



# SOCIAL VIDEO MARKETING AND ADVERTISING FORECAST

A look at social video and social advertising trends based on in-depth survey results from over 1,000 professional marketers and 1,000 small- and medium-sized business owners

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## PURPOSE AND METHODOLOGY

Animoto's 2016 Social Video and Advertising study was conducted during Q2 2016. The data was drawn from a survey of 1,000 professional marketers and 1,000 small- and medium-sized business owners (SMB owners).

For the purposes of the survey, SMB owners are defined as owners and part owners of companies with under 100 employees. While they may engage in marketing activities, marketing is not their primary job function. Marketers are defined as non-business owners whose primary job function is marketing.

The 61-question survey covered topics ranging from social media marketing to video marketing, marketing content creation, and social advertising. Respondents were sourced via email and the survey was conducted through Survey Monkey.



# SURVEY RESPONSE HIGHLIGHTS

Online video is booming, particularly when it comes to social media and social advertising. Marketers and SMB owners alike are marketing with video more than ever before and they're planning to invest even more in video during the coming year. Here are a few highlights from Animoto's 2016 Social Video and Advertising Forecast:

## **84% OF MARKETERS & 55% OF SMB OWNERS**

created or commissioned a marketing video in the past 12 months. Of those, 78.9% of marketers and 74.1% of SMB owners said their video marketing efforts directly impacted their business.

## **64% OF MARKETERS & 62.6% OF SMB OWNERS**

plan to increase spend on video in the next 12 months.

## **FACEBOOK DOMINATES**

when it comes to social video distribution. 40.1% of marketers and 40.3% of SMB owners selected Facebook as their primary platform for sharing video content. YouTube came in second.

## **SMB OWNERS ARE CATCHING UP**

to marketers when it comes to adopting paid promotion on social. 55.6% more SMB owners plan to spend money to advertise social content in the next 12 months as did in the last 12 months. Only 11.5% more marketers plan to pay to advertise social content in the next 12 months as did in the last 12 months.

## **MARKETERS AND SMB OWNERS VIEW VIDEO MARKETING AS A SKILL MORE DESIRABLE**

for new marketing hires than email, design, or written marketing.

# MARKETERS & SMB OWNERS ARE SEEING RESULTS WITH VIDEO

Video marketing is leaving no business behind. Consumers are hungry for video. In Animoto’s 2015 Online and Social Video Marketing Study, four times as many consumers said they would rather watch a video about a product than read about it, and over the past year social media platforms have embraced this trend. Instagram and Twitter both increased their time limit on videos; Facebook launched Facebook Live and began giving native video a boost in the News Feed; and Twitter introduced a new app, Twitter Engage, to give users better insight into how videos are performing.

As a result of these updates, and growing understanding of the effectiveness of video, more professional marketers are producing video than ever before, and SMB owners are following suit:

**78.9% OF MARKETERS & 74.1% OF SMB OWNERS**

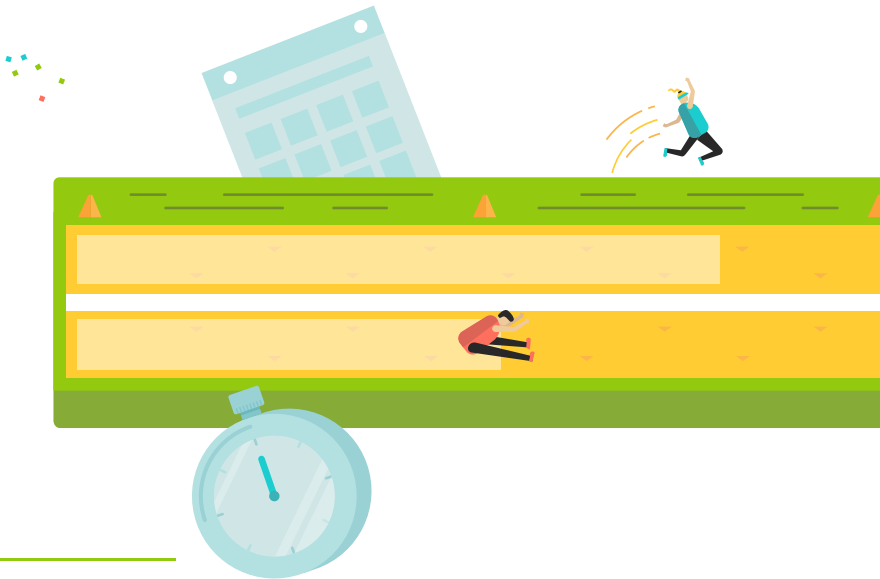
who have used video for marketing say their video marketing efforts have had a direct impact on their business.

**84% OF MARKETERS & 55% OF SMB OWNERS**

created or commissioned a marketing video in the past 12 months.

## LOOKING FORWARD

64% of marketers and 62.6% of SMB owners plan to increase spend on video in the next 12 months.



# WHAT'S MOTIVATING MARKETERS AND SMB OWNERS TO USE VIDEO?

In last year's 2015 Online and Social Video Marketing Study, Animoto found that:

## 1 IN 4 CONSUMERS

lose interest in a company if it doesn't use video.

## 63% OF CONSUMERS

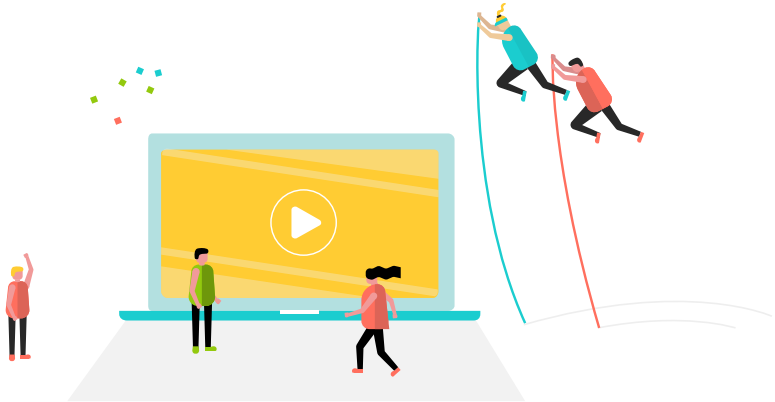
say companies that use video know how to reach their customers.

## 9 IN 10 CONSUMERS

watch at least one online video per week.

## 84% OF CONSUMERS

said that they have liked a company video that has appeared in their News Feed.



Today, there's a clear understanding that consumers want video. This knowledge shines through in marketers' and SMB owners' top motivations for using video:

## 60.4% OF MARKETERS & 54.7% OF SMB OWNERS

are using video to stay relevant and believe it has become a "must-have" for marketers.

## 53.3% OF MARKETERS & 40.7% OF SMB OWNERS

use video to stand out more on social media.

## WHAT DID THEY LIST AS THEIR KEY REASONS FOR USING VIDEO AS A MARKETING TOOL?

	PRO MARKETERS	SMB OWNERS
RAISE AWARENESS OF YOUR BRAND	64.7%	55.1%
FIND NEW CUSTOMERS	59.4%	69.4%
EDUCATE CURRENT CUSTOMERS	54%	45.7%
DRIVE TRAFFIC TO YOUR WEBSITE	54%	45.3%
DRIVE SALES	50.2%	52.9%

# VIDEO CONTENT CREATION

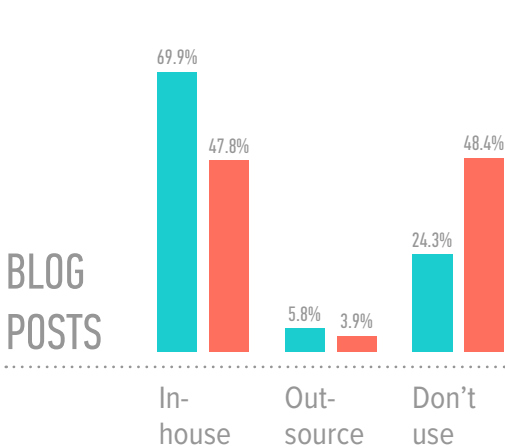
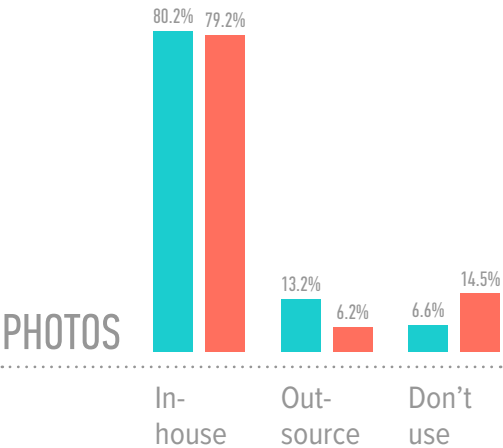
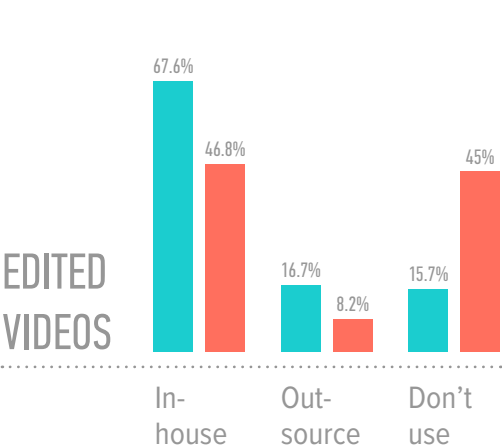
## WHO'S MAKING VIDEOS?

We asked marketers and SMB owners whether they create the following types of content in-house or outsource to a third party.

SMB owners and marketers alike are more likely to outsource video than any other type of content.

**KEY**

- PRO MARKETERS
- SMB OWNERS



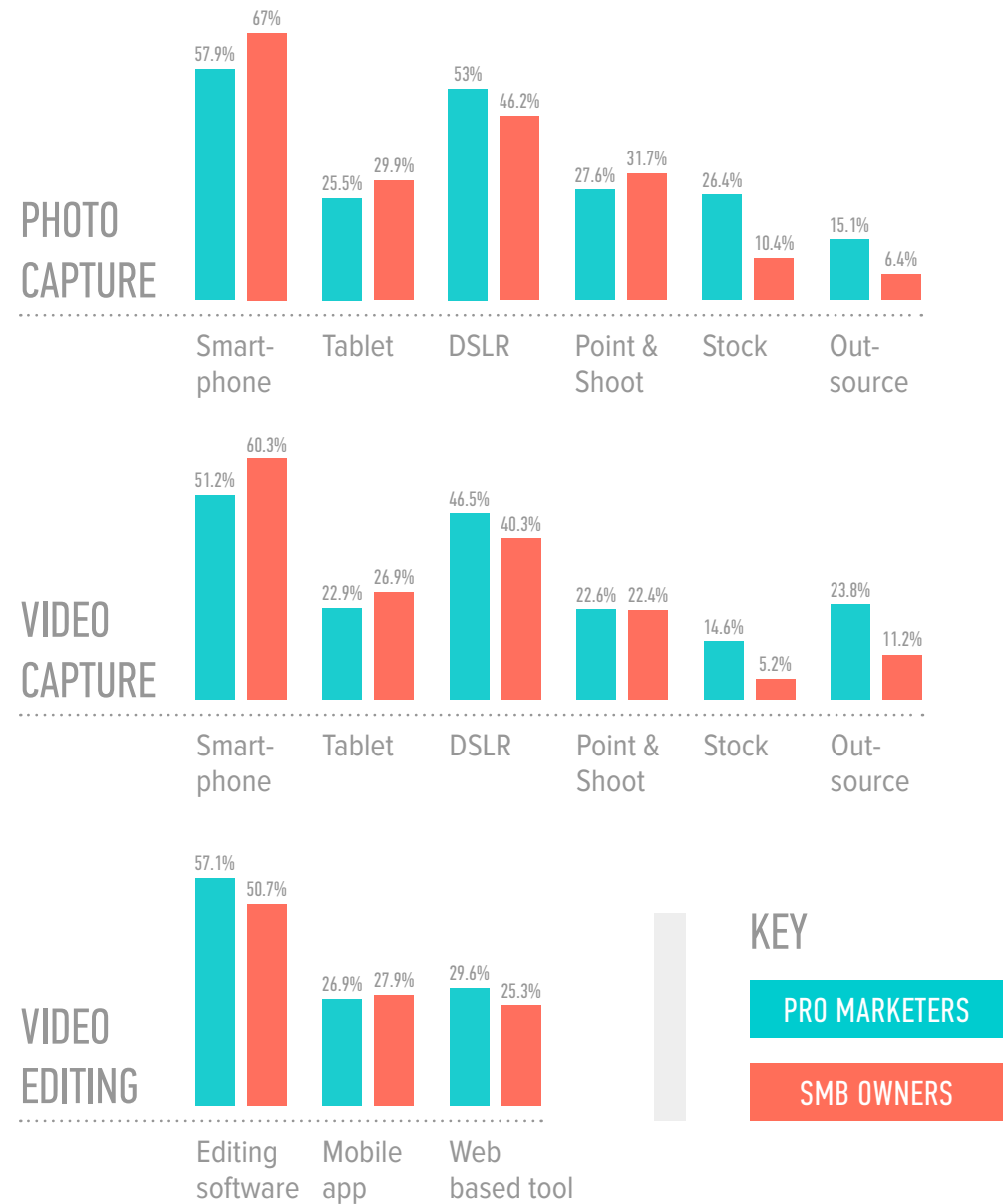


## WHAT TOOLS ARE THEY USING?

Today, almost everyone has an HD camera in their pocket and SMB owners and marketers alike are taking advantage of this tool for shooting photos and videos.

Smartphones proved to be the most popular capture tool for both groups, above DSLR and point-and-shoot cameras, and over a quarter of SMB owners and marketers have turned to mobile editing tools as well.

Smartphones and other low-input devices have allowed for on-the-go creation of marketing materials for timely publication on social channels, with a much faster turnaround than outsourcing.



## DISTRIBUTION:

### FACEBOOK DOMINATES

Facebook is the primary platform for SMB owners and marketers to share and distribute video content.

**40.1% OF MARKETERS & 40.3% OF SMB OWNERS**

selected Facebook as their primary platform for sharing video content over the last 12 months.

When asked what platform makes it easiest to determine the overall success of social media efforts, the majority of SMB owners and marketers chose Facebook.

When asked which social channel had the biggest impact on business, marketers and SMB owners rated **FACEBOOK 8.4X HIGHER** than any other social platform.

### YOUTUBE HOLDS ITS OWN

YouTube is the 2nd most popular platform for SMB owners and marketers sharing and distributing video content.

**26.4% OF MARKETERS & 18.5% OF SMB OWNERS**

selected YouTube as their primary platform for sharing video content over the past 12 months.

### LOOKING FORWARD

YouTube is projected to see the most growth over the next year in paid promotion by SMB owners, followed by Facebook, Instagram, and Twitter.



## KEEPING VIDEO VERSATILE

While social video is booming, marketers and SMB owners continue to use video for marketing on other platforms. Aside from social media, here's where they're using video:

	PRO MARKETERS	SMB OWNERS
COMPANY WEBSITE	77.6%	66.6%
EMAIL	52.3%	39.2%
COMPANY BLOG	37.9%	24.8%
PRESENTATIONS/TRADE SHOWS	35.6%	26.9%
IN STORE	22.9%	14.7%

# PAID PROMOTION

## SMB OWNERS ARE CATCHING UP TO MARKETERS

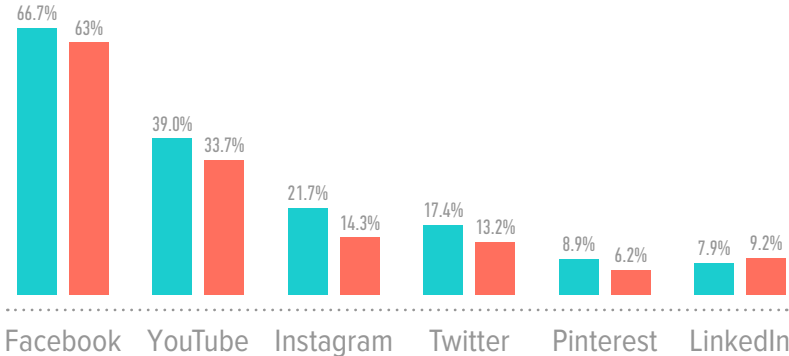
While SMB owners have been slower to adopt paid promotion on social media, they're starting to catch up.

In the last 12 months, only **39% OF SMB OWNERS**, COMPARED TO **63.5% OF MARKETERS**, spent money to advertise or boost content on social media platforms.

In the *next* 12 months, **60.7% OF SMB OWNERS**, COMPARED TO **70.8% OF MARKETERS**, plan to spend money to advertise or boost content on social platforms.

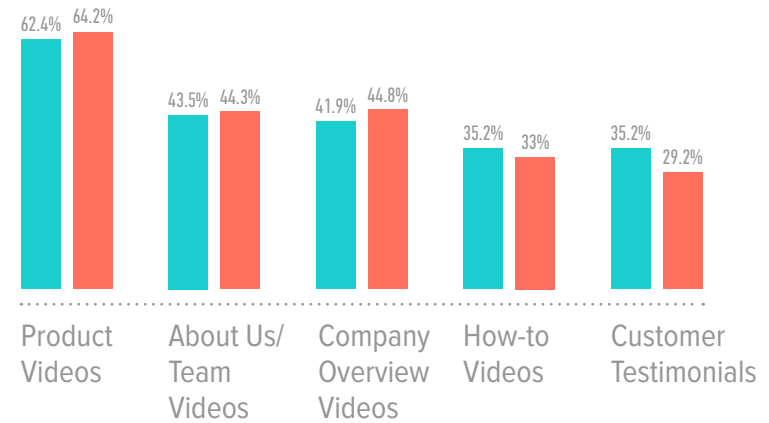
## WHERE ARE THEY PAYING?

We asked marketers and SMB owners where they've paid to advertise videos in the last 12 months. Here's what they said:



## WHAT ARE THEY PROMOTING?

What types of videos are marketers and SMB owners most likely to promote? Among those that plan to spend money to advertise, product videos were the most popular choice, with 62.4% of marketers and 64.2% of SMB owners saying they paid to promote product videos in the last 12 months.



### KEY

PRO MARKETERS

SMB OWNERS

## LOOKING FORWARD



While Facebook and YouTube continue to be the most popular channels for paid video promotion, marketers are paving the way for video promotion on mobile platforms, such as Instagram. Of survey respondents who plan to spend to promote video in the next 12 months, 27.4% of marketers and 17.4% of SMB owners plan to advertise with video on Instagram.

YouTube is the social platform that is projected to see the most growth in paid video promotion by SMB owners over the next 12 months. 33.7% paid to promote video on YouTube in the last 12 months; 45.3% of those that plan to spend money to advertise on social media in the next 12 months plan to spend on YouTube.

# ROI

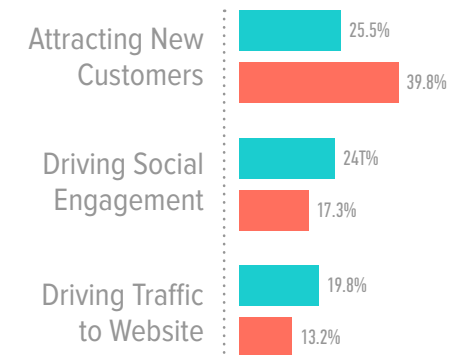
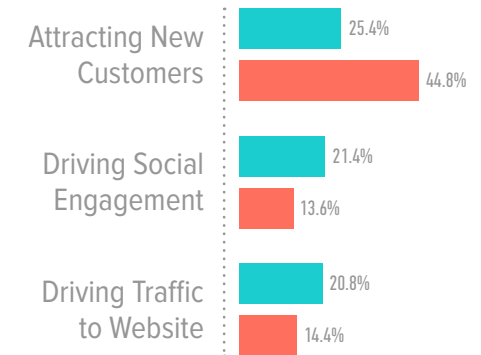
## SOCIAL MEDIA MARKETING SUCCESS METRICS

What makes for a successful social media campaign? The SMB owners we surveyed ranked “being able to attract new customers” as their most important metric, by far. While marketers also named “being able to attract new customers” as their top success metric, “getting a significant amount of engagement on social media,” and “attracting new traffic to the website” didn’t trail far behind.

## VIDEO MARKETING SUCCESS METRICS

When it comes to video-specific campaigns, marketers and SMB owners have similar goals as they do for general social campaigns.

In the early days of online video marketing, video views were held in high regard. Today, both SMB owners and marketers have more sophisticated metrics in place for measuring video ROI. Only 15.2% of marketers and 14.1% of SMB owners said they look at views when determining the success of video campaigns.



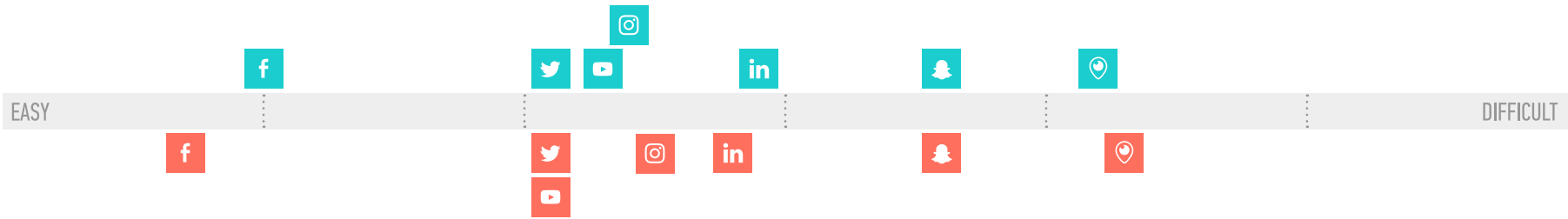
# DETERMINING SUCCESS

Which platforms make it the easiest to determine the success of social media efforts? We asked SMB owners and marketers to rank popular social platforms according to ease of determining success on a scale of 1 to 7, with 1 being the easiest and 7 being the most difficult. Their rankings were very similar, with Facebook, Twitter, and YouTube topping the charts as easiest for both groups.

### KEY

PRO MARKETERS

SMB OWNERS



# OVERCOMING BARRIERS TO VIDEO MARKETING

26.2% of marketers and 17.6% of SMB owners who aren't using video marketing say it's because it's too time consuming and 25% of marketers and 17.6% of SMB owners say it's too expensive. That being said, they do understand the need for video, which is why they're planning to invest more in video marketing and new marketing hires skilled in video.

## COMPETITION IS FIERCE

**22.7% OF MARKETERS & 29.6% OF SMB OWNERS**

feel behind or way behind their competitors in terms of their video marketing strategy.

**34.1% OF MARKETERS & 27.6% OF SMB OWNERS**

listed "my competitors are using video" as one of their motivations for using video.

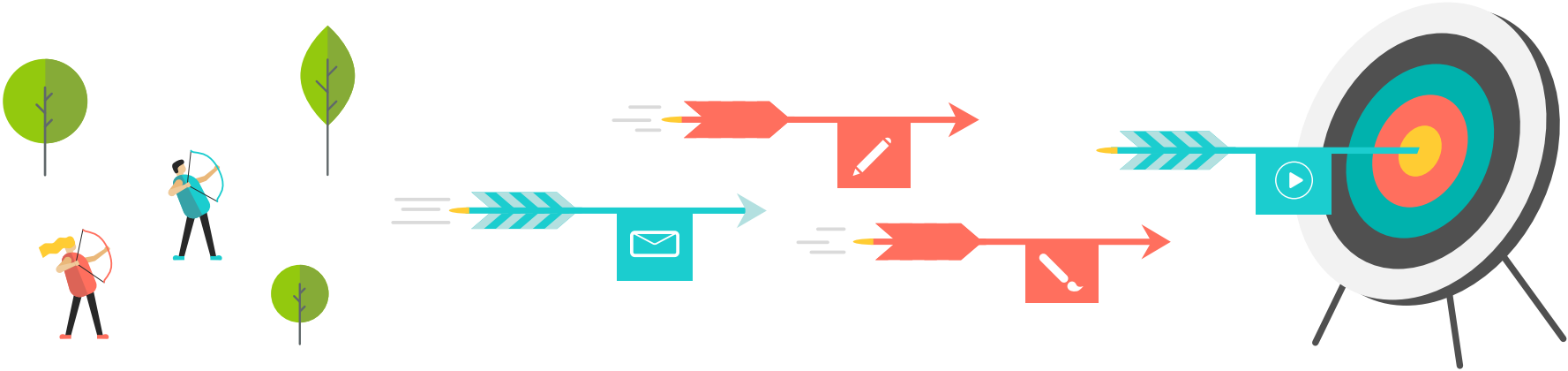




# VIDEO SKILLS ARE IN DEMAND

When asked which skills they wished they, or their teams, were more adept at, **42.4% OF MARKETERS & 31.7% OF SMB OWNERS** listed video marketing. Video marketing was the top choice for marketers and second only to social media marketing (36.2%) for SMB owners.

Marketers and SMB owners view video marketing as a skill more desirable for new marketing hires than email, design, or written marketing.



64% of marketers and 62.6% of SMB owners plan to increase spend on video in the next 12 months.

Want to stay up-to-date on the latest video marketing trends?  
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