The State of X
Video Marketing
2018

# **The State of Video Marketing 2018**

Thank you for downloading this report!

For the last four years, Wyzowl's annual State of Video Marketing Survey has helped thousands of marketers build a complex understanding of the video marketing landscape.

This year's report paints the picture of a thriving, growing industry which continues to add significant value to marketers and consumers alike.

Equally, it tells the story of new and emerging technologies which could be poised to disrupt the industry. Which trends are being adopted? Which ones are effective, and which ones aren't?

Our survey answered these questions, and many more – and you'll find them all in this document.

Here are just a few of the highlights:

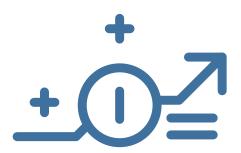




- Video marketing usage is rising rapidly among brands and marketers.
- YouTube is clearly the most widely-adopted video channel for marketers and also regarded, by them, as the most successful.
- The average consumer watches more than an hour and a half of online video content per day, with around **15%** averaging more than three hours.
- 2018 looks set to be a breakout year for LinkedIn video. The number of marketers sharing video content on LinkedIn is around 38% right now – this is set to rise to 55% in 2018.
- Interactive video adoption will also soar from **1 in 5** marketers currently, to almost **1 in 3**.
- Snapchat video continues to flounder for brands. Just **11%** used it in 2017, and this is set to fall even further to **9%** in 2018.

We hope you find the report useful – and thanks again for taking part.





## **Usage, Spend & ROI**

**81%** of businesses use video as a marketing tool (**up from 63% in 2017.**)

**65%** of businesses who don't currently use video say they intend to start using it in 2018 (**up from 34% in 2017.**)

**99%** who currently do, say they will continue to do so (**the same percentage as last year.**)

**85%** of businesses regard video as an important part of their marketing strategy (**up from 82% in 2017.**)

**82%** of businesses plan to spend more on video marketing in 2018 (**the same percentage as last year.**)

**78%** of marketers say video gives them a good ROI (**down from 83% in 2017.**)

The average person watches more than an hour and a half of online video content per day, with around **15%** averaging more than three hours.



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**Analysis**: Video has soared during the last 12 months, with a **17%** leap in usage. This looks set to carry on into 2018 – around **2 out of 3** businesses not currently using video plan to start in 2018, and, almost unanimously, those who already use video plan to continue. The vast majority also plan to increase or maintain spending on video in the next twelve months – although it's interesting to note that there's been a slight fall in the number of marketers reporting positive ROI from video.







#### **Effectiveness**

**97%** of marketers say video has helped increase user understanding of their product or service.

**76%** say it helped them increase sales.

**47%** say it helped them reduce support queries.

76% say it helped them increase traffic.

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

**Analysis**: Video continues to benefit a wide variety of different business functions. It's most common benefit is increasing user understanding, but increased dwell time, sales, traffic, and reduced support queries are all attributed to video by sizeable chunks of marketers.



**95%** of people have watched an explainer video to learn more about a product or service.

**81%** of people have been convinced to buy a product or service by watching a brand's video.

**69%** of people have been convinced to buy a piece of software or application by watching a video.

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**Analysis:** Consumers continue to value video content highly as part of their buyer journey. While viewers most commonly use video as a starting point to build their knowledge about a product or service, it's also interesting that video has also acted as a 'tipping point' for an overwhelming majority of consumers – a decisive factor that convinces them to buy or download a product or piece of software.

Having watched a branded video that they enjoyed, **83%** of consumers would consider sharing it with their friends.

**85%** of people say they'd like to see more video from brands in 2018.

Where both video and text are available on the same page, **72%** of people would rather use video to learn about a product or service.

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Analysis: This data underscores the popularity of video content among consumers. When marketers create content that adds value, the audience is almost overwhelmingly happy to give that video extra impact by sharing it with their own friends. Consumers are also keen to see more video content from brands over the next twelve months, and continue to prefer watching video to reading text.





## **Emerging Trends**

Youtube Video

**87%** of marketers have published video content on YouTube. Out of those, **90%** found it to be an effective strategy. **87%** of marketers say they plan to use it in 2018.

**f** Facebook Video

**68%** of marketers have published video content on Facebook. Out of those, **87%** found it to be an effective strategy. **70%** of marketers plan to use Facebook Video in 2018.

Webinar

**44%** of marketers have hosted or participated in a webinar. Out of those, **87%** found it to be an effective strategy. **49%** say they plan to host or participate in a webinar in 2018.

O Instagram Video

41% of marketers have used Instagram video.Of those who used it, 78% found it to be an effective strategy.44% say they plan to use Instagram video in 2018

Twitter Video

39% of marketers have published video content on Twitter.Out of those, 70% found it to be an effective strategy.40% plan to use Twitter video in 2018.

in Linkedin Video

**38%** of marketers have published video content on LinkedIn. Of those who used it, **75%** found it to be an effective strategy. **55%** plan to use LinkedIn video in 2018.



### Facebook Live

**34%** of marketers have used Facebook Live. Of those who used it, **81%** found it to be an effective strategy. **37%** plan to use Facebook Live in 2018.

#### • Interactive Video

20% of marketers have used interactive video.Of those who used it, 78% found it to be an effective strategy.28% plan to use interactive video n 2018.

## 360 Video

15% of marketers have used 360 video.Of those who used it, 62% found it to be an effective strategy.16% of marketers plan to use 360 video in 2018.

# **Q** Virtual Reality

14% of marketers have used virtual reality video.Of those who used it, 67% found it to be an effective strategy.14% of marketers plan to use VR in 2018.

## Snapchat

**11%** of marketers have used Snapchat video. Of those who used it, **27%** found it to be an effective strategy. Just **9%** plan to use it in 2018.





These statistics were gathered by surveying 570 unique respondents in December 2017. The respondents consisted of both marketing professionals and online consumers. Respondents were categorised as marketers or consumers according to their answer to a preliminary question, to ensure they were only prompted to answer relevant questions.

