

VIDEO MARKETING STRATEGY: BENCHMARKS FOR SUCCESS

Overcoming Barriers To Video
Marketing Success.



Ascend2

vidyard

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01

Overcoming Barriers to Video Marketing Success

Forty-four percent of companies with successful video marketing programs point to the lack of an effective strategy as the most challenging obstacle to video marketing success.

But how have these companies overcome this strategic barrier to success?

To find out, Vidyard in partnership with Ascend2 fielded the Video Marketing Strategy Survey and completed interviews with business, marketing and sales professionals from around the globe.

The charts in this edition of the study, titled Video Marketing Strategy Benchmarks for Success, represent the opinions of the 228 survey respondents who are successfully achieving important objectives with video marketing. We thank them for sharing their valuable insights.

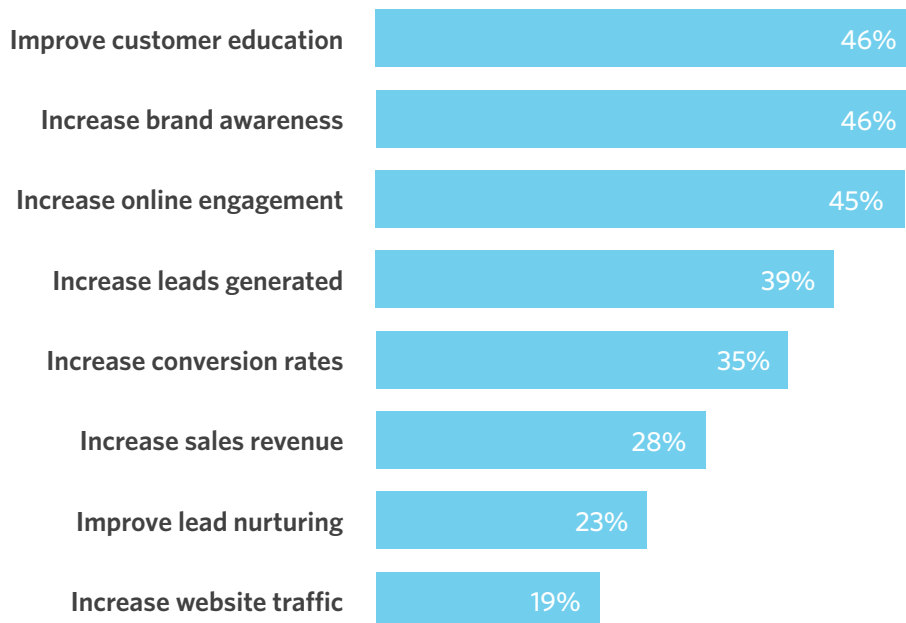
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02 Most Important Strategic Objectives

What are the MOST IMPORTANT OBJECTIVES of an effective video marketing strategy?



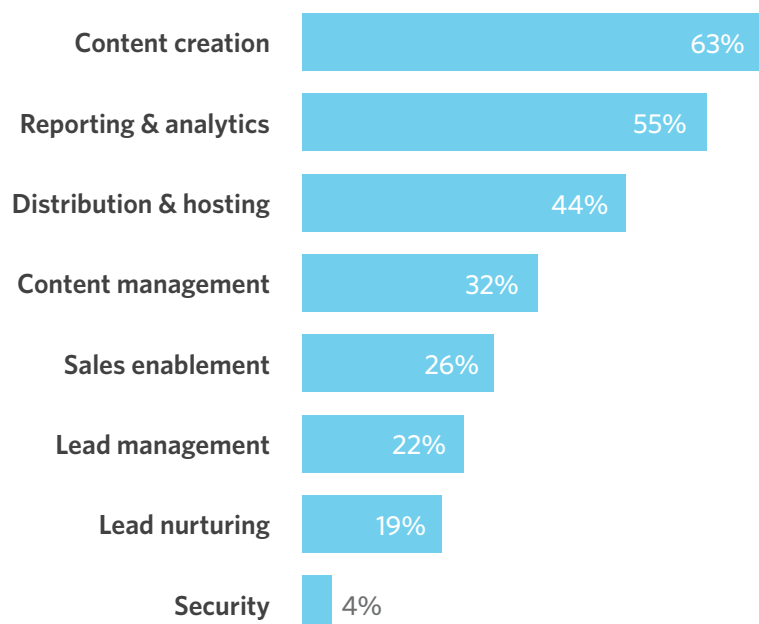
A successful video marketing strategy begins with a roadmap to a desired destination. The most important destinations or objectives for companies with successful video marketing strategies focus on customer education, brand awareness and online engagement.

ANALYSIS:

Video has been proven to improve lead qualification and nurturing, but less than $\frac{1}{4}$ of marketers are focusing on this use for video. This is a strong opportunity for marketers to use video consumption data to help qualify leads and nurture leads with content based on this data.

03 How Video Marketing Technology is Used

What are the MOST IMPORTANT USES OF TECHNOLOGY in video marketing?



An effective video marketing strategy includes technology planning. While content creation is a basic requirement, distribution and hosting, and reporting and analytics technology simplifies campaign execution and measuring the performance of successful video marketing programs.

ANALYSIS:

The majority of marketers are using technology to track video marketing success. However, less than 20% of marketers are using this data-enabled technology to guide their lead nurturing. Video data integrated into marketing automation or CRM platforms offers a particularly large opportunity to see into lead behavior and intent. You can see which videos leads are watching, how long they're watching for, and what they've re-watched.



04

Most Challenging Obstacles to Success

What are the MOST CHALLENGING OBSTACLES to video marketing success?



The lack of an effective strategy, and an inadequate video budget, are the most challenging obstacles to video marketing success. Without the organizational buy-in and leadership commitment required to provide sufficient funding, even the most effective strategy will fail.

ANALYSIS:

Video strategy is a common hurdle for marketers, but often more because video is siloed into its own component of the marketing department. The real value of video arises when used in conjunction with other marketing activities and is seamlessly integrated with marketers' overall strategies.

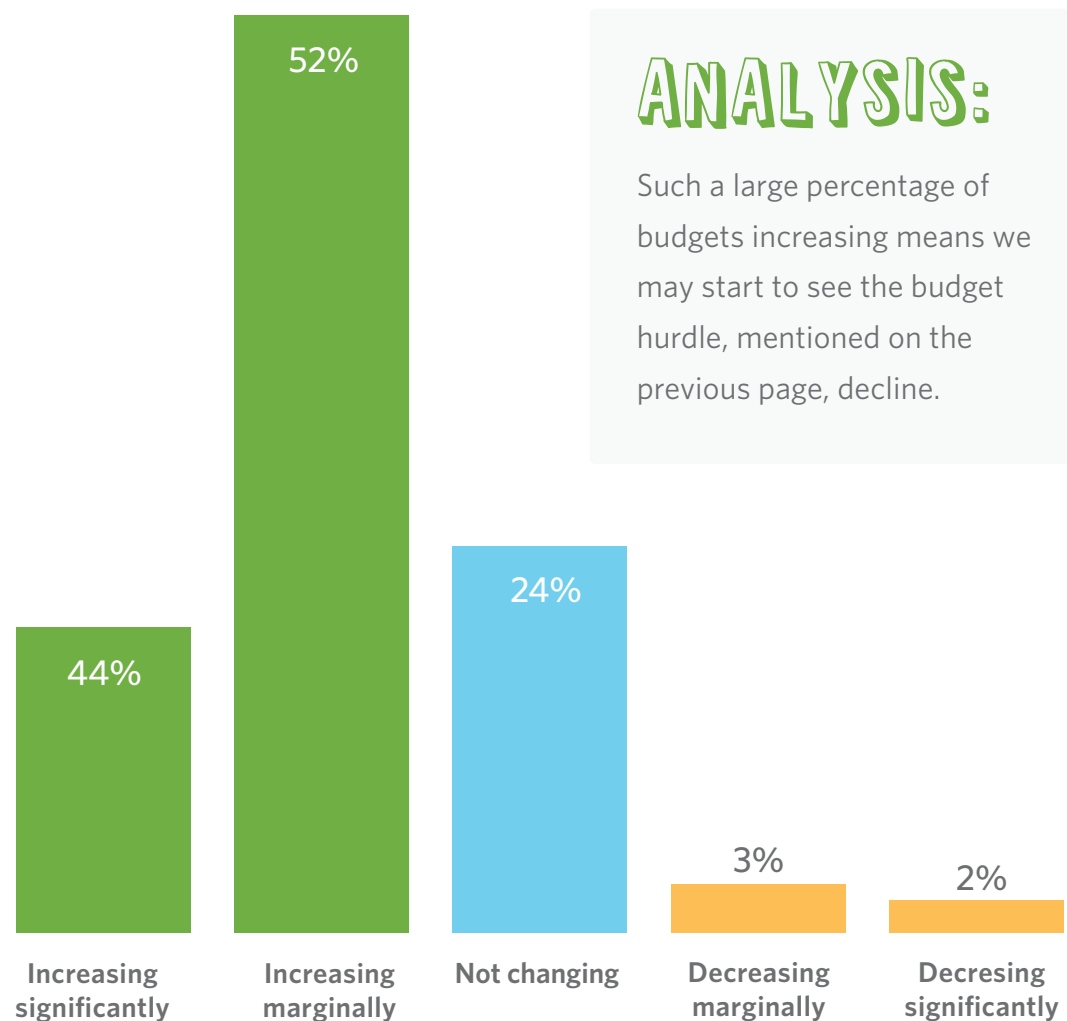
The second hurdle: lack of budget may actually be a false or misinterpreted obstacle. A lot of great videos are created with little to zero budget using a consumer-grade camera, in-house actors, and editing programs that come native to your computer.

05

How Video Marketing Budgets are Changing

A significant 71% of companies with successful video marketing strategies are planning to increase their budget. Only 5% see video marketing budgets decreasing while 24% believe their budget is sufficient to achieve their objectives and are not planning to change it.

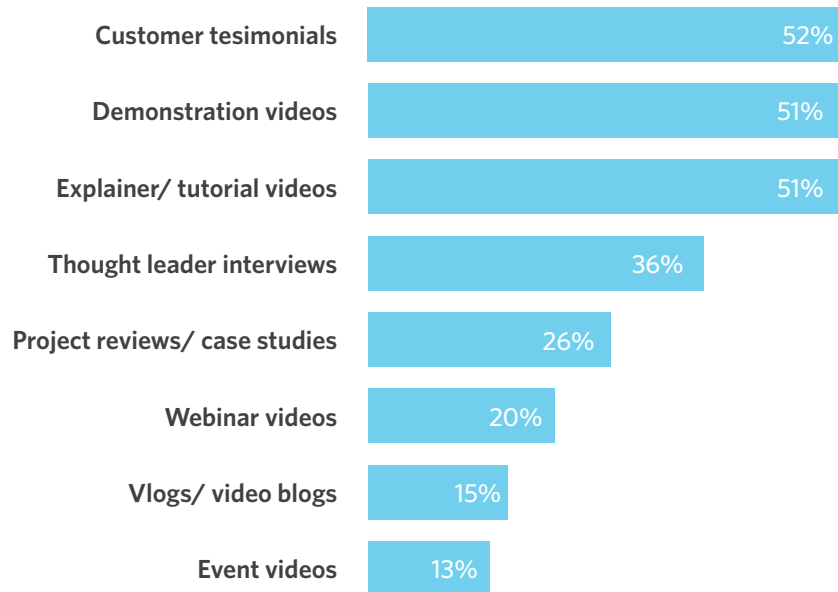
How is the video marketing BUDGET CHANGING?



06

Most Effective Types of Video Content Used

What are the most EFFECTIVE types of video content used?



What works and what doesn't to overcome obstacles and achieve video marketing success? More than half of companies with successful video marketing strategies prefer three type of video content: customer testimonials, demonstration videos, and explainer or tutorial videos.

ANALYSIS:

It's not surprising that customer testimonials are seen to be the most effective as this strong method of social proof drives results outside of video marketing, too. Notice, though, that they're also seen as twice as effective as case studies, which showcases the difference between you telling your own success story and your customers telling them for you.

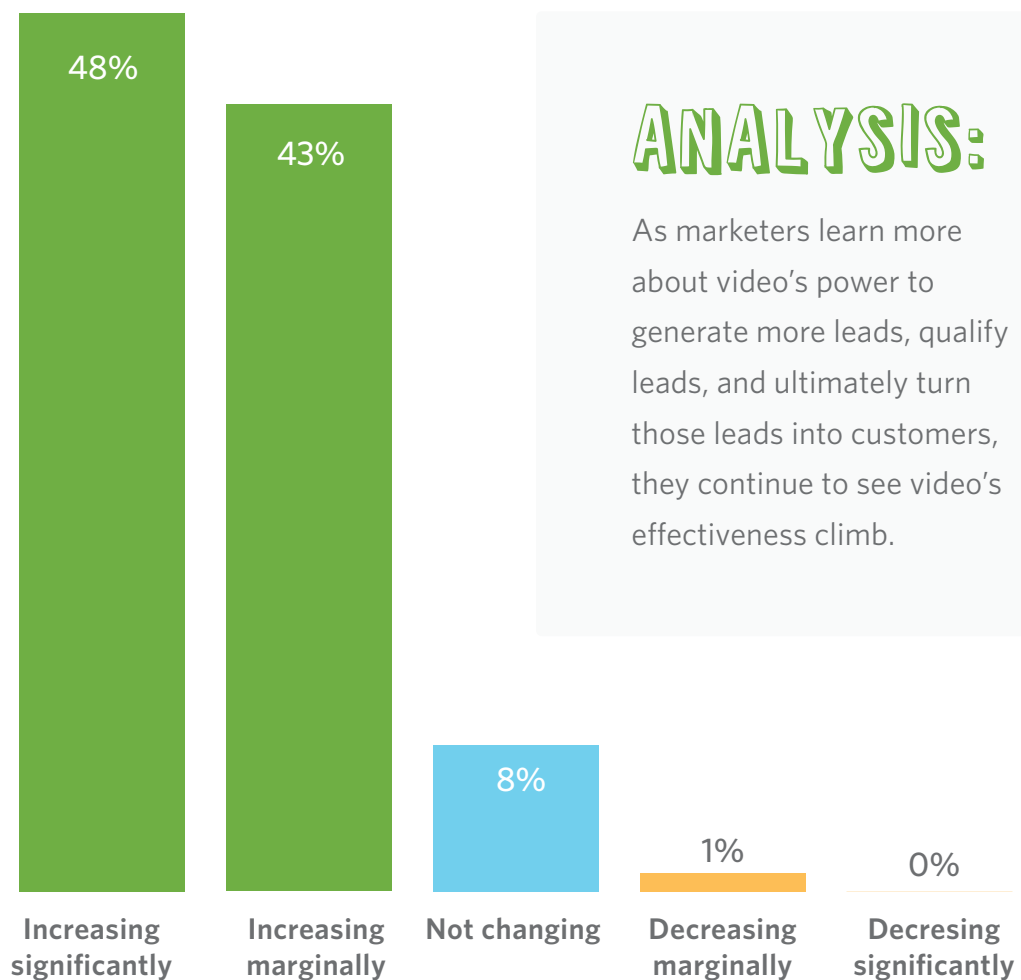


07

How Video Marketing Effectiveness is Changing

Video marketing effectiveness is increasing for 91% of companies, with more than half of those saying the increase is significant. This change in effectiveness is noteworthy compared to other marketing methods and may reflect the rapidly growing rate of video marketing adoption.

How is video marketing EFFECTIVENESS CHANGING?



08

Most Difficult Types of Video Content to Create

What are the MOST DIFFICULT types of video content to create?



The degree of difficulty to create some types of video content is a challenge for many companies. The most difficult types of content to create for companies with successful video marketing strategies are customer testimonials, and project reviews or case studies.

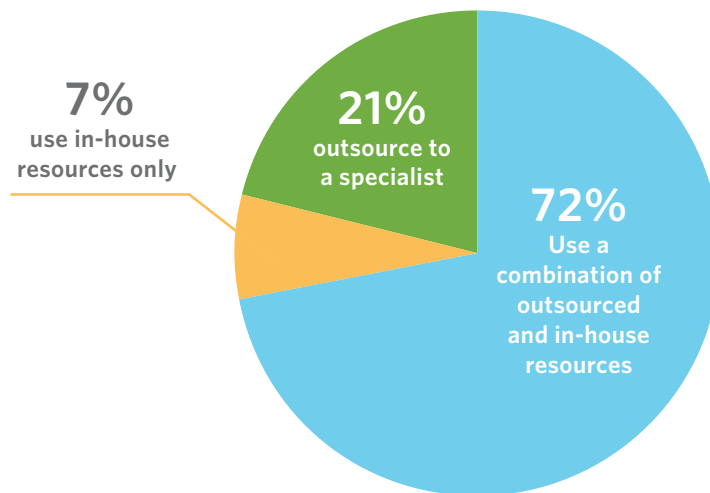
ANALYSIS:

Customer testimonials are the videos considered most difficult to create but yet they are also the most effective type. In contrast, demo videos seem to be considered one of the easier video types to create, but they are ranked the second most effective. This makes demo videos a great opportunity for marketers.

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Overcoming Barriers to Video Marketing Success

What are the MOST EFFECTIVE RESOURCES for video marketing content creation?



A significant 93% of companies outsource all or part of their video content creation to access specialized expertise and technology. A relatively high 21% outsource all video content creation compared to 7% that effectively create video content entirely in-house.

ANALYSIS:

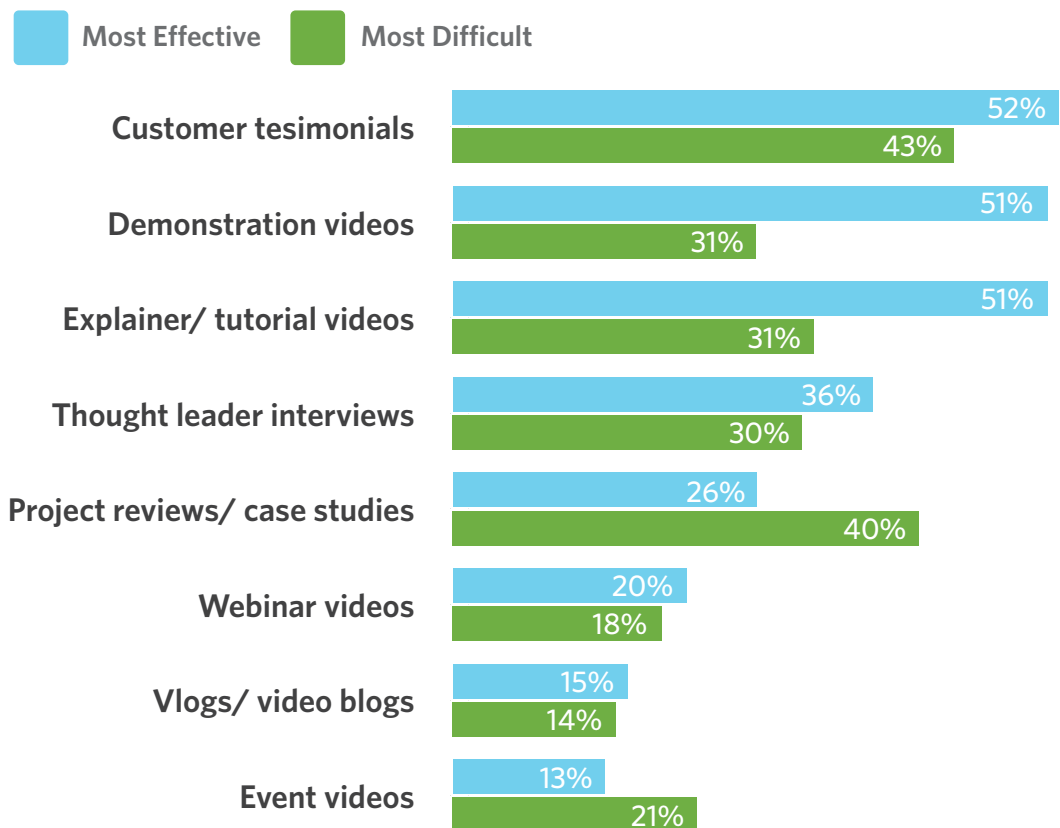
Using a combination of outsourced and in-house talent means you get the best of both worlds. You can create quick, low-budget videos on your own and on tight timelines. You also have the option to allow a creative team to take a fresh perspective on your brand and complete a video without burning up any of your own employees' time.

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Comparative Analysis of Effectiveness and Difficulty

Demonstration videos are nearly twice as effective as they are difficult to create. Conversely, project reviews or case study videos are nearly twice as difficult to create as they are effective. These are important considerations when planning types of video to use in your strategy.

Analysis of the most effective types of video content used versus the most difficult to create.



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Overcoming Barriers to Video Marketing Success

Ascend2 benchmarks the performance of widely-adopted digital marketing strategies and practices using a standardized questionnaire, research methodology and proprietary 3-Minute Survey format. Findings are examined in a quantitative context by experienced analysts and reported objectively.

This survey was conducted online from a panel of more than 50,000 US and international marketing, sales and business professionals. The following is a breakout of the company sizes and respondent roles represented in this report:

Number of Employees

More than 500	36%
50 to 500	19%
Fewer than 50	45%

Role in the Company

CEO / COO / CMO / CSO etc.	30%
Marketing VP / Director / Manager	48%
Sales VP / Director / Manager	4%
Marketing or Sales Staff	12%
Other	6%



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About the Research Partners



We Measure Your Videos Performance

If video is part of your marketing strategy, you need a way to measure its impact on revenue.

As the world's leading video marketing platform, Vidyard can show you exactly how viewers interact with your videos. This means you can continuously improve your marketing strategy based on measurable results. Along with hosting your video content, Vidyard reveals who's watching your videos, and for how long with detailed viewer analytics and engagement data you can push directly into your MAP and CRM. Learn more about [Vidyard](#).



Research-Based Demand Generation for Marketing Solution Providers

Marketing agencies, marketing software, media and data companies partner with Ascend2 to reliably generate demand and supplement marketing content. Our Research Partner Program are transparent – spotlighting your brand and the interests of your market. Learn more about [Ascend2](#).

