

# ONLINE VIDEO MARKETING

## THE NEW CONTENT KING

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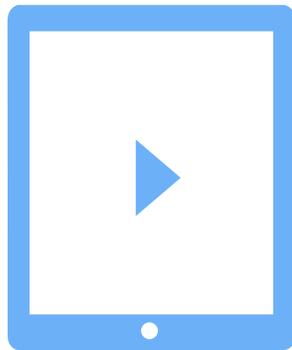
**CURRENT STATE**

**4**

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**ONLINE**



**VIDEO**



**MARKETING**



**JW PLAYER**

# 1. INTRODUCTION

# IMPORTANCE

You can't escape it, the age of online video marketing is upon us. Between viral commercials, news broadcasts, and baby antics, online videos have been keeping us connected and informed every waking moment.



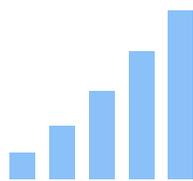
In 2013, marketing reports indicated that **93% of respondents used video marketing**



**55% of marketers worldwide increased their digital marketing budgets**

**100 MILLION**

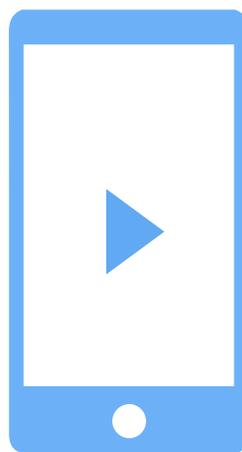
**100 million internet users watch online videos each day**



In 2018 online video traffic is projected to be **79%** of all global consumer traffic

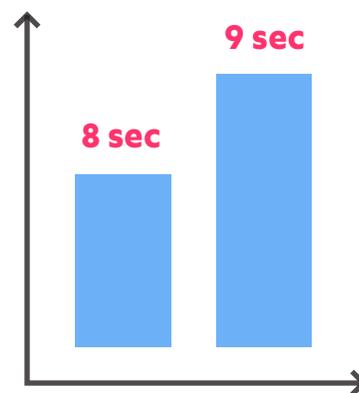
## SO WHAT EXACTLY IS ONLINE VIDEO MARKETING?

Online video marketing uses video content to showcase and market a company, product, or service. With the prevalence of YouTube, Netflix, and social media, online videos have quickly become the go-to medium for news and entertainment.



In 2013, YouTube reported that **40%** of video traffic came from mobile devices; this is a **15%** increase from 2012

## ATTENTION SPAN MEASURED



Our **attention spans** in 2013 fell to **8 seconds** from 12 in 2000; the attention span of a goldfish is **9 seconds**

Another aspect of your marketing strategy that greatly benefits from video is your Search Engine Optimization (SEO). SEO is the practice of improving your website's visibility in Google's search results by ensuring your content is captured in search engines. It is so important that **70%** of media publishers optimize their videos for SEO. Since Google prioritizes **original and engaging** content in its search engine algorithms, video results have been noted to be **50x** more likely to land on the first page.

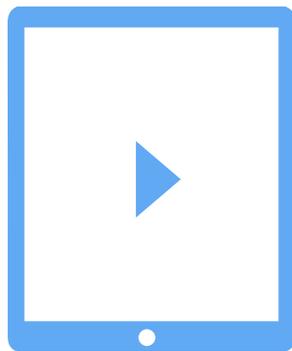
## 2. CURRENT STATE

## PREVALANCE

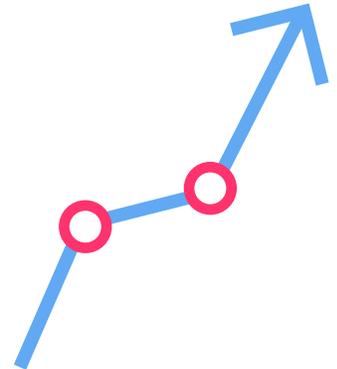
How prevalent is video marketing? **69%** of B2B companies are using online video marketing. Of those companies, **82%** of them indicated that video marketing has been successful in achieving company objectives. These numbers are projected to increase as more companies witness the adoption and effectiveness of online videos grow.



USING VIDEO MARKETING



ACHEIVED SUCCESS



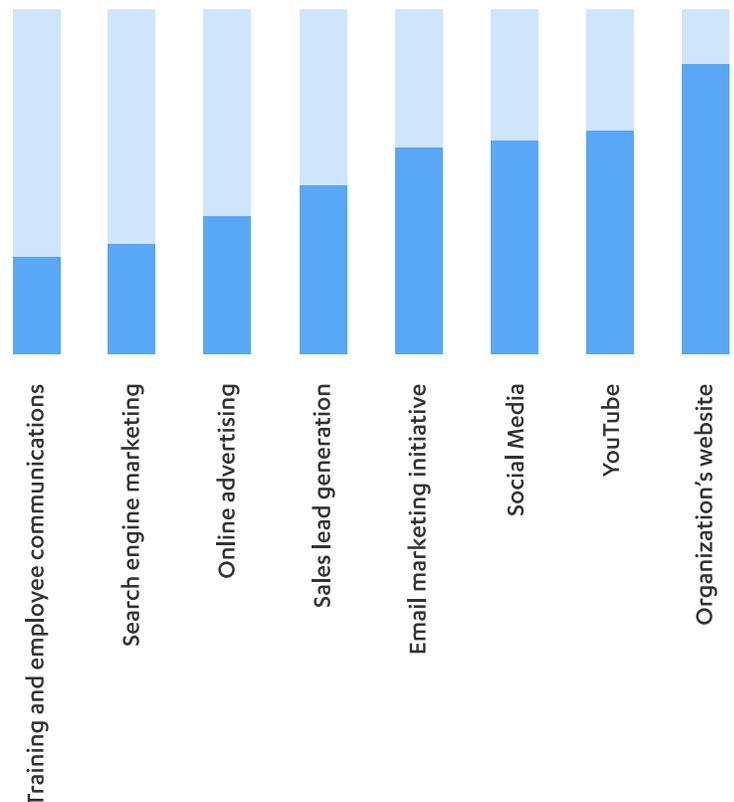
## HOW VIDEO MARKETING IS USED

### VIDEO MARKETING TRENDS REPORT: TOP 3 USE CASES FOR VIDEO MARKETING

**1** WEB PLACEMENT

**2** YOUTUBE

**3** SOCIAL MEDIA



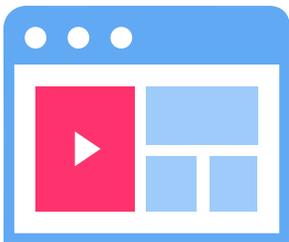
# TOP 3 VIDEO MARKETING OBJECTIVES

**1 BRAND AWARENESS**

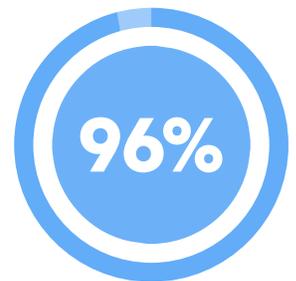
**2 LEAD GENERATION**

**3 ENGAGE AUDIENCE**

Videos help tremendously with sales conversions and return on advertising investments. In a test conducted by EyeView, landing pages with videos boosted sales conversions by over **80%**. Combined with the fact that videos in emails increased click-through rates by **96%**, marketers can serve a 1-2 punch in increasing sales revenue.

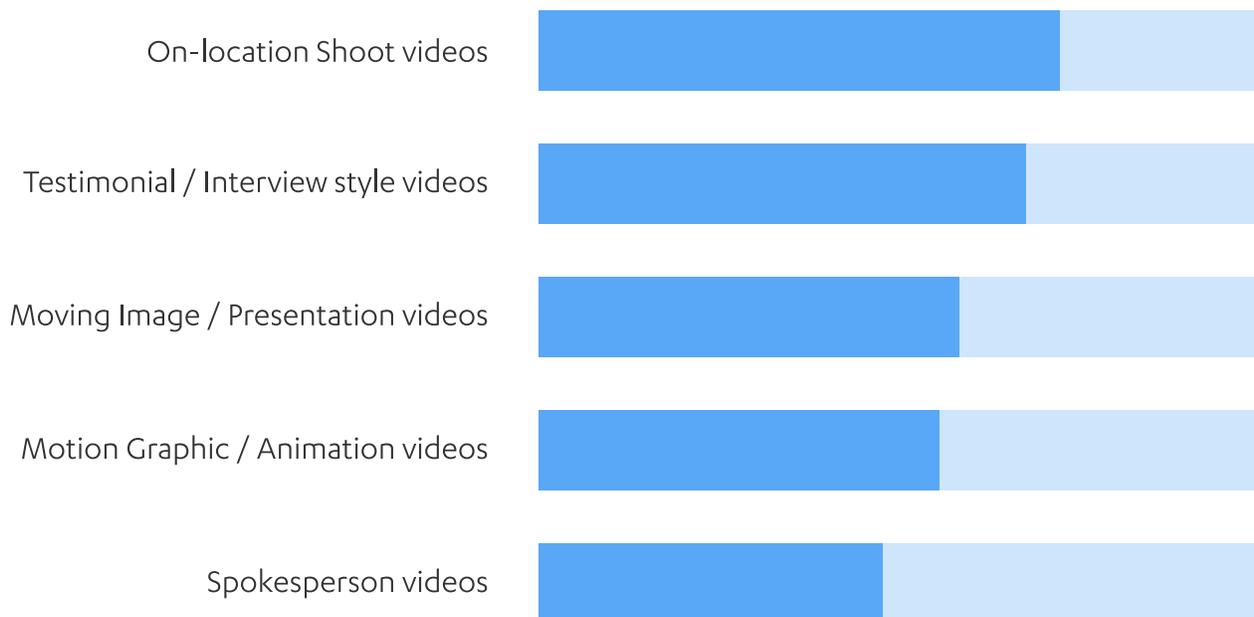


SALES BOOST



CLICK THROUGH INCREASE

## TYPES OF VIDEO CONTENT USED



# 3. EFFECTIVENESS

# 5 COMPONENTS

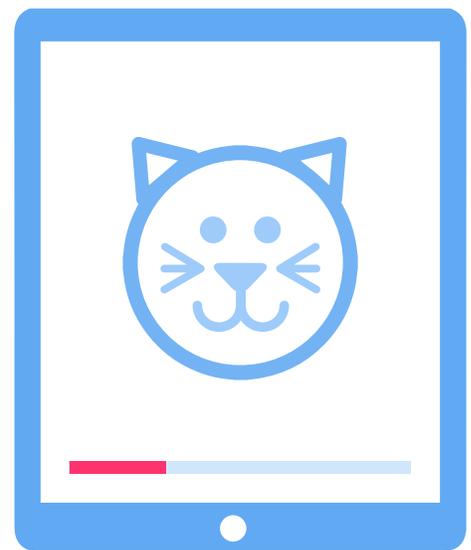
Knowing how effective video marketing can be, let us show you how to champion it. Successful video marketing hinges on 5 main components:



## VIDEO CONTENT

The content of the video is the core of video marketing. The content should be relevant, informative, and compelling. The best marketing videos tend to demonstrate how your company will affect others on a **wide scale**. The better your story, the more customers will feel emotionally engaged. Digging deeper, research from the Ehrenberg-Bass Institute for Marketing Science discovered that the most shared videos elicited a **strong physiological response** from its viewers. The study noted that videos inducing positive emotions over negative emotions were shared more frequently. Keep this in mind when filming your next cat video.

Videos eliciting positive emotions, like cat videos, encourage people to share more.



## PRODUCTION

In recent years, production costs have **decreased** due to improved media technology and inventive ways of filming. There is no longer a need for production agencies when companies can produce their own videos using in-house expertise. The most common and less resource intensive videos include webinars, event recordings, press conferences, and narratives. The key is to realize that anybody can be a media creator if they want to be. Go ahead, take your cell phone, webcam, or video camera and start filming.

**1 WEBINARS**

**2 EVENT RECORDINGS**

**3 PRESS CONFERENCES**

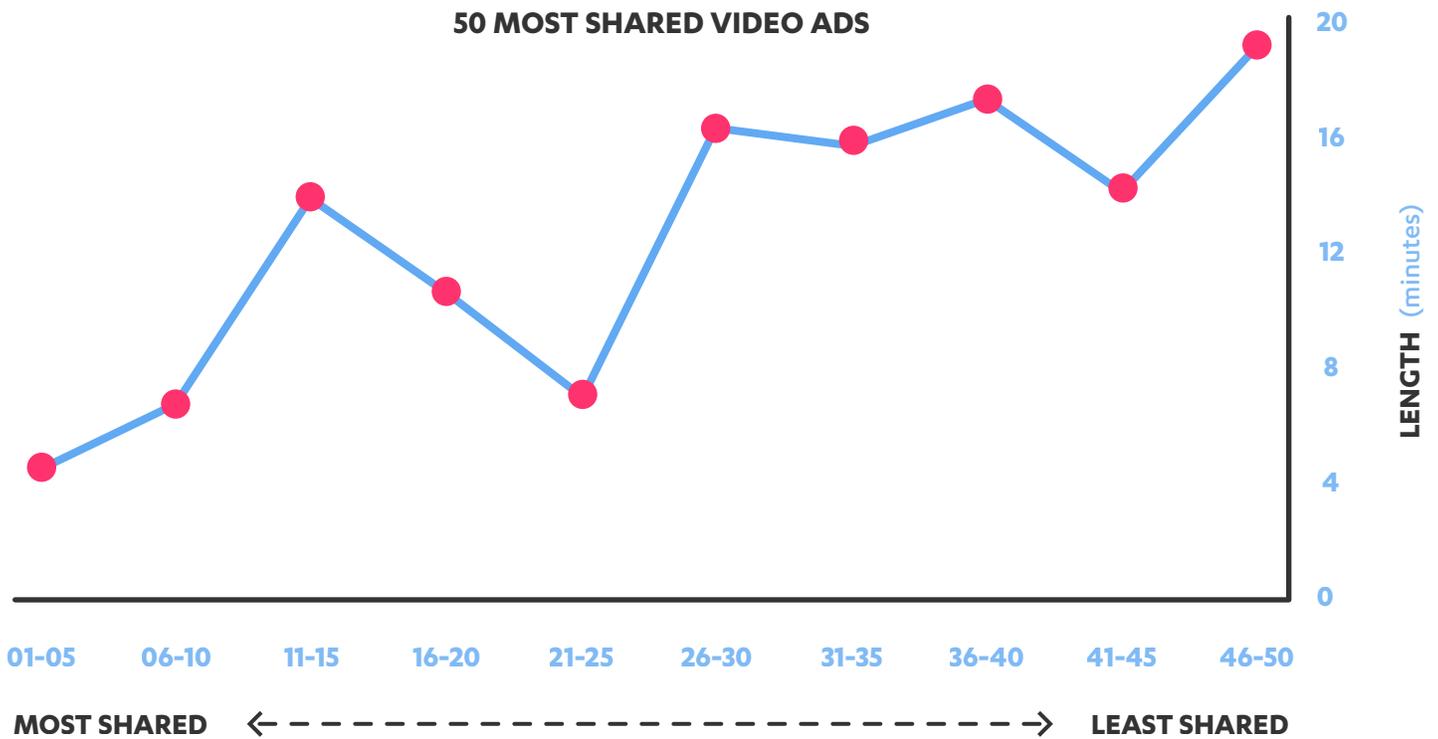
**4 NARRATIVES**

# 3

## STRUCTURE

One size does not fit all for marketing videos. Videos can have varying lengths, narrative styles, and design elements - the effectiveness of these videos really depend on the audience. Generally speaking, shorter videos tend to be the sweet spot for most viewers. An [aggregation](#) of the top 50 most shared global video ads discovered that the top 10 videos were between 1 to 5 minutes in duration. In addition, [tutorial](#) videos tend to perform better when less than 2 minutes in length while commercials are more effective when shorter than 1 minute. The bottom line is that all companies need to ensure that their message is being conveyed, regardless of the length of the video.

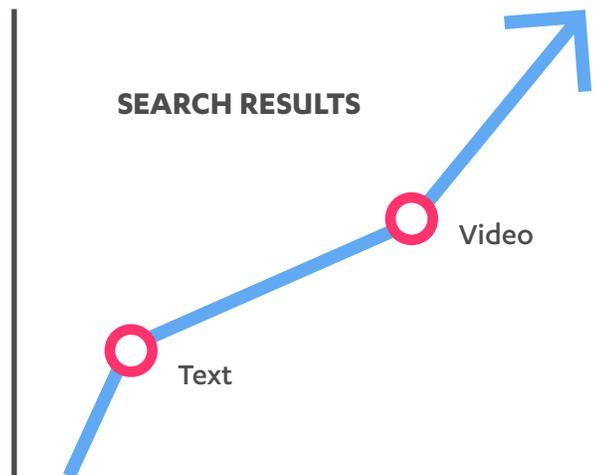
### 50 MOST SHARED VIDEO ADS



# 4

## SEO

As previously mentioned, investing time to optimize your video SEO will increase your visibility. Proper SEO implementation includes using a multi-channel strategy, video transcripts, sitemap creation, and more. Check out our [8 Steps to Master Video SEO](#) whitepaper for a more in-depth explanation on how to get your video on the first page of Google Search's results.





## DISTRIBUTION CHANNELS

There are multiple funnels in which viewers can get to your video. Customizing that experience is key to making viewers come back for more.

Email is one of the easiest and most far reaching points of contact to customers. When you combine that with the ideal subject line length of [28-39 characters](#), you can slowly and effectively nurture your audience to your video landing page.



Marketing reports indicated that **60%** of marketers said email marketing improves conversion rates



Be sure to include the word “video” in an email’s subject line since it increases open rates by **13%**

Customized landing pages enable full control and ownership of your videos. By using JW Player’s solutions, you can brand and even monetize your videos using ads. Hosting the videos with JW Platform will allow you to skin the way your video looks and add specific call-to-actions (CTAs). Including CTAs is paramount in gaining new leads via video marketing. Give your viewers something to do (i.e. sign up for updates, watch related videos, contact us) or they will become disengaged.

## 4. FUTURE

## WHAT TO EXPECT

You’ve just learned about the importance and application of video marketing, but where is video marketing headed? With online video becoming easier than ever to stream to your television sets, more consumers are cutting ties to their television networks and replacing their cable boxes with computer boxes. As a result, viewers are more likely to view longer online videos and stream to bigger screens. For more information on the future state of online video, check out [JW Labs](#) for our latest innovations and play around. If you are interested in learning more about JW Player’s solutions and how we can help your video marketing, please contact [mktg@jwplayer.com](mailto:mktg@jwplayer.com)!

