

2015

B2B Video Content Marketing Survey Results

Fourth-annual online video marketing and production trends report and industry statistics based on in-depth survey results from over 350 B2B marketing, agency and management professionals

Published in October 2015
by the Web Video Marketing Council,
Flimp Media and ReelSEO



reelseo

FLIMP_{MEDIA}

Purpose and Methodology

The B2B Video Content Marketing Survey was conducted by the Web Video Marketing Council, ReelSEO and Flimp Media during Q3 of 2015 and includes in-depth survey results from over **350 business and marketing professionals**. This fourth-annual survey report provides valuable trends data and insights into how B2B companies are using online video for sales and marketing, including branding, lead generation, social media, mobile marketing, email marketing, search marketing and paid online advertising.

The survey consisted of 25 questions covering a range of video marketing related topics, including **video content production, hosting, deployment, distribution, effectiveness, challenges and budgeting**. It was digitally distributed to a wide range of respondents through publisher websites, blogs and email newsletters. Response data was gathered using SurveyMonkey. A formal written report and analysis will be published in November 2015.

Survey Response Highlights

Online video has become an important part of the sales and marketing programs for most B2B organizations. Here are a few statistical highlights from the 2015 B2B Video Content Marketing Survey Results:

- **96% of B2B organizations are engaged in video content marketing**
- 94% of respondents are involved in the decision-making process
- 73% say that video has positively impacted marketing results
- 41% plan to increase spending on video marketing in 2015
- 83% are using video content for website marketing
- 50% are using video content for email marketing
- 75% are optimizing video content for SEO

Participants Come from Companies of All Sizes

2015 survey participants represented a broad cross section of small, medium and large B2B companies.

What is the size of your organization?

68%



**1 to 100
employees**

15%



**101 to 1,000
employees**

17%

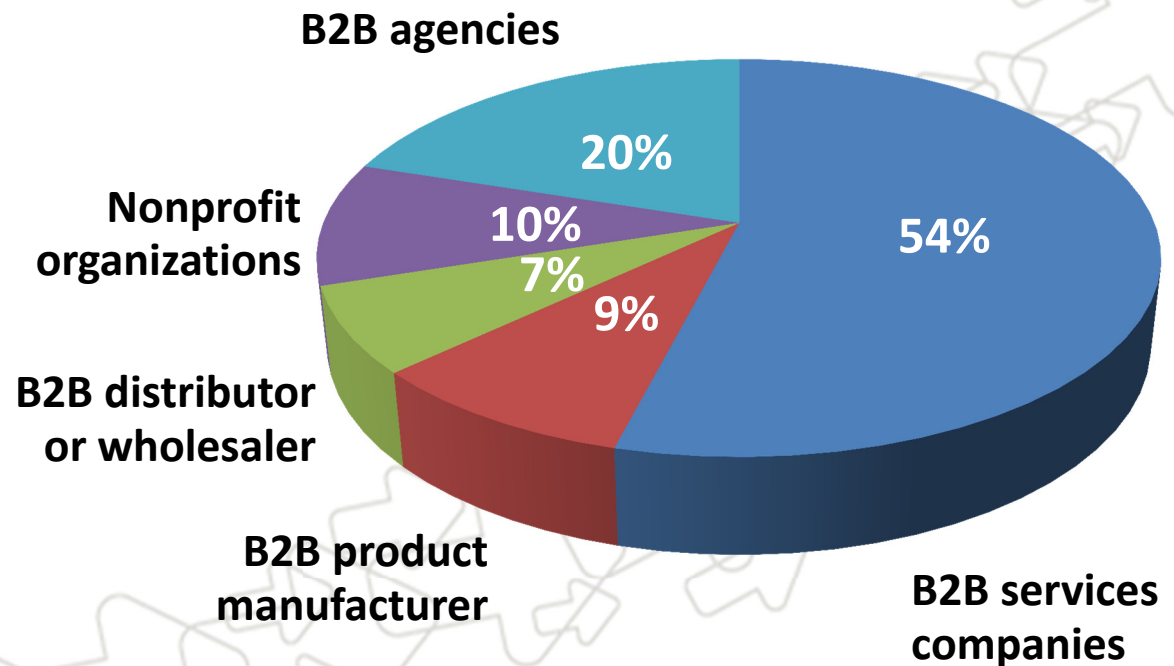


**1,000+
employees**

Participants Work for B2B Companies

Of the 350 survey respondents, 70% work for B2B companies, 20% work for B2B marketing agencies and 10% work at educational and nonprofit organizations.

Which broad category most closely matches your organization's primary activities?



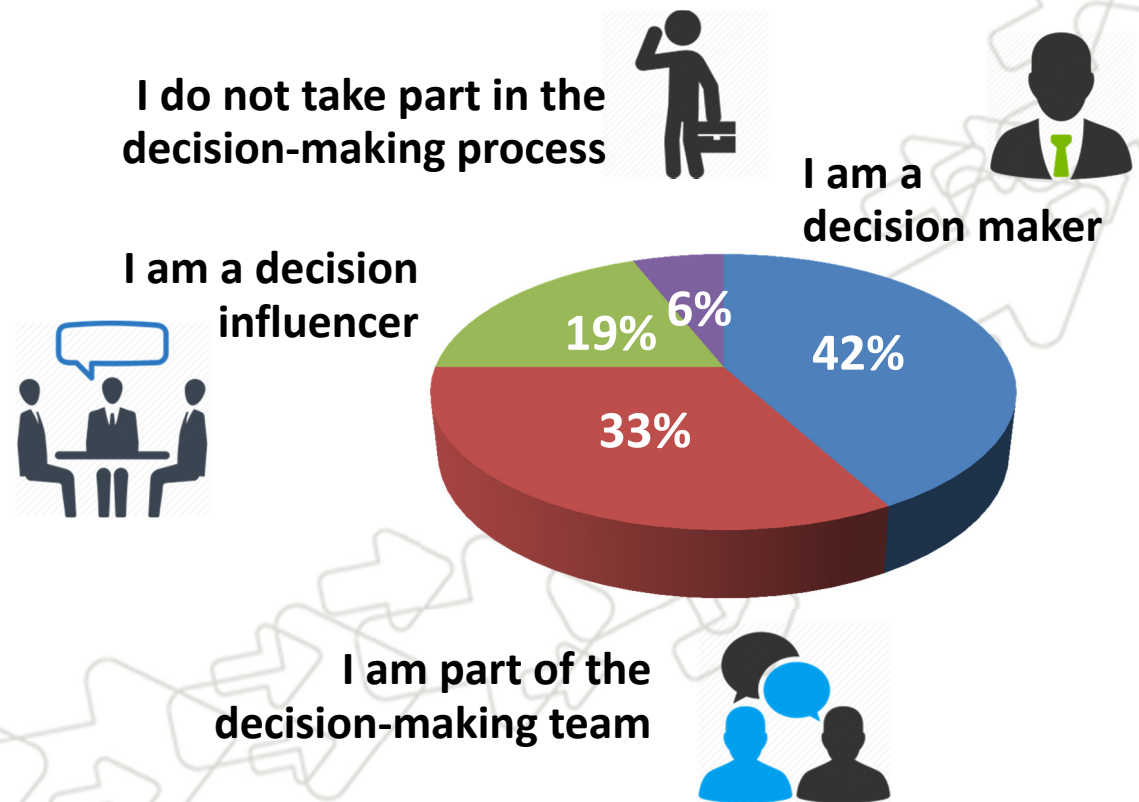
Most Survey Participants Are Decision Makers

Only 6% of respondents are not involved in the decision-making process.

42% of respondents are decision makers.

94% of respondents are involved in the decision-making process within their organizations.

Which best describes your decision-making role at your organization?



And 65% Have Management Responsibility

Senior managers are actively involved in the decision-making process when it comes to video content marketing and production.

How would you describe your role at your present company or organization?



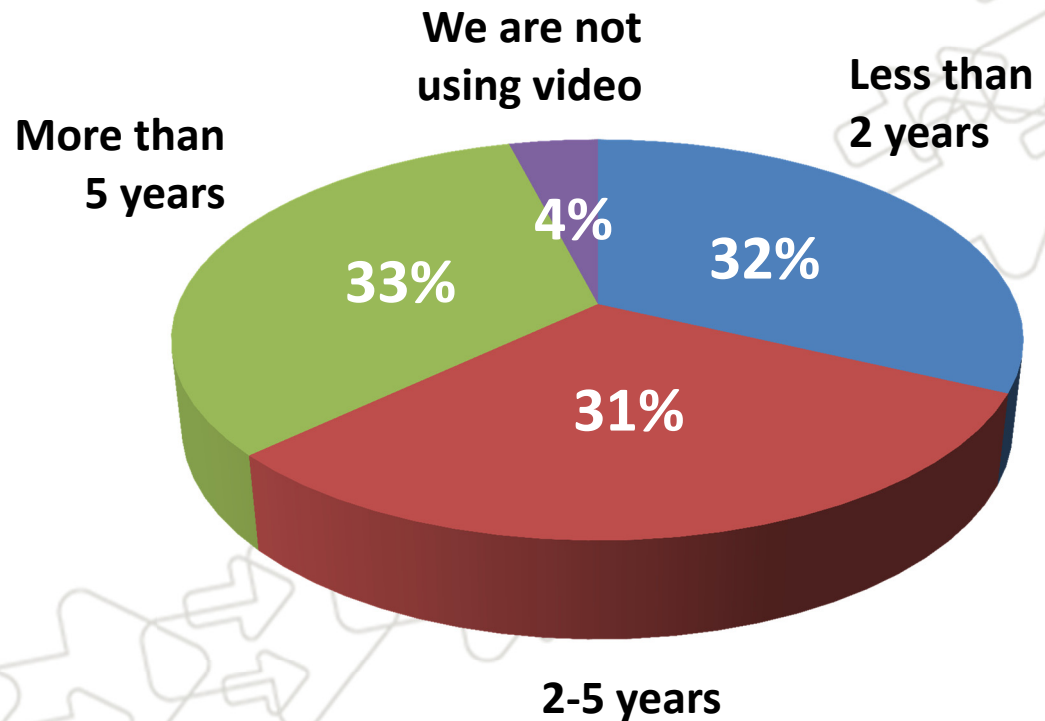
Almost Everyone Is Using Video for Marketing

Only 4% of respondent companies are NOT using video content for online marketing in 2015.

32% of companies began using video for marketing in the last 2 years.

63% of companies started using video for marketing in the past 5 years.

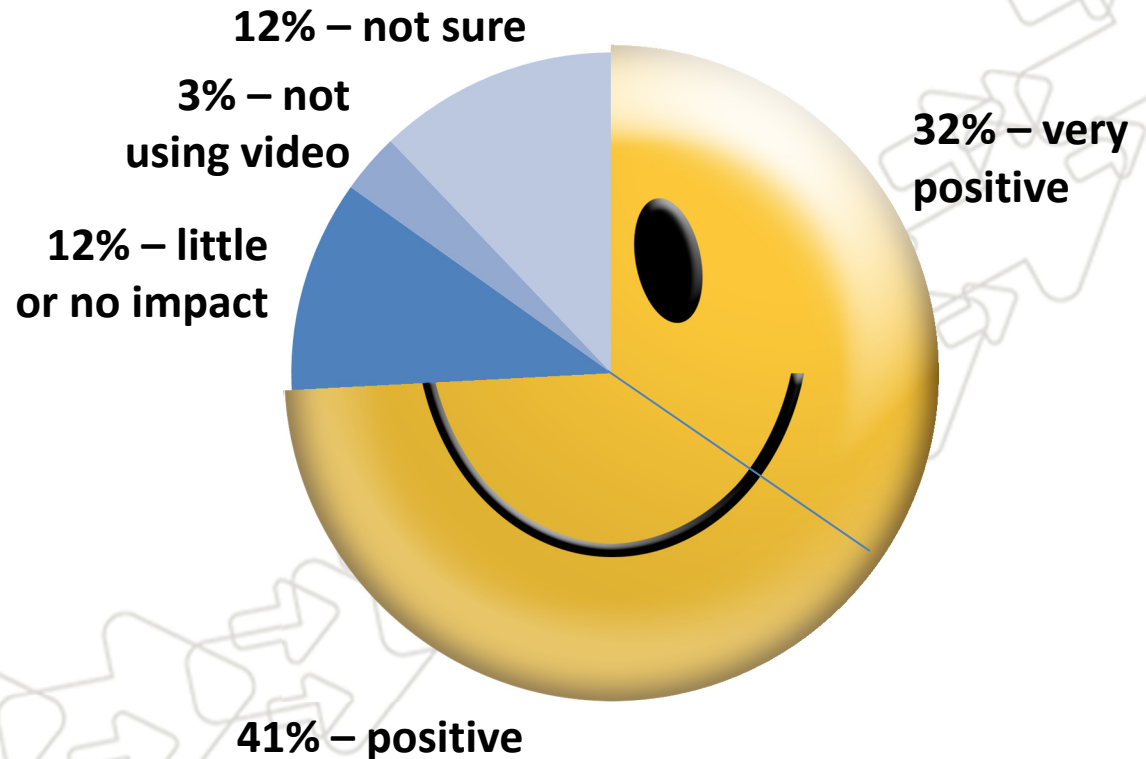
How long has your company used video content for online marketing?



And 73% Say the Marketing Results Are Positive

A large majority of respondents, 73% indicate that online video is having a positive impact on their marketing results, while 12% feel that video has had little or no impact.

What has been the impact of online video on your overall MARKETING results?

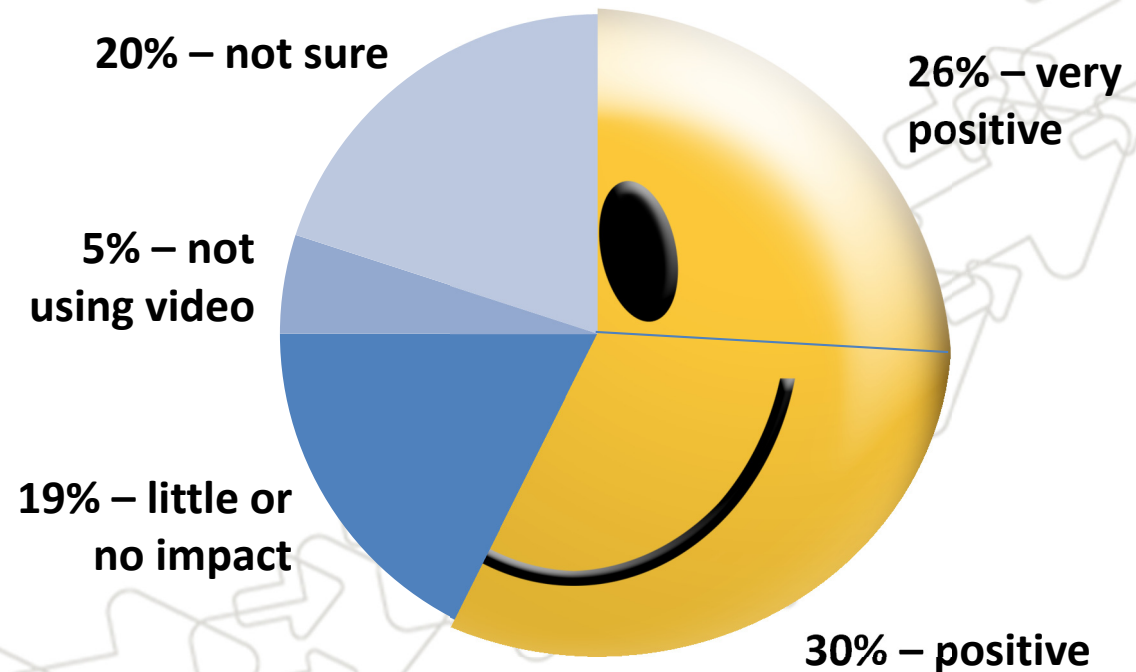


Sales Results Are Also Positively Impacted

Fewer respondents, 56%, indicate that sales results have been positively impacted by using video.

Surprisingly, only 5% of respondents are not using video for sales.

What has been the impact of online video on your SALES results?

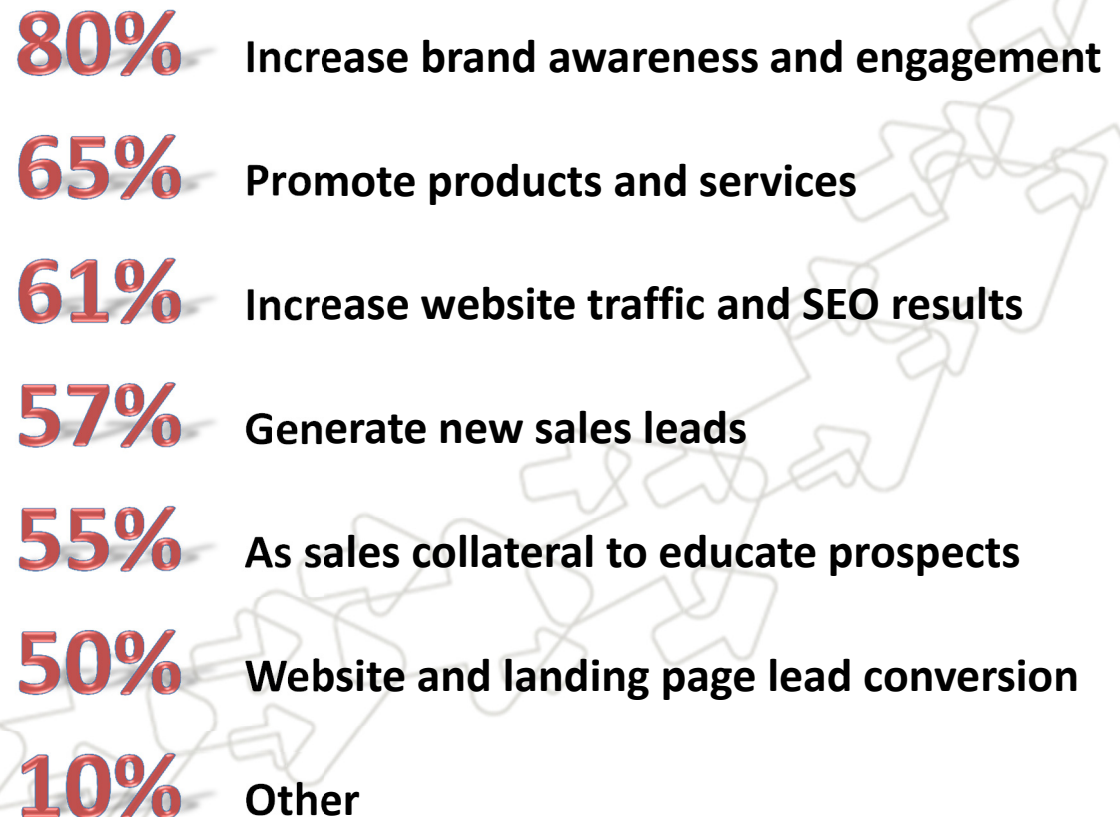


Brand Enhancement Is the Top Video Application

Companies are using video marketing for a variety of applications.

Brand engagement, product promotion and improving website traffic are at the top of marketers' applications.

For what purpose(s) do you use video in online marketing programs?



Measuring ROI Is the Most Common Challenge

The inability to measure ROI for video marketing initiatives and a lack of in-house expertise and quality content likely hold companies back from investing more into online video marketing.

What are your biggest challenges related to online video marketing?



44% Measuring the ROI of your video marketing investment



37% Limited in-house video marketing expertise



32% Keeping current with changing video marketing tactics and trends



31% Limited availability of quality video content



23% Video marketing is not considered a priority internally



17% Lack of creative ideas for effective marketing videos



15% Other



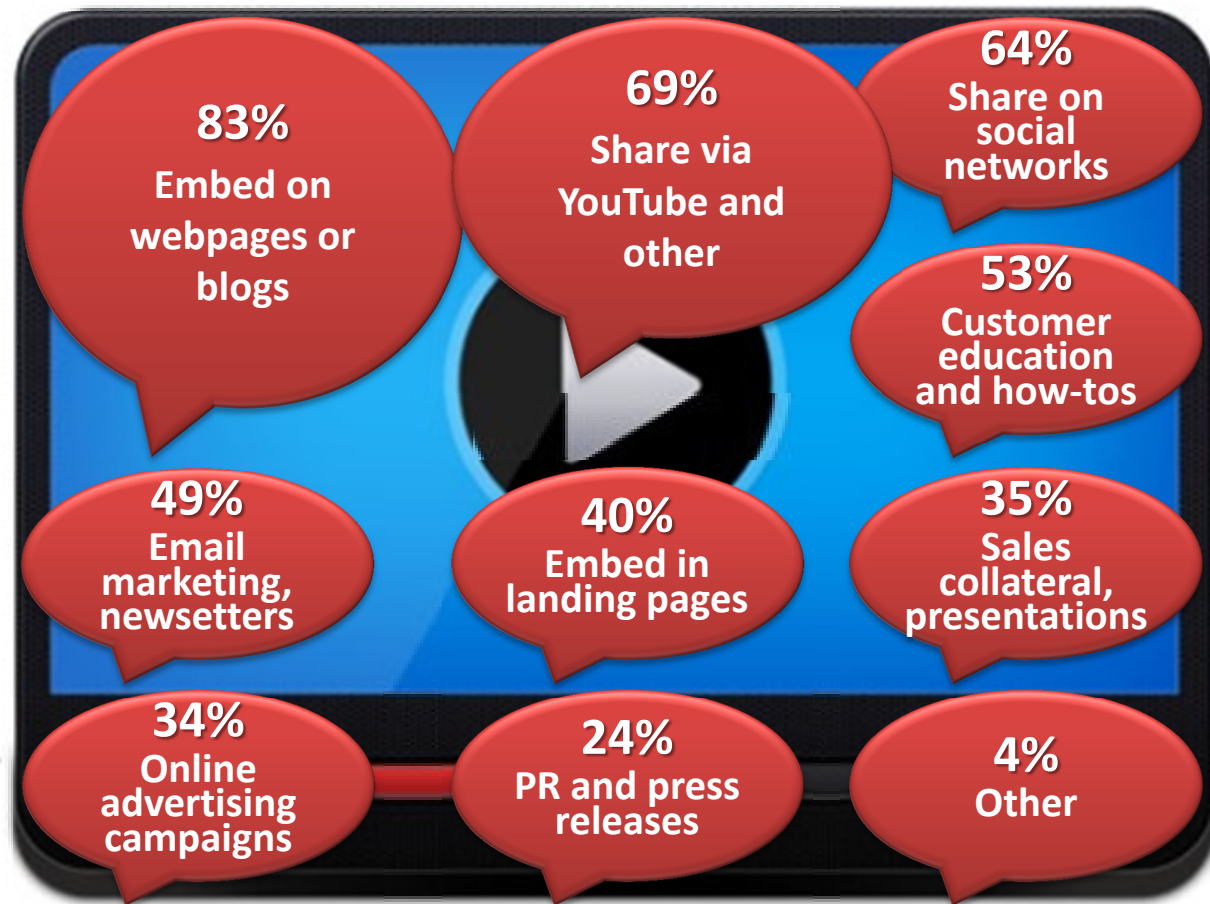
14% Getting video to play properly on all devices, browsers and bandwidth speeds

Deploying on Websites and YouTube Is Popular

Embedding videos within web pages, sharing on YouTube and posting on social networks are the most popular ways to deploy video content.

Since these are largely brand-enhancement applications, it stands to reason that measuring ROI is cited as the most common challenge.

How do you deploy videos for online marketing?



Most Companies Use Free Video-Hosting Services

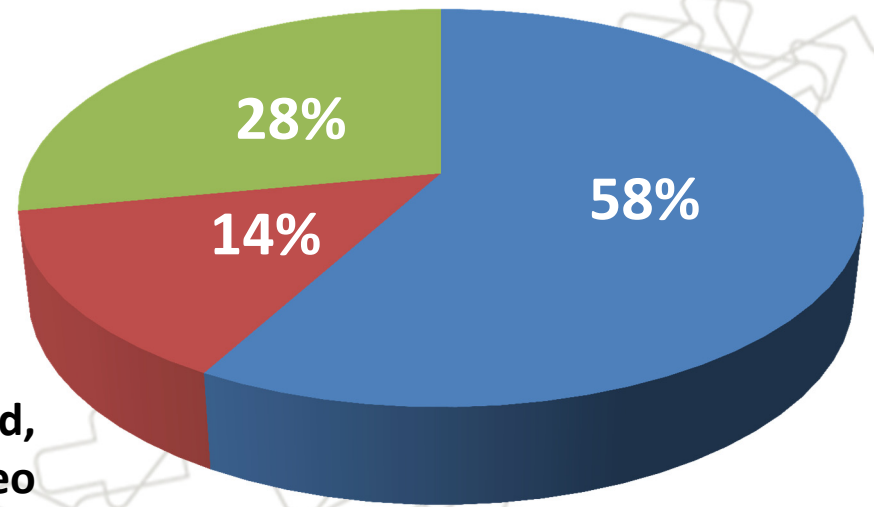
Only 28% of companies pay for online video hosting and marketing platforms, while 58% opt for free video hosting and sharing services like YouTube and Vimeo.

Surprisingly, 14% of companies are still using in-house servers to host, deliver and track videos.

How do you host, deliver and track online video content?

**Pay for an online video platform (OVP)
or video marketing platform (VMP)**

**Self-hosted,
in-house video
servers**

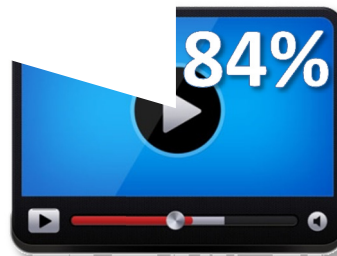


**Use free video
hosting and sharing
services – YouTube**

Campaign Metrics That Are Commonly Tracked

Video starts, average viewing time and watch-to-completion rates are the most commonly tracked video marketing campaign metrics.

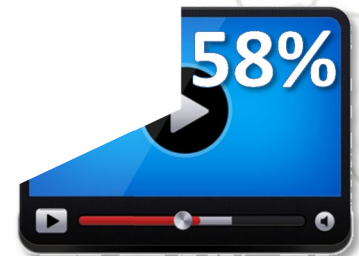
What video-viewing campaign metrics do you track?



Total video starts



Average viewing time



Watch to completion



Email and social sharing



Demographics of viewers



Viewing device

Individual Viewing Metrics Commonly Tracked

Video hosting software is also capturing individual viewer engagement metrics, but only 45% of respondents indicate they are identifying viewers by email address.

What video metrics are you able to track by individual?



Number of video starts



Total time viewing



Watched to completion



Email and social sharing



Identify email address



Viewing device



Browser type



Operating system

Video Marketing Budgets Are Rising or Steady

In 2015, 41% of B2B companies have increased their video marketing-related budgets, while 43% are keeping their budgets in line with 2014.

Compared to 2014, has your annual 2015 video marketing budget:

41%



12% Less than 10% **4%** 11% - 50%

11% 10% - 25% **14%** More than 50%

43%



7%



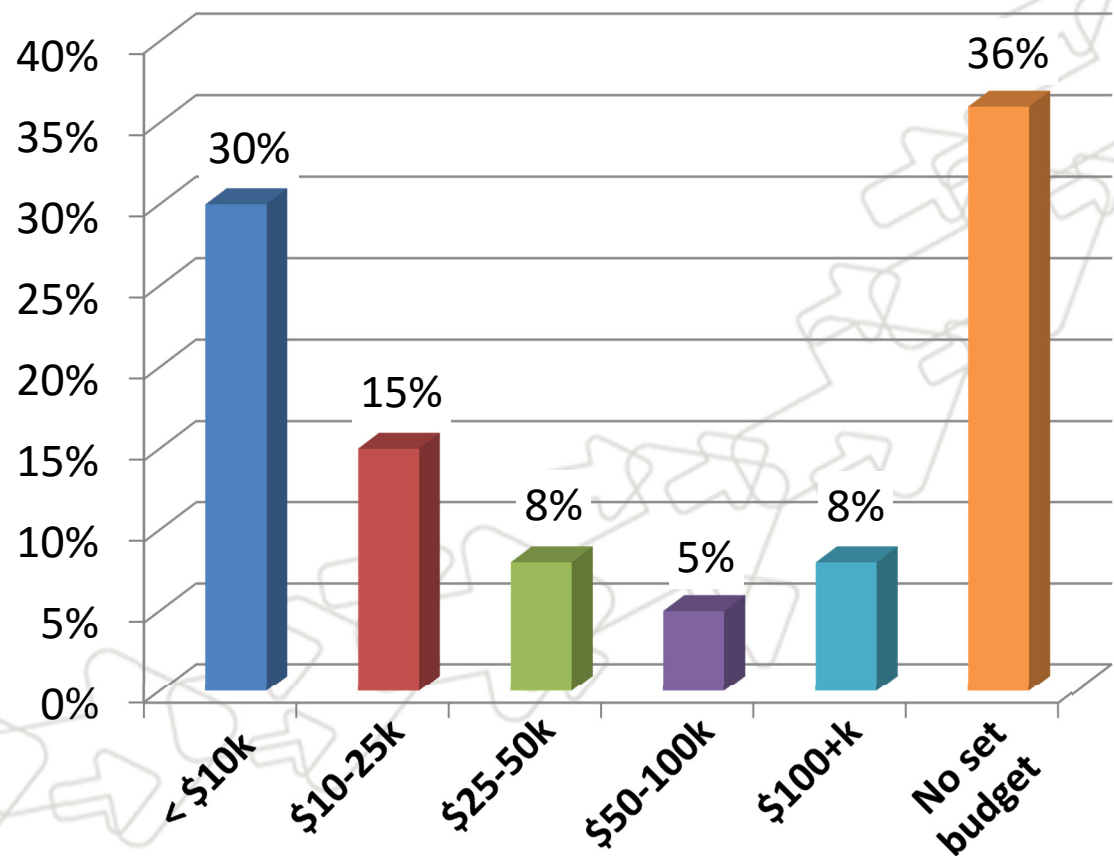
9% Not sure

But, Most Video Production Budgets Are Limited

Surprisingly, 36% of companies don't have set annual budgets for video production or marketing.

Of those that do, 30% are still less than \$10,000 per year. Only 13% budget \$50,000 or more for video-related spend.

Approximately what is your annual video production budget?



Time and Money Holding Back Video Production

Limited budgets, time and expertise are the biggest challenges when it comes to producing more video content for sales and marketing.

What are your biggest challenges when producing videos for online marketing?



55% Limited budget availability



45% Time it takes to produce quality content



37% Measuring ROI of production investment



34% Limited in-house video expertise or project management staff



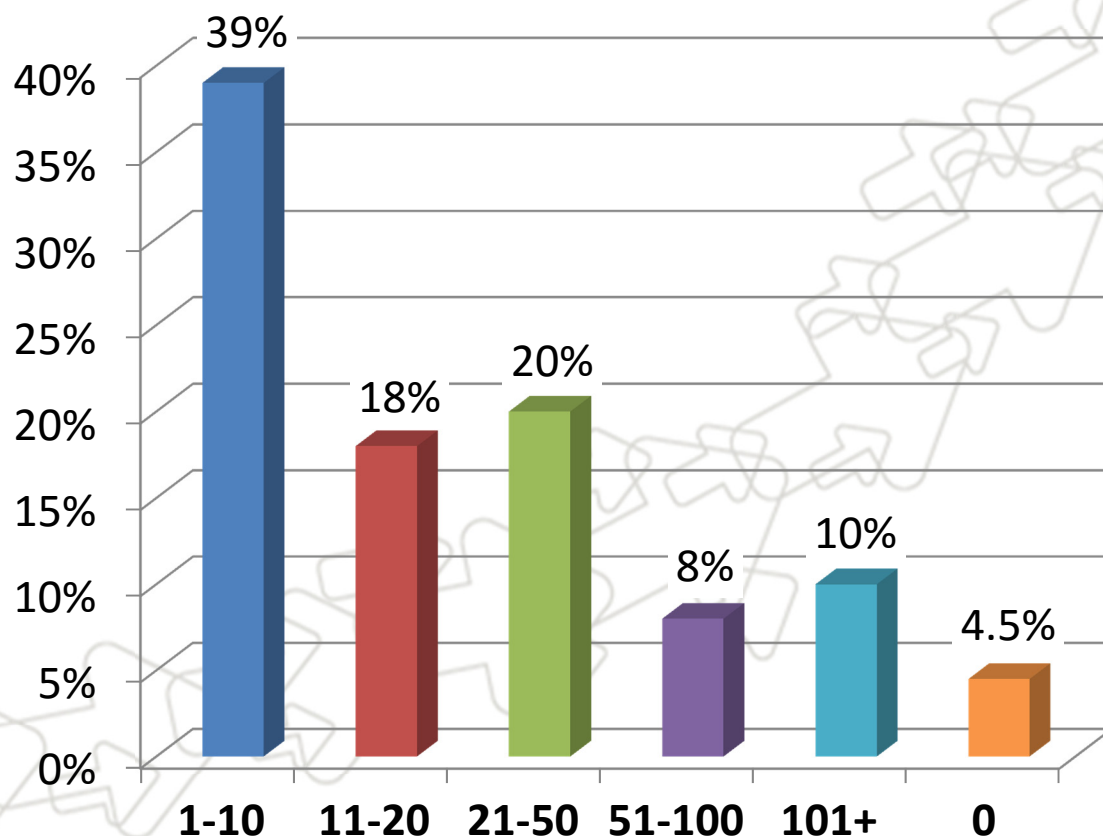
24% Getting everyone to agree on what content to produce

Yet, Most Companies Produce Multiple Videos

Less than 5% of survey respondents do not plan to produce any videos in 2015 and 56% say they will produce more than 10 videos.

This number is likely skewed upward by the fact that 20% of respondents work for B2B marketing agencies.

How many online marketing or sales videos do you expect your company to produce in 2015?



Live-Action and Testimonial Videos Most Popular

Respondents are producing videos in a variety of creative styles.

Interestingly, only 27% of respondents are creating animated explainer style videos.

What kind of video creative styles does your organization use?

70%

Live-action or on-location

53%

Testimonials or executive interviews

45%

Combination of styles

42%

Motion graphic 2D or 3D

40%

Stock images or footage

38%

Moving images or slide presentations

27%

Animated explainers

26%

Spokesperson or paid actor

4%

Other

Use of Video for Email Marketing/Automation

Half of the 2015 respondents are using video in their email marketing and marketing automation campaigns.

This is a decline from 60% in our 2014 survey, which had more B2C respondents, indicating that B2B companies are slower to incorporate video into their direct marketing efforts.

Does your organization use video for email marketing or marketing automation campaigns?

50%



Yes

44%



No

6%

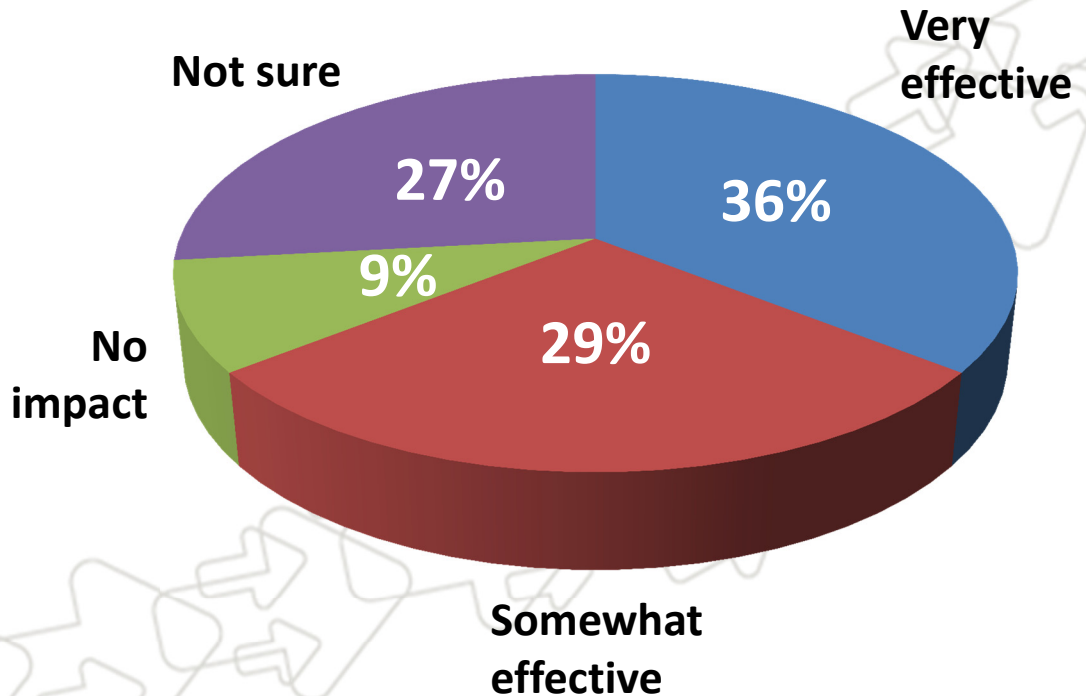


Not sure

Users Say Video Helps Email Marketing Results

Of those who use video in their email marketing or marketing automation campaigns, **65% report positive results** and 27% aren't measuring the impact on results.

If you do use video, what impact has it had on your email marketing or marketing automation results?

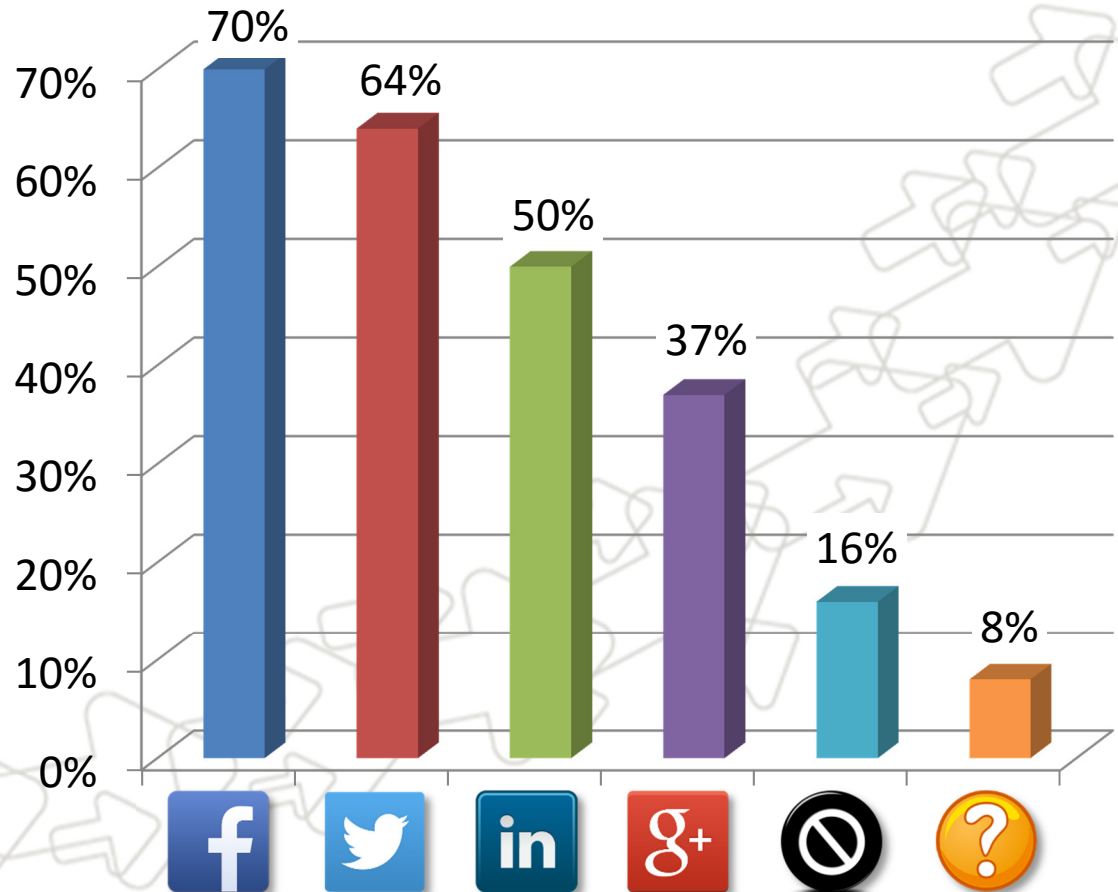


Facebook Popular for Social Video Marketing

Facebook and Twitter lead the way for social media video marketing. For purposes of the survey, YouTube is not considered a social media outlet, but rather an online video hosting and distribution platform.

16% of respondents do not use social media.

Do you deploy video for social media marketing?

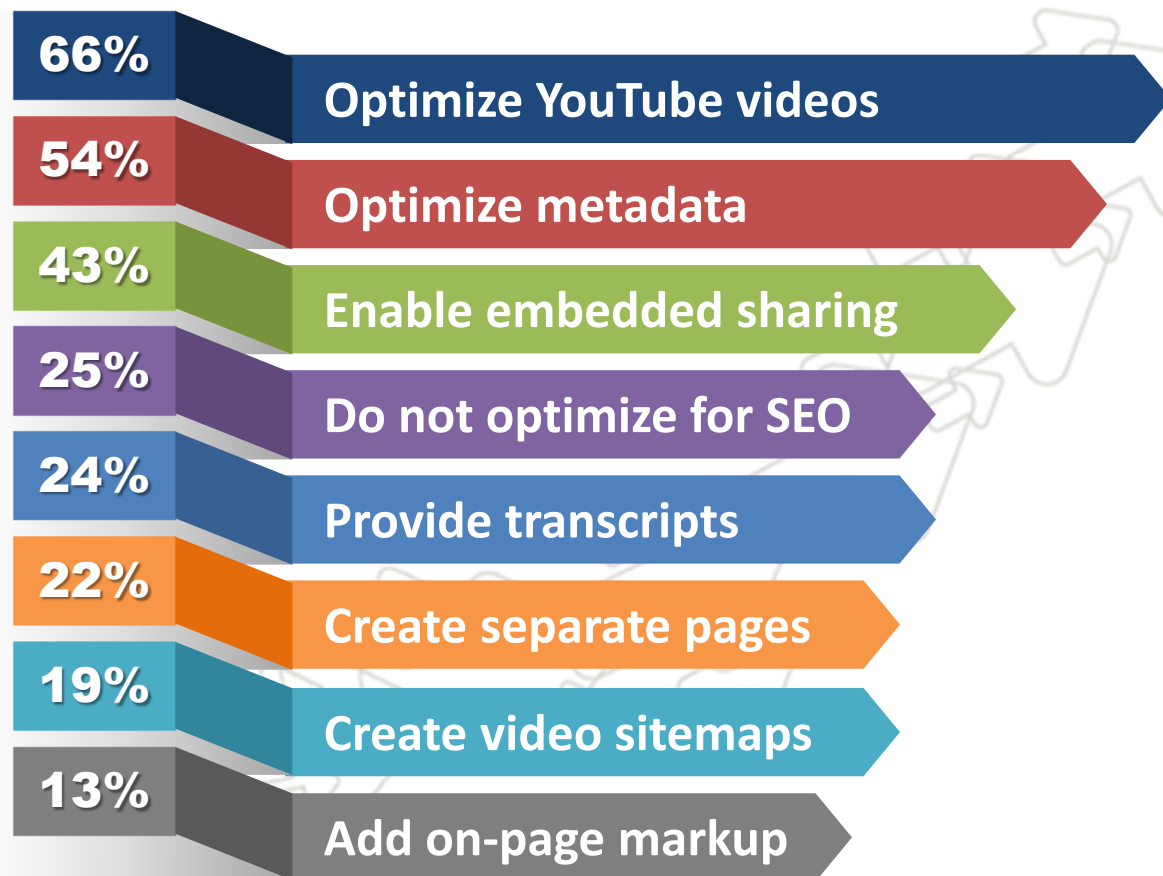


YouTube Popular for Video Search Optimization

Of the common video search optimization practices, YouTube is used by 66% of respondents.

This is not surprising since the value of on-site video SEO practices have declined since 2014, when Google stopped displaying video thumbnails in search results, except for videos hosted on YouTube.

What video search-optimization practices have you used?



Participation in Paid Online Video Advertising

A total of 38% of B2B companies are engaged in paid online video advertising, while 28% of survey respondents are still considering it.

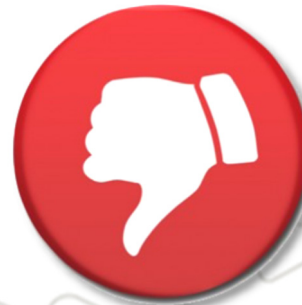
Will you use paid online video advertising in 2015?

38%



Yes

33%



No

28%

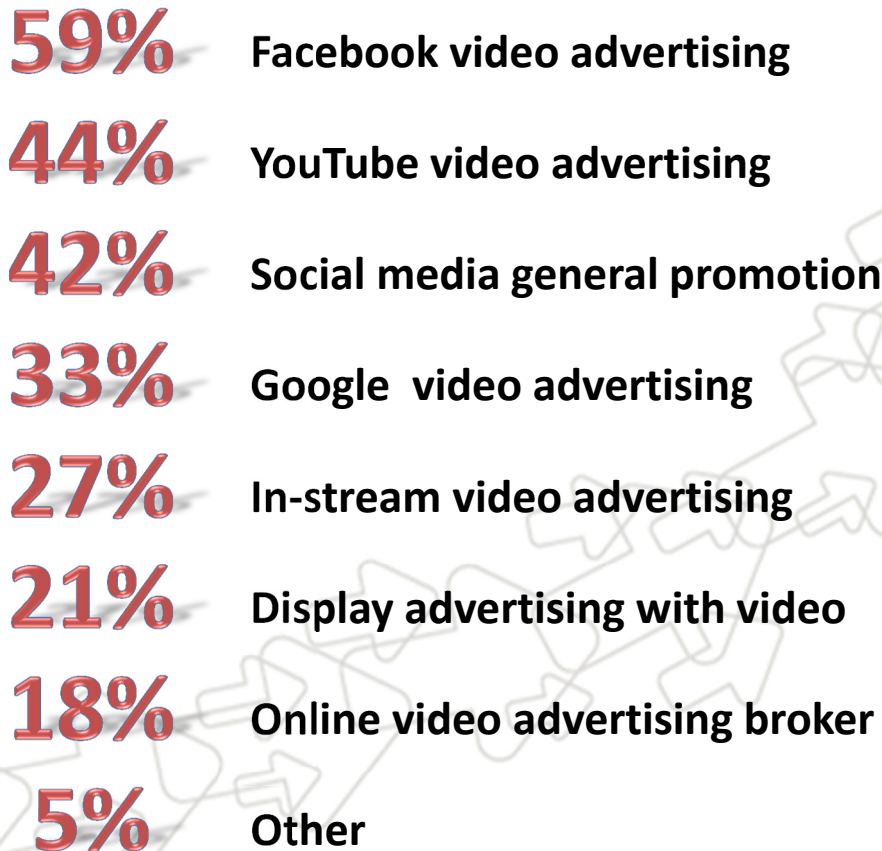


Considering

Facebook and YouTube for Video Advertising

Of those respondents using paid online video advertising, the most popular applications are Facebook and YouTube.

If you use paid video advertising, what forms will you use?



Conclusions

With 96% of survey respondents indicating they are using online video for various marketing and sales applications, it is clear that online video has become an important part of content marketing for B2B companies.

However, while use of online video for B2B sales and marketing is prevalent, many companies struggle to justify making a greater investment in video due to the inability to accurately measure ROI. This relates, in part, to the use of video for brand awareness, i.e., posting on websites, YouTube and social media sites. This will likely change as more companies begin using video in focused, measurable ways to improve lead generation and sales engagement results.

If you have specific questions or comments concerning the 2015 B2B Video Content Marketing Survey Results, please email us at info@webvideomarketing.org.

About the Web Video Marketing Council



The Web Video Marketing Council (WVMC) is a nonprofit professional association established to provide timely, relevant information and research about online video marketing trends, technologies and topics for business marketers and communicators through its website, newsletters, trends reports and webinars.

For more information, visit our website at webvideomarketing.org where you can download valuable research reports and whitepapers, as well as access the latest news and information about all matters related to online video marketing. Contact us by email at info@webvideomarketing.org.

About Flimp Media



Flimp Media, Inc. is an innovative video marketing, sales and communications company with offices in Boston, MA, New York, NY, Denver, CO, and Manchester, UK. We specialize in developing engaging video content and multimedia software solutions that dramatically improve B2B sales results and corporate communications. To learn more about our products and services, visit our websites or call 1.508.686.2802.

Video production and content marketing – flimp.net

Video communications – flimpcommunications.net

Video solutions for B2B sales – episend.com



About ReelSEO



ReelSEO.com is The Online Video Marketer's Guide – One of the web's leading resources for news, analysis, tips and trends for the online video and internet marketing industries. ReelSEO's videologists and columnists offer expert advice, guidance, and commentary about the world of online video in an effort to guide internet marketers and video content producers towards best practices and online video services that suit their needs. The goal is to help evangelize for the industry, collect and disseminate best practices, and learn a little bit while doing it. Visit ReelSEO at reelseo.com or follow @ReelSEO on Twitter and ReelSEO on Facebook.

Visit the WVMC Website for More Information

Thanks for viewing the 2015 B2B Video Content Marketing Survey Results.

Visit our website for more insights and resources about video marketing and related topics.



Web Video Marketing Council

webvideomarketing.org