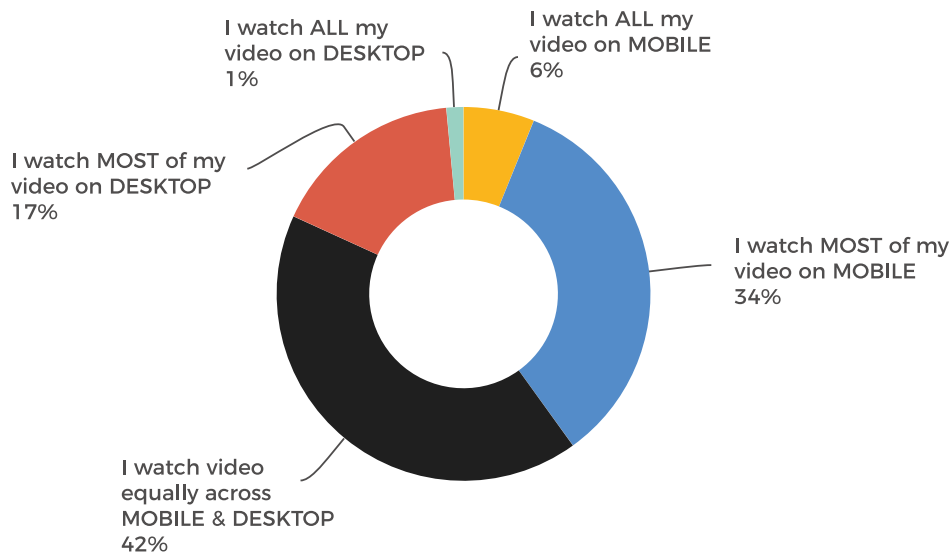


Mobile Video Stats

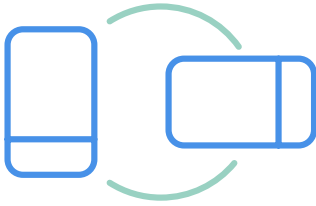
An overwhelming majority of people split their video viewing time between mobile and desktop, with just **1%** saying they watch ALL their video on desktop and just **6%** saying they watch exclusively on mobile.

34% say they watch 'mainly' on mobile, and **17%** 'mainly' on desktop, with **42%** watching 'pretty much equally' across mobile and desktop.

Think about the devices you use to watch video. Which of the following statements is most accurate to you?



Vertical Video



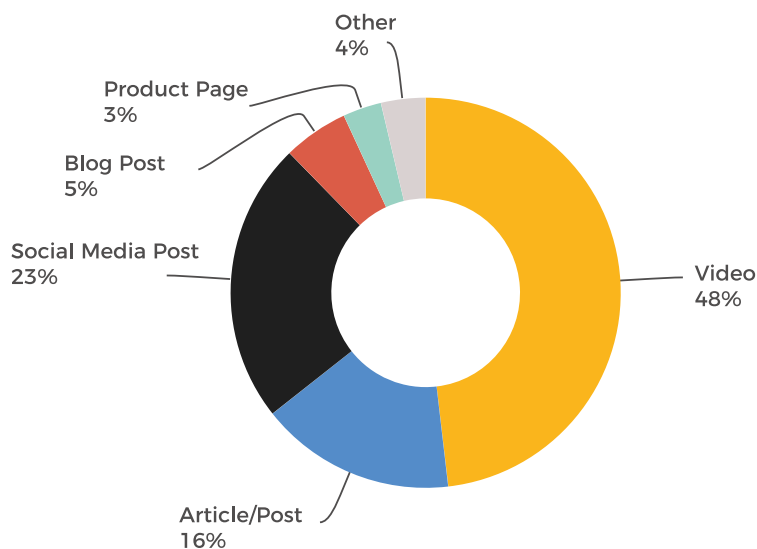
87% of people say they typically hold their phone 'vertically' for general use such as web browsing, email and texting.

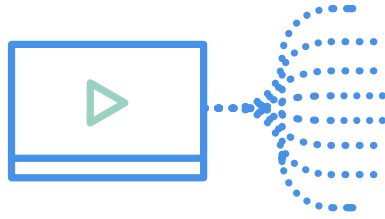
When it comes to filming something on their phones, it's a different story. **60%** say their natural instinct would be to film horizontally, vs. **40%** vertically.

When viewing videos, **75%** of people prefer to watch horizontally vs. **25%** vertically.

82% of people find it annoying or off-putting to watch videos with a 'black bar' where the video hasn't been properly optimised to display in their chosen orientation.

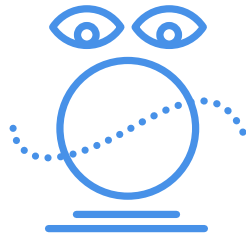
Imagine you saw a piece of content you really enjoyed. Which of the following content types would you be **MOST LIKELY** to share with your friends?





Video Sharing

48% of people said they'd be most likely to share video content with their friends, ahead of any other type of content. Video came out ahead of social media posts (**23%**), news articles (**16%**), blog posts (**5%**) and product pages (**3%**).



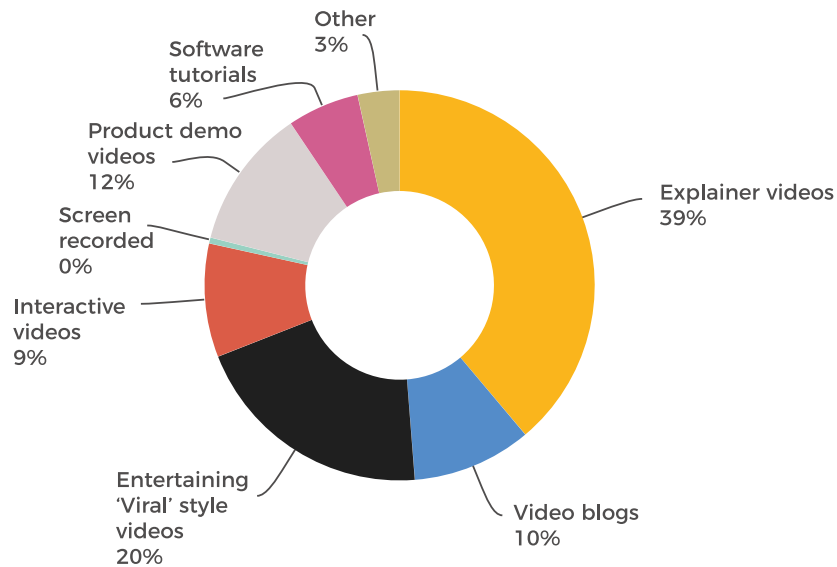
Looking ahead


87% of people would like to see more video from brands in 2019.

When asked to identify just one type of video content they'd like to see more of from brands...

- **39%** of people cited explainer videos.
- **20%** wanted to see more entertaining 'viral' style videos.
- **12%** would like to see product demo videos.
- **10%** said video blogs.
- **9%** said interactive videos.
- **6%** said they'd like to see more software tutorials.

If you had to select just ONE type of video content to see more of from brands, what would it be?





We gathered these stats by surveying 613 unique respondents in December 2018. Our sample included both marketing professionals and online consumers. We separated these groups with a preliminary question, ensuring that respondents were only asked to answer the questions relevant to them.

