

MARKETING PRACTICES AND PERFORMANCE BENCHMARKS

Video Marketing Strategy

SURVEY SUMMARY REPORT



Monthly Research Series Conducted in Partnership with Leading Marketing Solution Providers

Video Marketing Strategy Survey Summary Report

Ascend2 Monthly Research Series Conducted in Partnership with Leading Marketing Solution Providers.



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OPTIMIZING VIDEO MARKETING PERFORMANCE

Video is proving to be one of the most effective types of content marketers are using to achieve their objectives. However, challenging obstacles continue to hinder video marketing performance.

What strategies are overcoming these obstacles and optimizing video marketing performance?

To find out, Ascend2 and our Research Partners fielded the Video Marketing Strategy Survey and completed interviews with 280 marketing, sales and business professionals from around the world. We thank them for sharing their valuable insights with you.

The charts in this edition of the study titled *Video Marketing Strategy Survey Summary Report* represent the average of all market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our Research Partners.

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Sergio Balegno
Partner / CEO

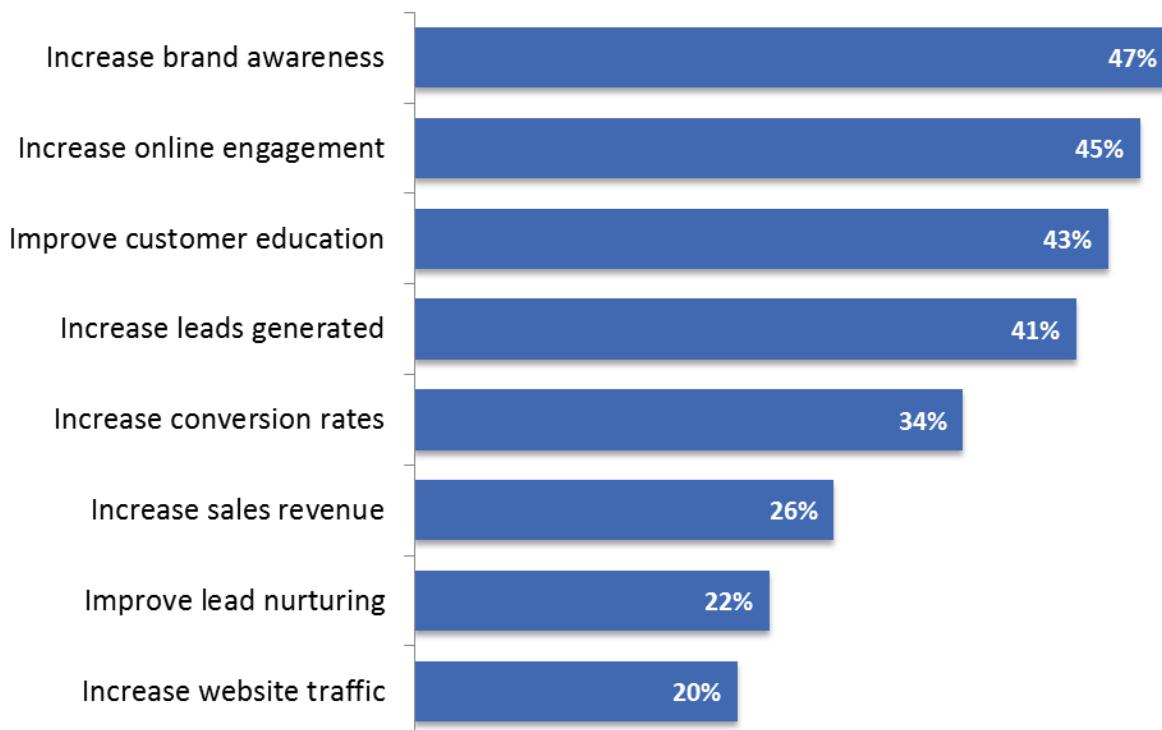
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MOST IMPORTANT OBJECTIVES

Video is an extremely effective communications tool for engaging and educating customers, and to increase brand awareness – the top objectives of an effective video marketing strategy. Achieving these objectives establishes a foundation for increasing leads generated and conversion rates.

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

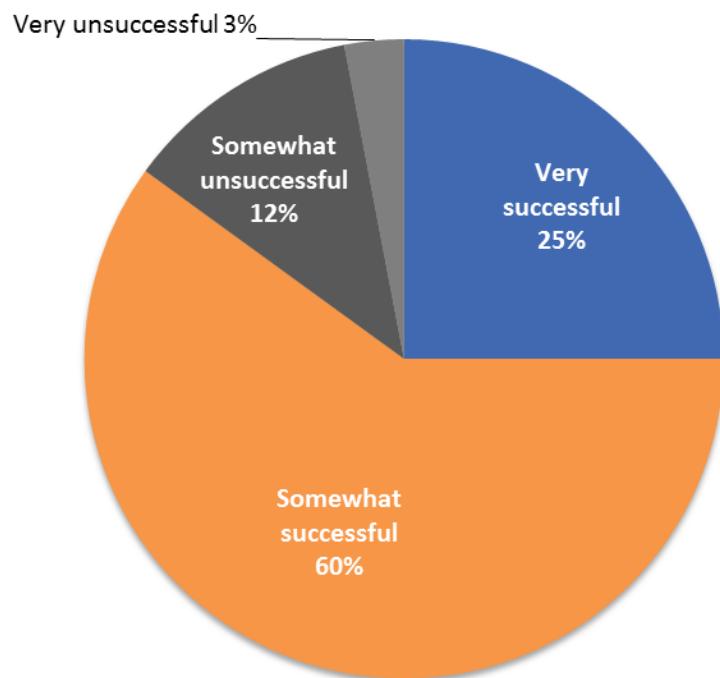


Video Marketing Strategy Survey, N=280
Ascend2 and Research Partners, Published September 2015

ACHIEVING IMPORTANT OBJECTIVES

Video marketing is rated very successful at achieving important objectives by 25% of companies and another 60% rate it somewhat successful. A total of only 15% are struggling to achieve success with video marketing.

How do you RATE THE SUCCESS of video marketing to achieve important objectives?



MOST CHALLENGING OBSTACLES

Lack of an effective strategy is the most challenging obstacle to video marketing success according to nearly half (48%) of companies surveyed. A strategy with sufficient resources and budget to produce compelling content are critical to successful outcomes.

What are the MOST CHALLENGING OBSTACLES to video marketing success?



EFFECTIVENESS OF VIDEOS USED BY TYPE

About half of marketers consider customer testimonials, explainer or tutorial videos, and demonstration videos the most effective types of video content used. The most effective type of video your company uses will depend on its unique marketing situation and objectives.

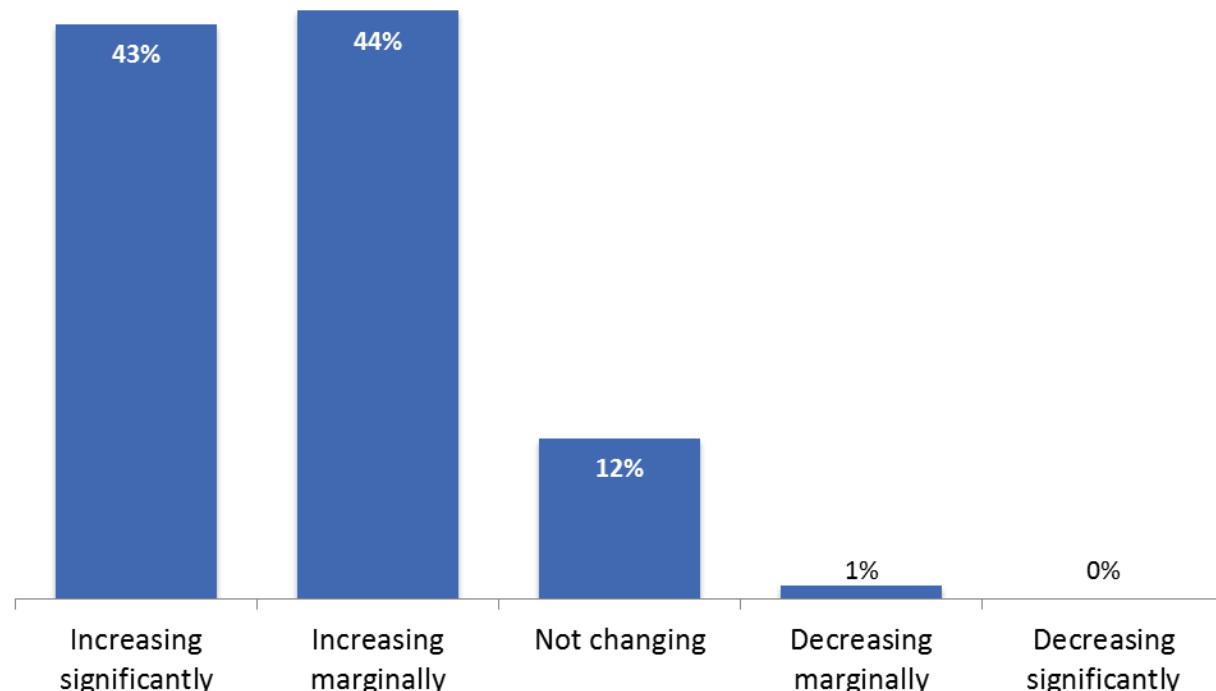
What are the MOST EFFECTIVE types of video content used?



HOW EFFECTIVENESS IS CHANGING

Video marketing effectiveness is increasing for 87% of companies, with about half of that saying the increase is significant! This change in effectiveness is considerable compared to other marketing methods and reflects a fast growing rate of video marketing adoption.

How is video marketing EFFECTIVENESS CHANGING?



DIFFICULTY OF VIDEO CREATION BY TYPE

Lack of compelling content is a top challenge for video marketers due in many cases to the degree of difficulty required to create some types of content. The most difficult types of video content to create are customer testimonials, project reviews or case studies.

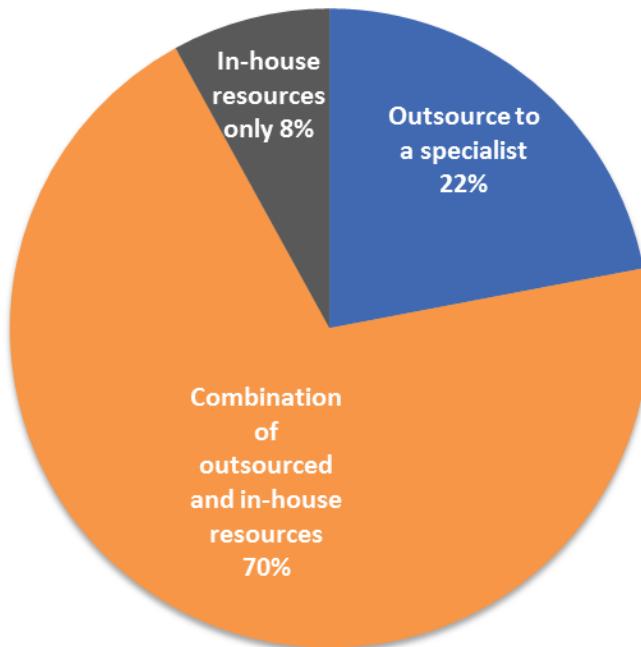
What are the MOST DIFFICULT types of video content to create?



RESOURCES USED TO CREATE VIDEOS

92% of companies outsource all or part of their video content creation which provides access to skills and production resources not available in-house. A relatively high 22% outsource all video content creation compared to 8% that effectively create video content entirely in-house.

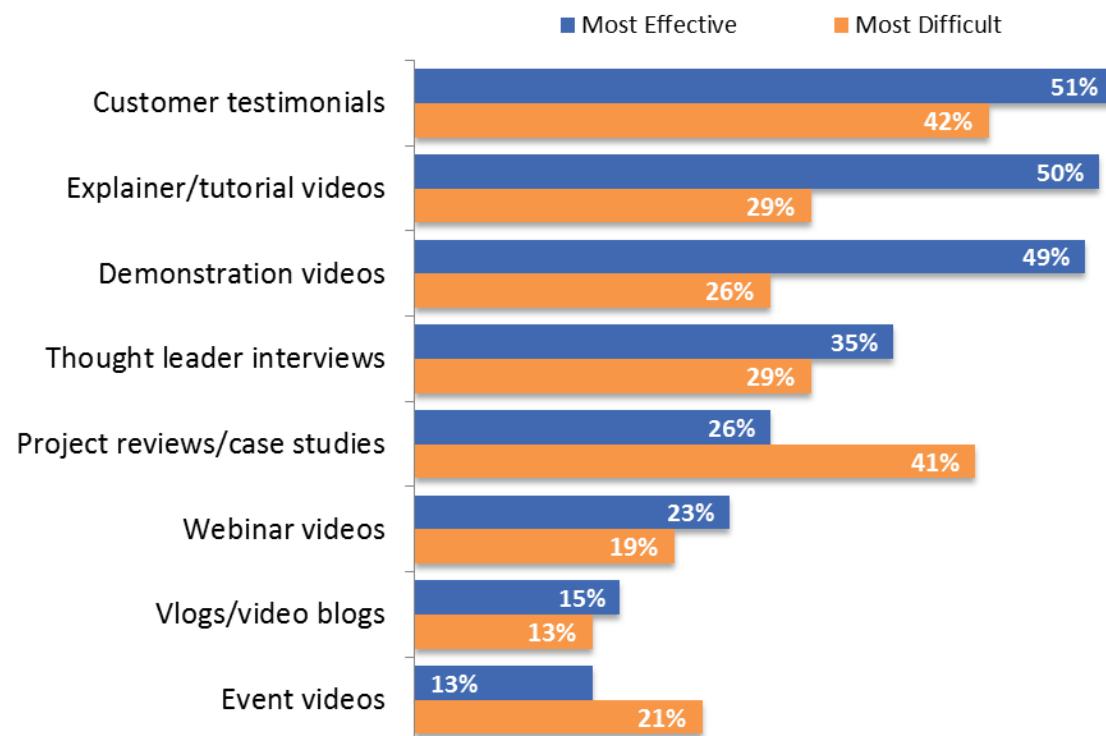
What are the MOST EFFECTIVE RESOURCES for video marketing content creation?



EFFECTIVENESS VERSUS DIFFICULTY

Explainer or tutorial videos, and demonstration videos are nearly twice as effective as they are difficult to create. Conversely, project reviews or case studies are much more difficult to create than they are effective. These are important considerations when planning types of video to use.

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

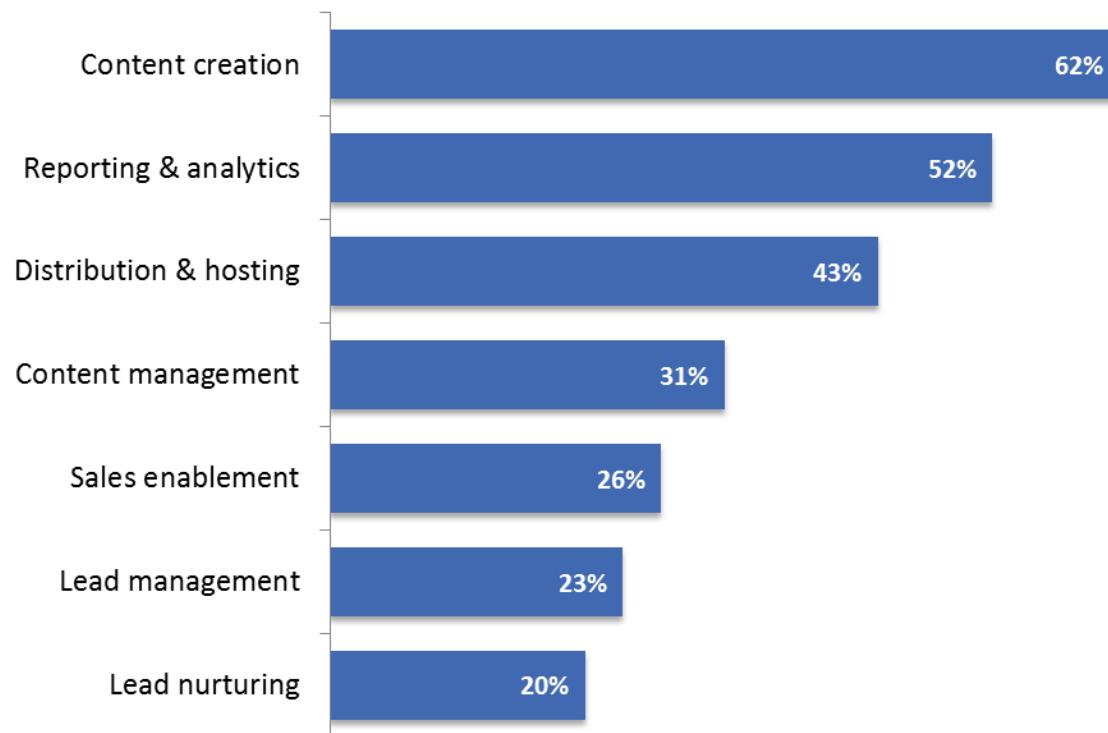


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USES OF TECHNOLOGY IN VIDEO MARKETING

Planning an effective video strategy includes making the best use of technology. While using technology for content creation is required, reporting and analytics is optional but enables accountability for the effective outcome of video marketing efforts.

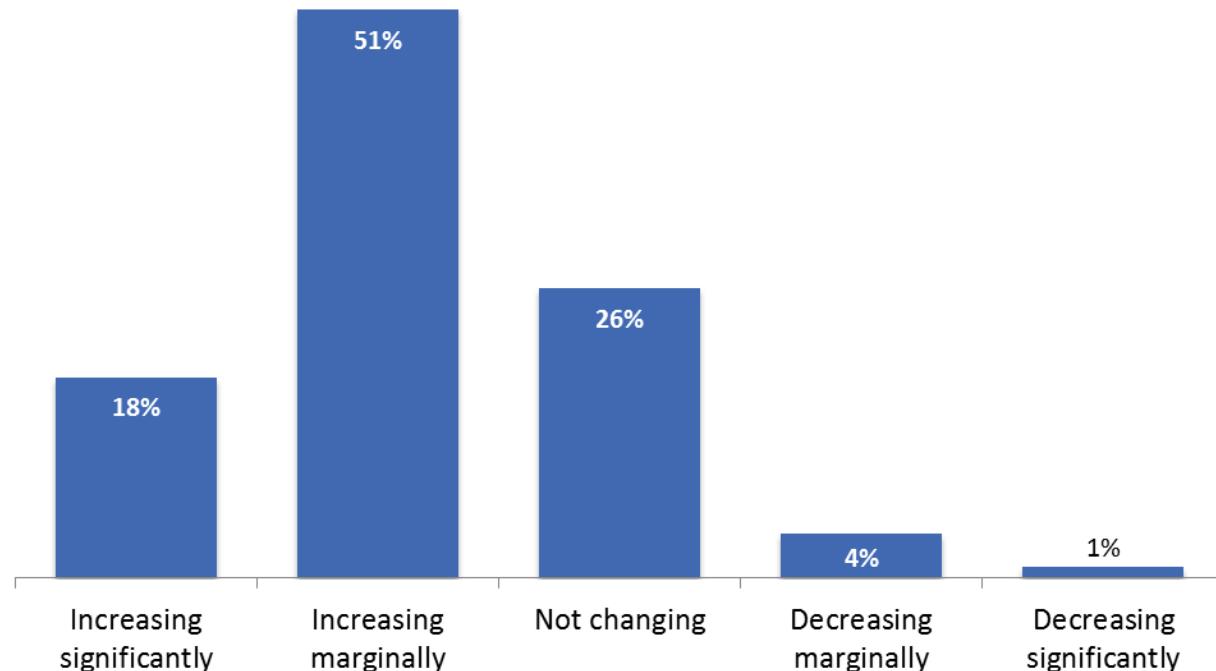
What are the MOST IMPORTANT USES OF TECHNOLOGY in video marketing?



HOW BUDGETS ARE CHANGING

As previously stated, effectiveness is increasing significantly for a very large share of companies (43%). However, a much smaller share (18%) of budgets are increasing significantly. This shows that spending is not the primary factor for optimizing video marketing performance.

How is the video marketing BUDGET CHANGING?



SURVEY METHODOLOGY AND DEMOGRAPHICS

Ascend2 benchmarks the performance of popular 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 representing a range of demographic roles, channels and company sizes as follows:

Number of Employees

More than 500	36%
50 to 500	18%
Fewer than 50	46%

Role in the Company

CEO / COO / CMO / CSO etc.	30%
Marketing VP / Director / Manager	47%
Sales VP / Director / Manager	4%
Marketing or Sales Staff	12%
Other	7%

Primary Marketing/Sales Channel

B2B (Business-to-Business)	78%
B2C (Business-to-Consumer)	22%

ABOUT ASCEND2



Research-Based Demand Generation for Marketing Solution Providers

If marketing professionals are your ideal prospects, we can help you find more of them. Marketing software and data solution companies, and digital marketing agencies partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market.

Learn more at www.Ascend2.com

ASCEND2 RESEARCH-BASED DEMAND GENERATION

Research Partner Programs provide white label reports and a guaranteed number of leads in two simple steps:

1. Choose the topics of interest to your target market

- Content Marketing
- Email Marketing
- Video Marketing
- Organic Search (SEO)
- Marketing Automation
- Email List Growth
- Website Optimization
- Inbound Marketing
- Paid Search (PPC)
- Lead Generation
- Social Media Strategy
- Marketing Database



2. Choose an exclusive research segment for each marketing topic

- Benchmarks for Success [Research data from the successful program segment]
- B2B Benchmarks [Research data from the business-to-business segment]
- B2C Benchmarks [Research data from the business-to-consumer segment]
- Enterprise Benchmarks [Research data from the large company segment]
- SMB Benchmarks [Research data from the small and medium business segment]
- Agency Benchmarks [Research data from the marketing agency segment]
- Leadership Benchmarks [Research data from the marketing leadership segment]
- Other Benchmarks [Research data unique to a specific topic when available]

If marketing professionals are your ideal prospects, [watch this 90 second video](#).