

# 2013

## Online Video Marketing Survey and Business Video Trends Report



Third annual in-depth study based on survey results from over 600 marketing professionals reveals how online video is being used by businesses for their marketing communications initiatives.

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

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**2013 Survey Data Highlights**

Online Video has become an increasingly important part of the marketing mix and marketing budgets for most organizations. The third annual 2013 Online Video Marketing Survey of over 600 marketing professionals reveals that:

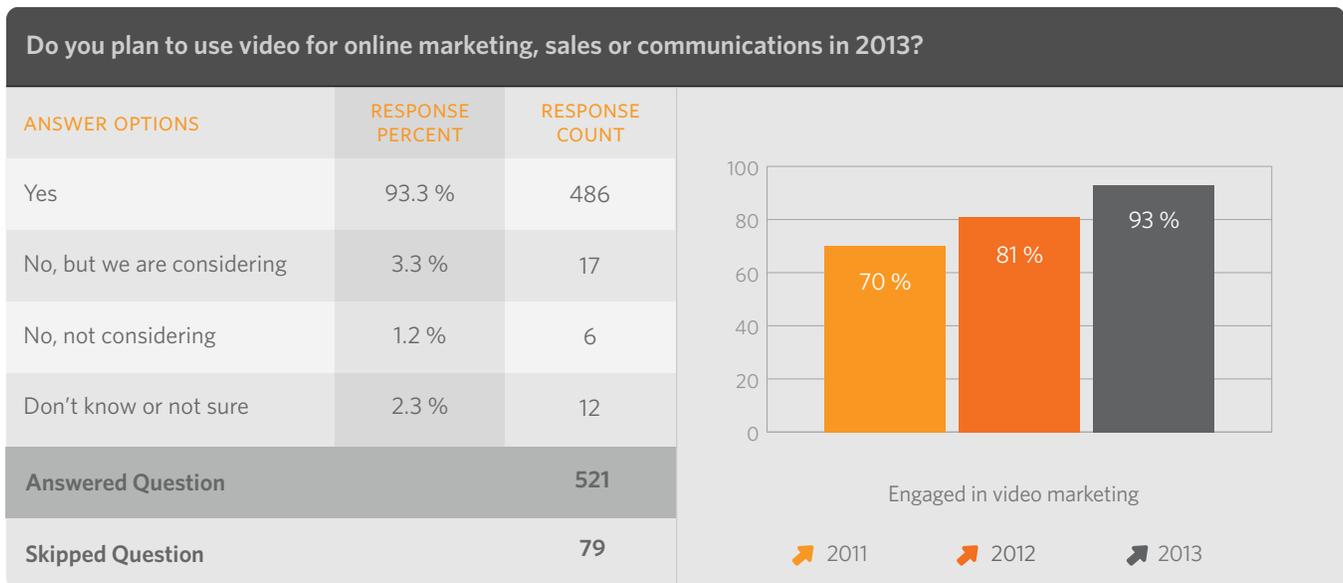
- 93% of marketing professionals are using online video for marketing and communications in 2013
- 84% are using video for website marketing
- 60% are using video for email marketing
- 70% are optimizing video for SEO
- 70% of surveyed marketers said they will increase spending on video marketing in 2013
- 82% of surveyed marketers stated that video marketing has had a positive impact on their business or organization





## 93 Percent of Marketers Are Engaged in Video Marketing + Communications

Respondents answered a resounding “Yes” when asked if they planned to use video for online marketing, sales, or communications during 2013. This represents a significant increase from the 2012 survey results, when 81% of marketers indicated they were using video for online marketing. In total, 93% answered affirmatively, 3% are considering using video for online marketing, and 2% are uncertain, leaving only 1% that are not considering using video for online marketing communications. Clearly video has become a mainstream digital medium for online business marketing, sales and communications.



## Impact of Online Video Marketing Overwhelmingly Viewed as Positive

The overwhelming majority of marketers (82%) stated that online video marketing has had a positive impact on their business or organization. 10% felt video has had little impact on their marketing results and 7% have not yet integrated video into their marketing programs.

**What has been the impact of using online video marketing at your organization?**

ANSWER OPTIONS	RESPONSE PERCENT	RESPONSE COUNT		
Video has had a positive impact on our marketing efforts	82.4 %	418	Video has had a somewhat negative impact on our marketing efforts	0.2 %    1
Video has not had much impact on our marketing efforts	10.5 %	53	<b>Answered Question</b>	<b>507</b>
We have not integrated video with marketing at our organization	6.9 %	35	<b>Skipped Question</b>	<b>93</b>

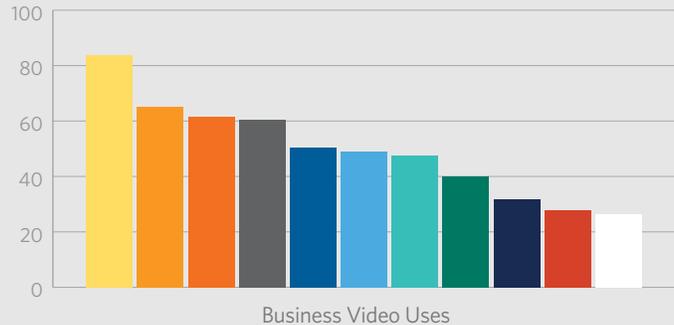






How has your Company/Organization used online video in the past 12 months? Check all that apply (cont.)

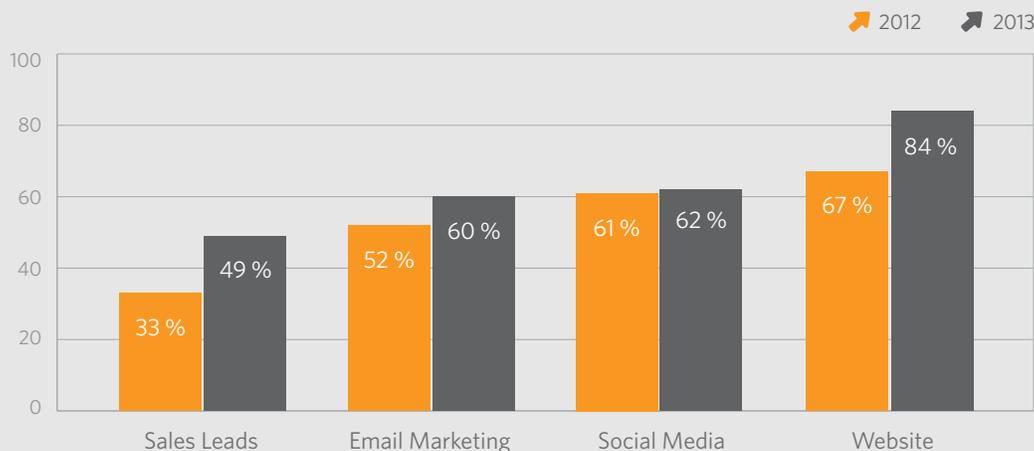
-  Used as part of your website marketing content
-  Used for YouTube marketing
-  Used for social media marketing and networking
-  Used for video email marketing or email newsletters
-  Used to explain new products and services
-  Used for sales lead generation
-  Used for video landing pages
-  Used for online advertising
-  Used for Search marketing purposes
-  Used for employee communications or training purposes
-  Used for online screen share meetings and webinars



## Comparison of Video Marketing Activities Between 2012 and 2013

Some interesting findings are shown below that highlight some of the changes in the business use of online video for marketing initiatives for 2013 compared to 2012. The four video marketing applications represented in the chart below reflect an overall increase in the use of online video in 2013. Notably, the use of video on company/organizations websites increased 17 percentage points from 2012 to 2013 (67% to 84%). Websites are becoming more dynamic as more companies use video embedded in web pages to explain their products and services, and to engage and convert visiting prospects.

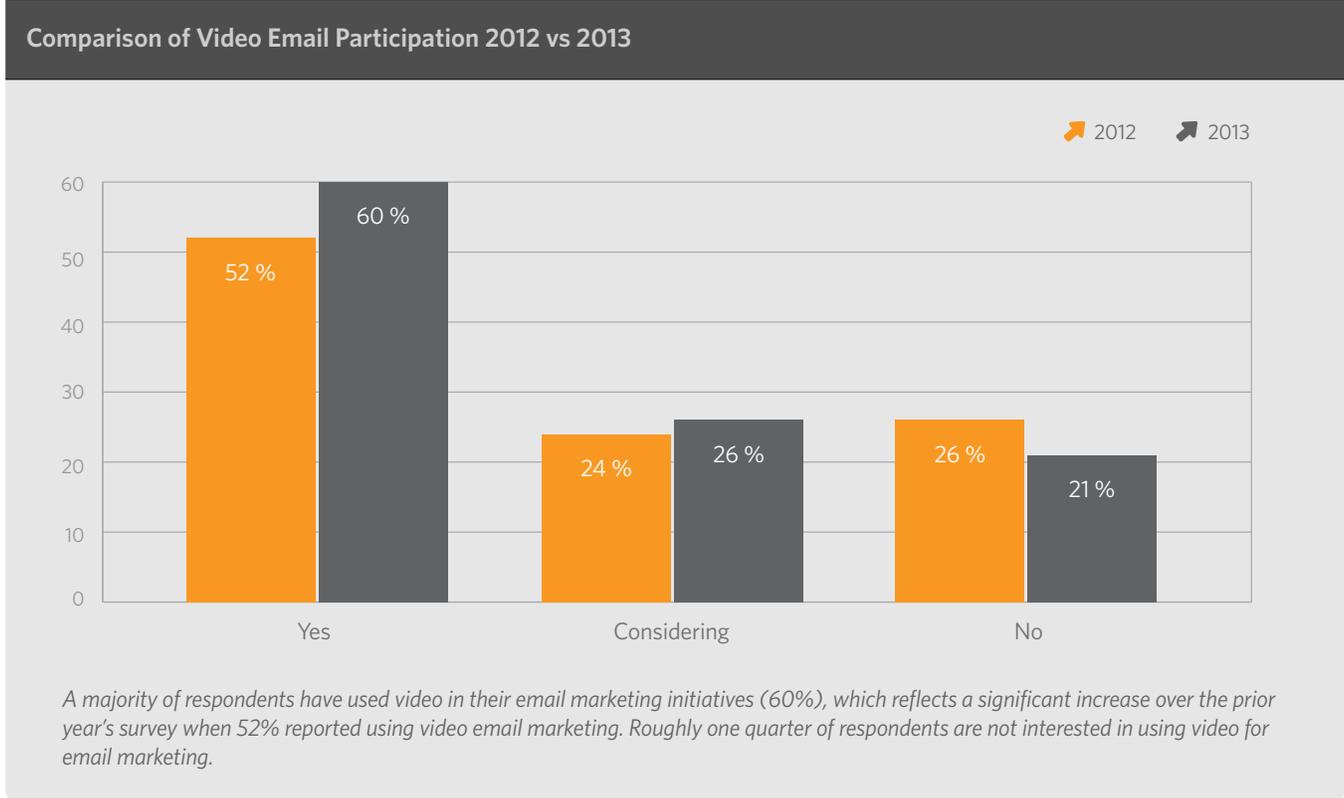
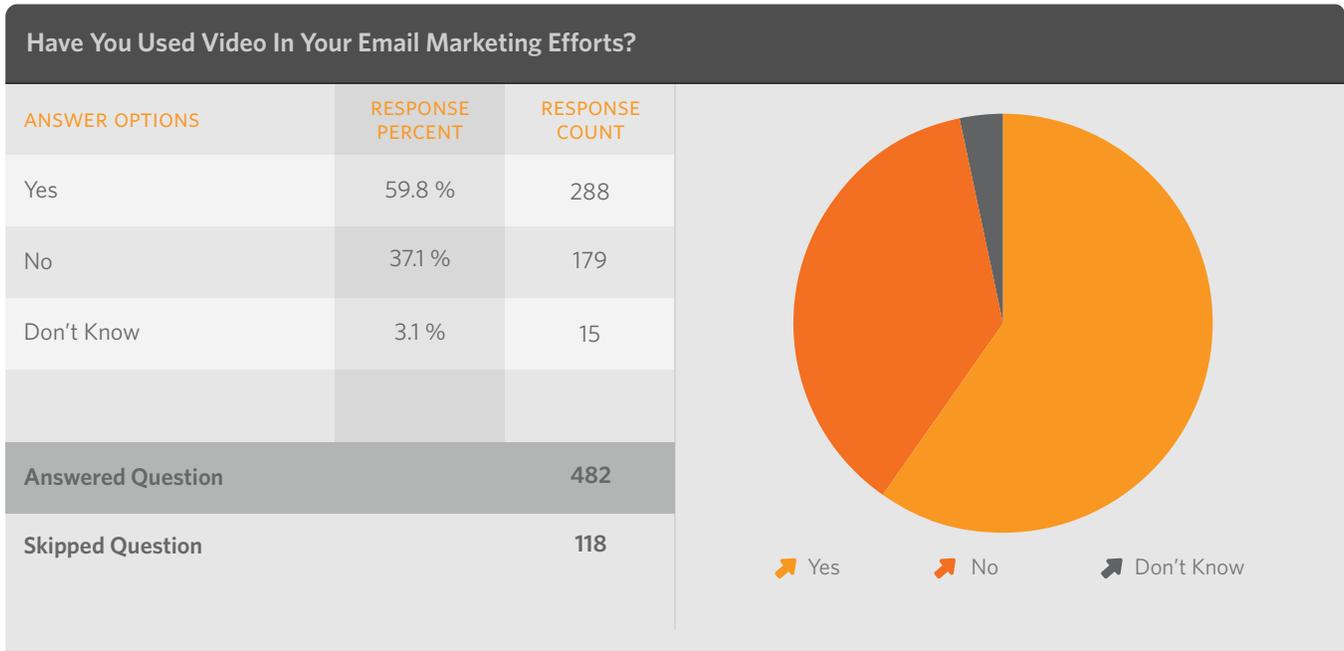
### The Use of Online Video for Marketing - 2012 vs 2013



The use of online video for generating sales leads has also seen a significant year-over-year increase, growing from one-third of companies in 2012 to almost one-half (49%) in 2013. Email marketing experienced a significant increase in utilization, from 52% in 2012 to 60% in 2013. The use of video on social media sites such as Facebook, Twitter and others, remained steady, going from 61% in 2012 to 62% in 2013.

## 60 Percent of Marketers Are Using Video for Email Marketing

Sixty percent of respondents to the 2013 Video Marketing Survey indicated they are using video in their email marketing programs which represents a significant increase from 52% in 2012. In general, the survey respondents represent a sophisticated segment of the online marketing population, which may help explain the high adoption rate for video email marketing.















## Conclusion

As the 2013 Video Marketing Trends Report results reflect, video has become an important and effective tool for most online marketers. With more than 93% of this year's survey respondents indicating they are currently using video for online marketing, sales or communications, and another 3% saying they are considering using it this year, online video has become a mission-critical marketing and communications application.

The survey results from this year's Trends Report provide extensive insight into the strategies, applications and specific practices being used by marketing decision makers to achieve success with their online video marketing initiatives. If you have specific questions or comments concerning the 2013 Report, please email [info@webvideomarketing.org](mailto:info@webvideomarketing.org).



Web Video Marketing Council

### About the Web Video Marketing Council

The Web Video Marketing Council (WVMC) is a professional association established to provide timely, relevant information about video marketing topics and technologies to professional marketers and communicators through its website, newsletter, reports and webinars. Companies and organizations that want to sponsor the WVMC or contribute non commercial white papers, reports and articles to the WVMC for publication should contact the WVMC directly through our website [webvideomarketing.org](http://webvideomarketing.org) or email us at [info@webvideomarketing.org](mailto:info@webvideomarketing.org).



### 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 & 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 Reel SEO at [reelseo.com](http://reelseo.com) Follow @ReelSEO on Twitter | ReelSEO on Facebook



### About Flimp Media, Inc. (FMI)

Flimp Media Inc. (FMI) is a leading online video marketing and communications firm with offices in Boston, MA, New York, NY, Los Angeles, CA, and Manchester UK. The creative division specializes in producing motion graphics and animated explainer videos for large and midsized business clients. Their FLIMP5 video communications platform enables users to quickly create, distribute interactive video and multimedia content with detailed tracking and reporting. For more information about FMI video products and services visit [flimp.net](http://flimp.net), or call **1.508.686.2802**.



Web Video Marketing Council



THE ONLINE VIDEO MARKETER'S GUIDE



VIDEO SOLUTIONS