



CONTENT MARKETING VIDEO & VISUAL STORYTELLING SURVEY

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DOES VIDEO PLAY A BIG ENOUGH ROLE IN YOUR MARKETING MIX?

Content is key to a successful marketing strategy, and video is one of the best ways to convey that content to the broadest audience.

At Vidyard, we see the magic of video at work every day. Video builds authentic connections with your audience, explains the value of your product, and generates investment in your brand. Text is impersonal and imprecise; video shows, not tells, and your viewers will love you all the more for it.

As you'll discover in this report, the overwhelming majority of content marketers say that video has become more important to their organizations over the last two years. Future investments into video are only expected to further climb.

Still only sprinkling video into your marketing programs here and there? You're missing out on huge potential increases to your key metrics. By upping your video investment and making it a backbone of your overall marketing approach—like a lot of your peers are already doing—you can better connect, educate, and convert.

Vidyard is proud to present this Content Marketing Institute (CMI) survey on the use of video. We hope it helps you focus your investments and get the most out of your marketing dollar.

Welcome to Content Marketing Institute's first Video & Visual Storytelling Survey. In this report, you'll learn how content marketers are using videos, how they're getting them produced, where they're seeing results, and more.

Among the findings:

- ▶ 88% of those surveyed use videos for content marketing; among those who don't, 60% expect that they will be within 12 months
- ▶ 83% said video has become more important to their organization in the last two years
- ▶ Respondents said videos featuring influencers/subject matter experts are producing the best content marketing results
- ▶ Most video (45%) is created for the brand awareness stage
- ▶ 60% of respondents expect that their organization will spend more on video in 2022 than they did in 2021
- ▶ The current top video content marketing challenge is "not using video to potential" (48%)

Are you using video strategically? Are you paying as much attention to your video distribution plan as you are to video creation? Are you measuring results to see what works? All are important to overall video marketing success. Here's to yours!

Most marketers surveyed use videos for content marketing.

88% of those surveyed use videos for content marketing. Of those who do not, 60% expect to within the next 12 months. See page 6.

Videos have become more important to business.

83% said videos have become more important to their business in the last two years. 17% said they are about the same in importance. No one said they have become less important. See page 9.

How-to videos are the top type used but interviews with influencers/subject matter experts produced the best results.

How-to videos, case studies, and branded stories also produce good results, but videos showing interviews with influencers/subject matter experts came out on top. See pages 10 and 11.

Those surveyed are mostly producing videos in-house.

55% said they mostly produce in-house, while 19% said they mostly outsource. 26% said it's about 50/50. See page 12.

Most videos are created for the brand awareness stage and are designed to inform.

Respondents said that 45%, on average, of the videos they produce are being created for the brand awareness stage. In addition, 44% are being designed to inform. See page 13.

Audiences don't necessarily prefer video over other content types.

46% said their key audience consumes videos, but doesn't seem to prefer video over other content types. 29% said their key audience does seem to prefer video over other content types. See page 15.

60% expect their video budget to increase in 2022 compared with 2021.

Even still, 69% of respondents said their organization needs to invest more in video. Will the increases in 2022 be enough? That remains to be seen. See page 20.

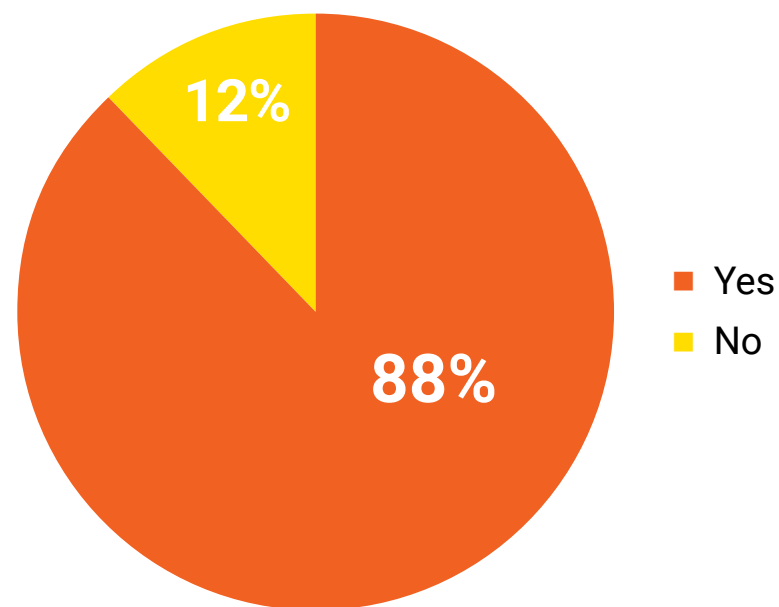
There is work to be done.

Only 17% of respondents said their organization is getting excellent results from video. 71% said they are getting average results and 12% said they are getting below average results. Furthermore, 48% said their organization is not using existing video to potential. See pages 17 and 21.



88% of those surveyed said their organization uses videos for content marketing.

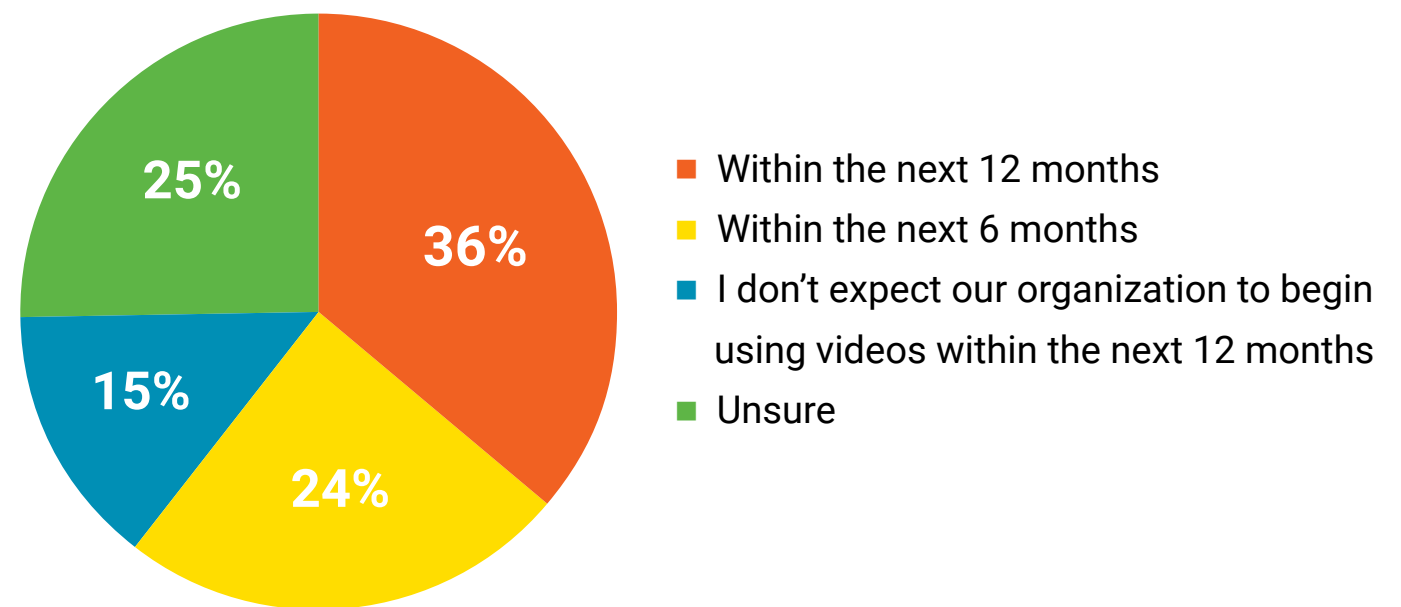
Does Your Organization Use Videos for Content Marketing?



Base: Content marketers.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

When Do You Think Your Organization Will Begin Using Videos?



Base: Content marketers who don't currently use videos.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

Why doesn't your organization currently use videos?

Many of the fill-in responses to this question cited lack of time, money, and resources. Others said they were in the early phases. In addition, we heard:

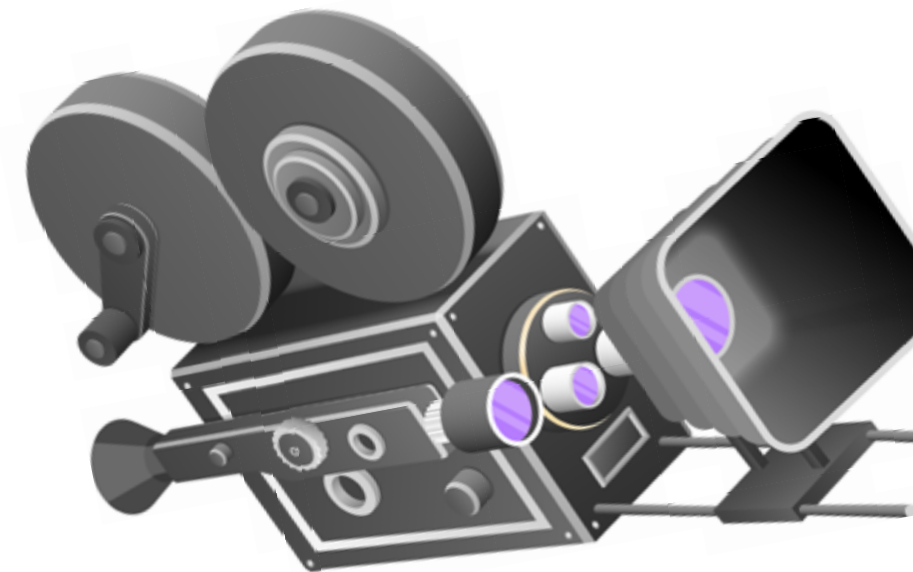
Budget and concern about video quality if we did it in-house. However, we are working on addressing these issues and are planning to incorporate video in the next 6 to 12 months.

We don't have the budget/other resources to create the types of videos we would want to be associated with our brand. While we use video in other formats that could potentially be repackaged (paid social, live streams, etc.), we do not produce anything specifically for our content marketing goals.

We occasionally use videos. But a video is a lot more expensive to create than a blog post. And written words are still easier to optimize for search. It's been difficult to see return on the significant investment.

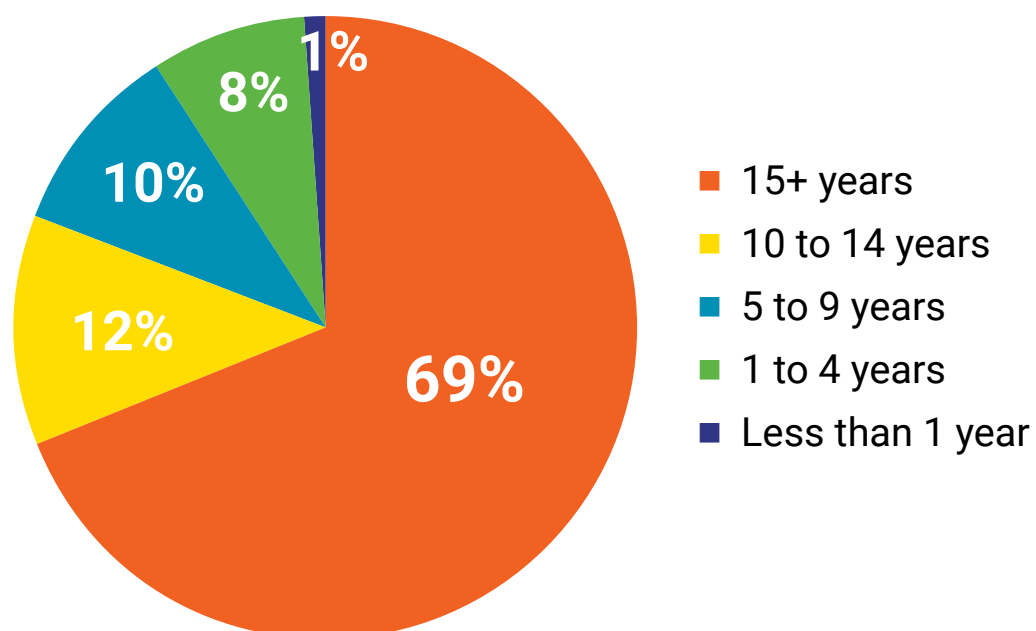
Leadership is convinced that we need to make every video a big production, so they've dragged their feet on videos because of the analysis-paralysis of trying to determine budget and costs. It's been immensely difficult to convince them that you don't need a video production company and expensive equipment to make solid-quality video content.

Given the cost of production and lack of time/resources, our experience has revealed little return on investment. People weren't using them.



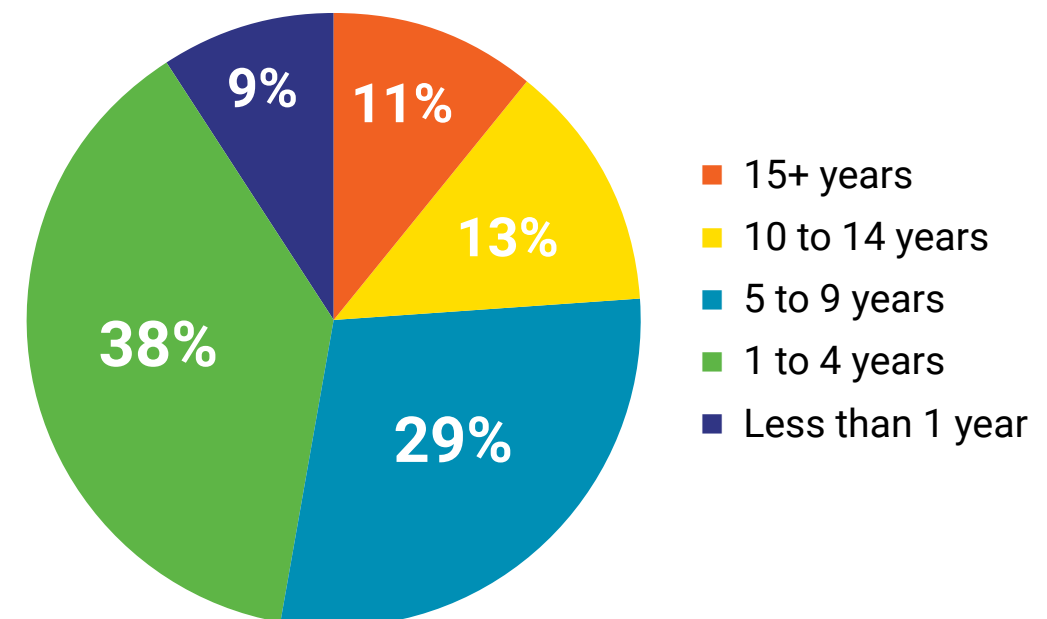
53% said their organization has been using videos for content marketing for five or more years.

How Long Has Your Organization Been in Business?



Base: Content marketers who use videos. Aided list.
Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

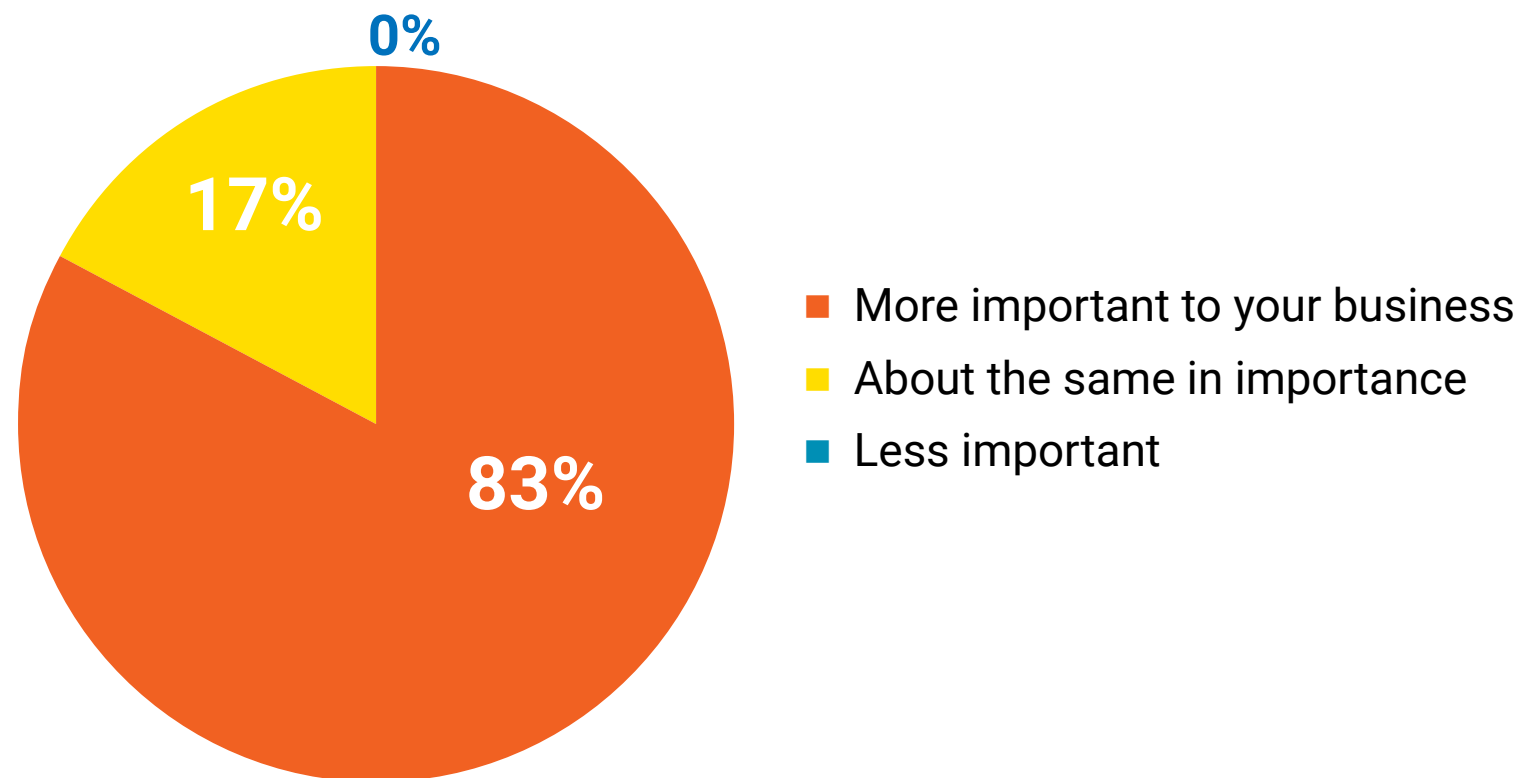
How Long Has Your Organization Been Using Video Content?



Base: Content marketers who use videos. Aided list.
Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

83% said video has become more important to their business in the last two years.

In the Last Two Years, Has Video Become...

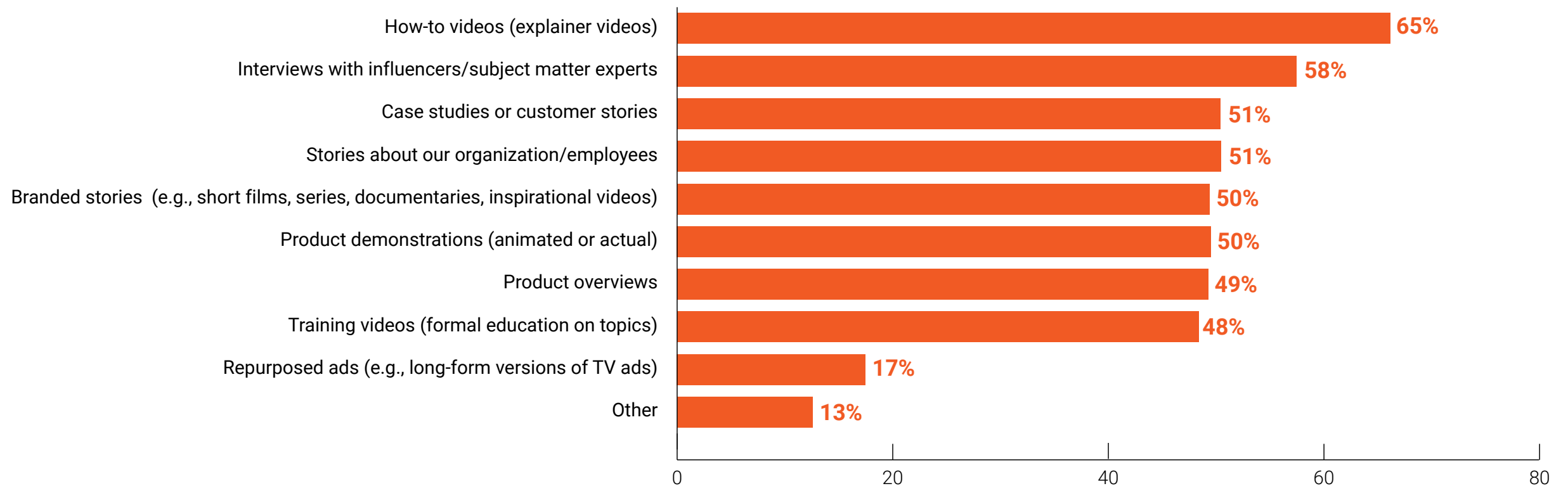


Base: Content marketers who use videos. Aided list.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

65% of respondents use how-to/explainer videos, making them the top type used.

Types of Videos Organizations Use

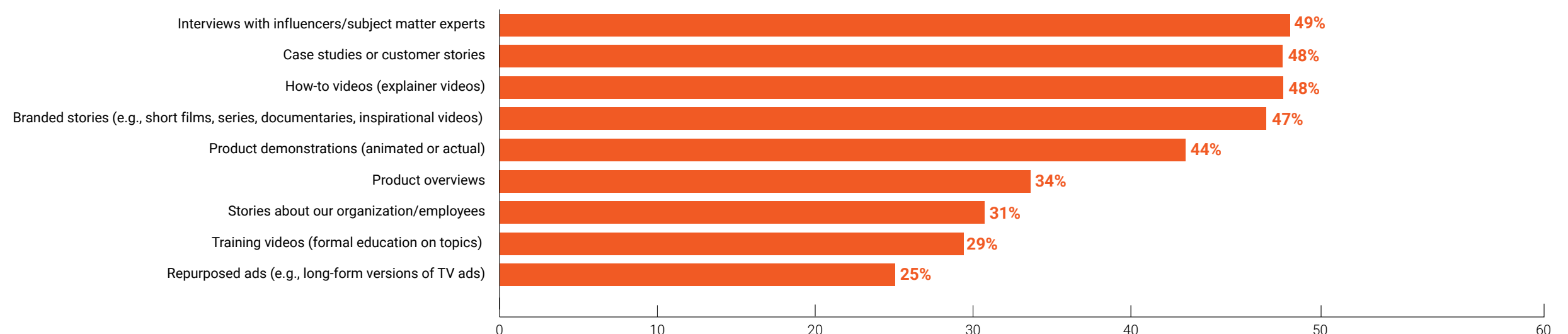


Base: Content marketers who use videos. Aided list; multiple responses permitted.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

Respondents said videos featuring interviews with influencers or subject matter experts produced the best content marketing results in the last 12 months.

Video Types That Produced the Best Content Marketing Results in Last 12 Months

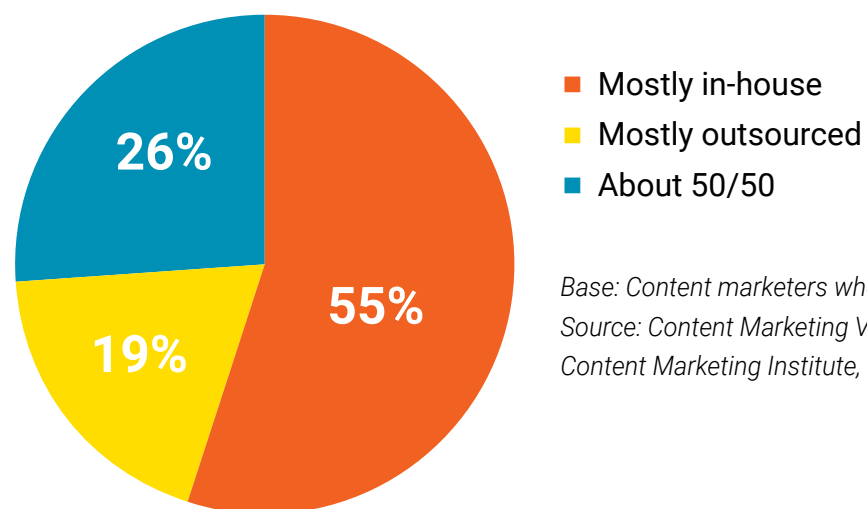


Base: Content marketers who use videos. Respondents were shown a list of videos they use and asked to select all that apply.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

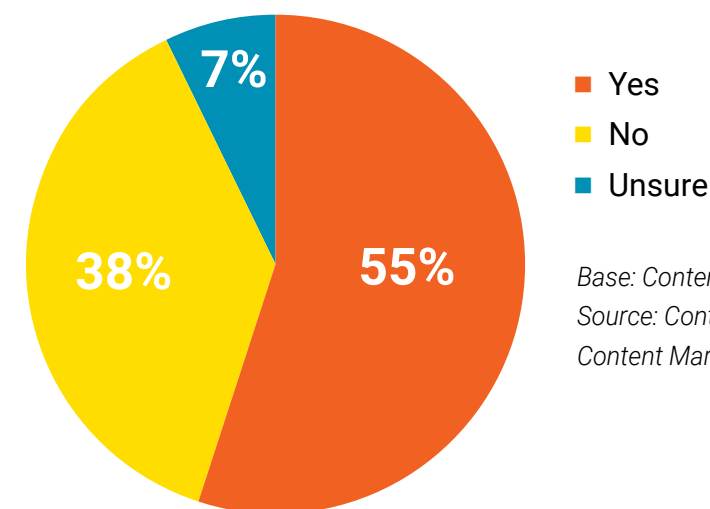
Most respondents produce videos mostly in-house and house their videos on public third-party hosting sites and their own websites.

How Organizations Produce Videos for Content Marketing



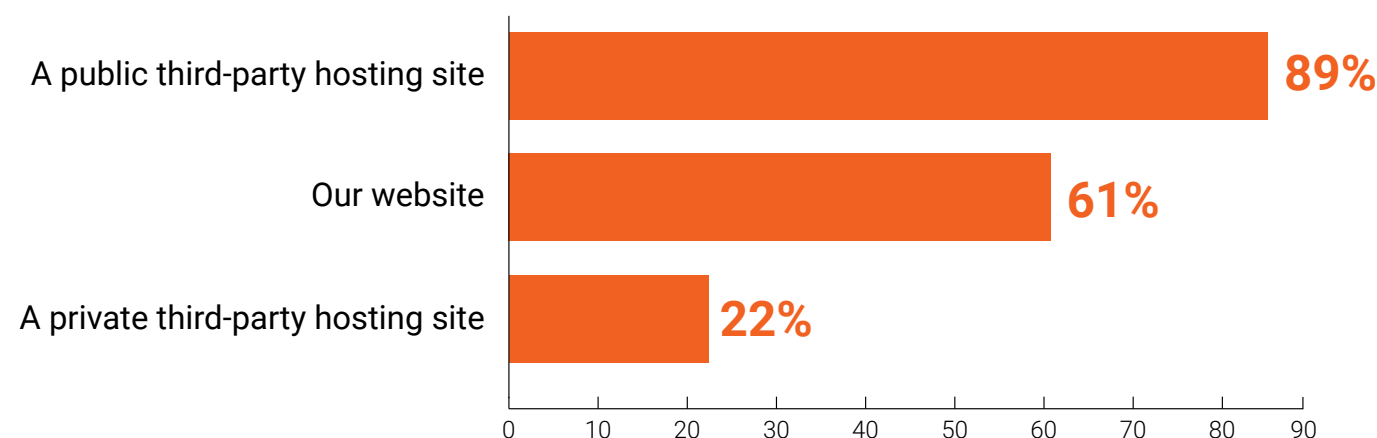
Base: Content marketers who use videos. Aided list.
Source: Content Marketing Video Survey.
Content Marketing Institute, October 2021.

Does Your Organization Have a Designated Person Who Audits Your Video Assets?



Base: Content marketers who use videos. Aided list.
Source: Content Marketing Video Survey.
Content Marketing Institute, October 2021.

Where Organizations House Content Marketing Videos



Base: Content marketers who use videos. Aided list;
multiple responses permitted.
Source: Content Marketing Video Survey.
Content Marketing Institute, October 2021.

Most videos are created for the brand awareness stage (45%) and are designed to inform (44%).

Percentage of Videos That Are Created for Stages of the Buyer's Journey

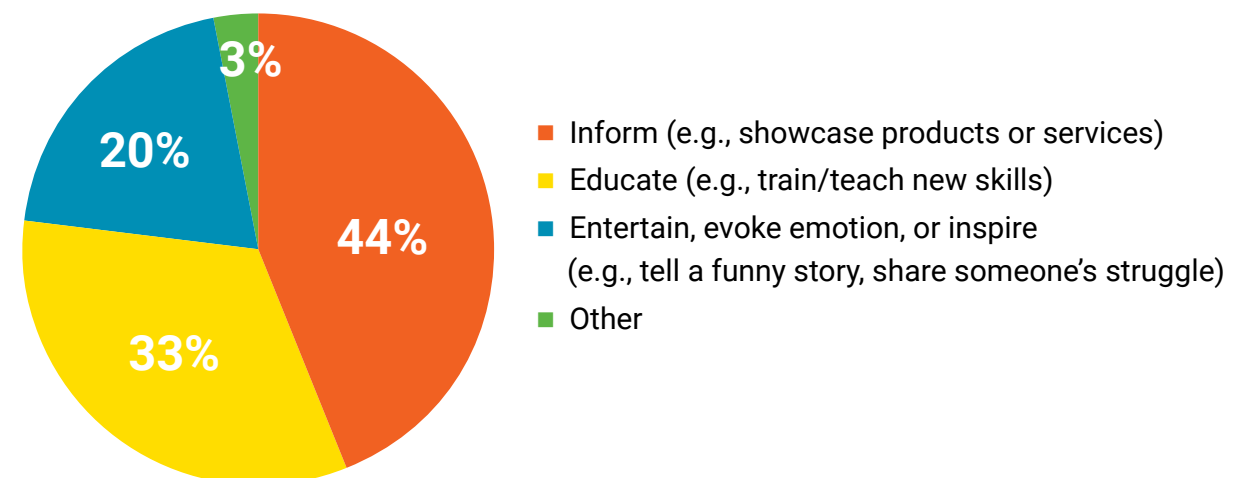


Base: Content marketers who use videos. Respondents were asked to estimate.

Percentages were required to total 100%.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

Percentage of Videos That Are Created To...



Base: Content marketers who use videos. Respondents were asked to estimate.

Percentages were required to total 100%.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

What are your organization's most-valued tools for video production?

Many of the fill-in responses to this question cited Adobe products. Others mentioned quality equipment. In addition, we heard:

Script writers, video equipment, employee talent.

Input from our internal subject matter experts about technical concepts and/or issues that affect our customers and community, so that we have a knowledge base to draw upon for video projects.

iPhones.

A solid production team that can take stories from A-Z.

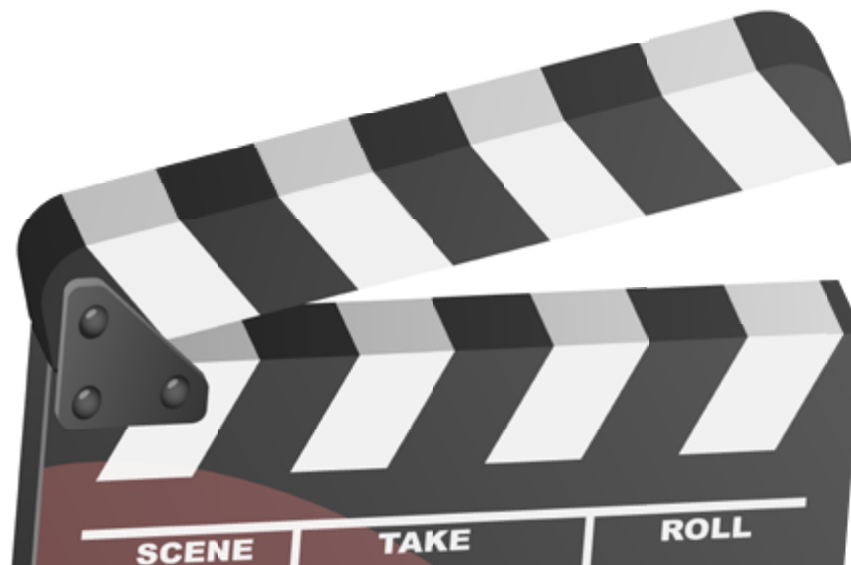
Adaptation over the last year into usage of virtual platforms.

Employee talent.

Our agency partner.

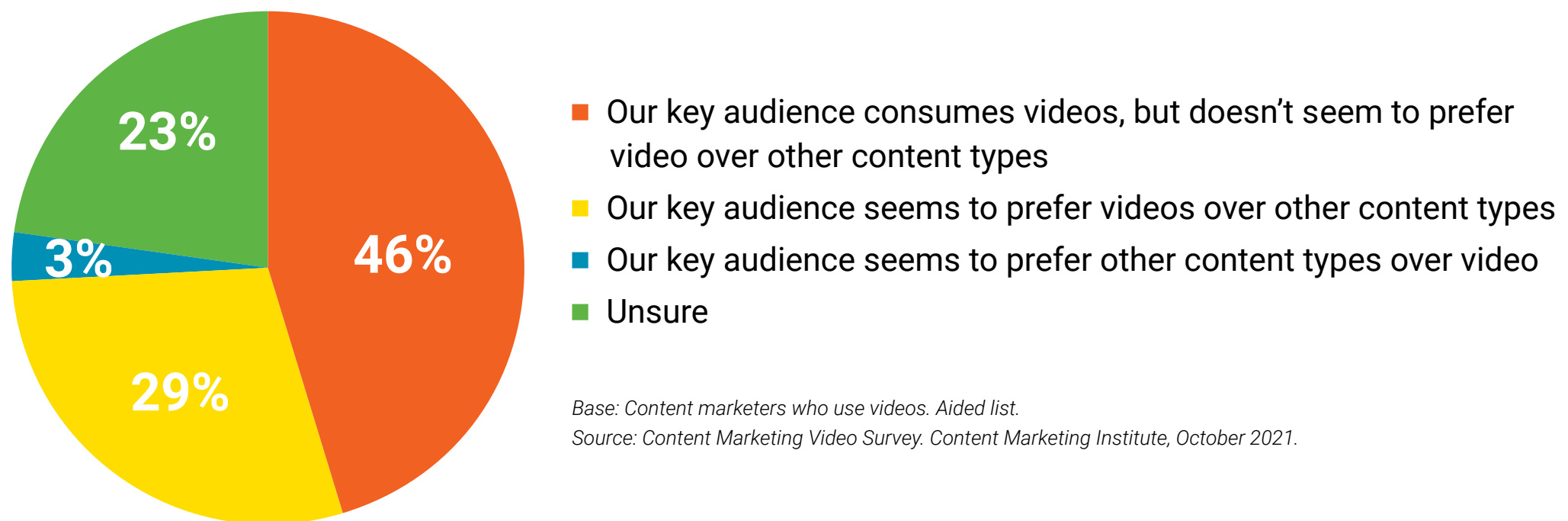
Our people.

We're still looking for one to love.



29% of respondents said their audience seems to prefer videos over other content types.

Which of the Following Statements About Video in Your Organization Is Most Accurate?

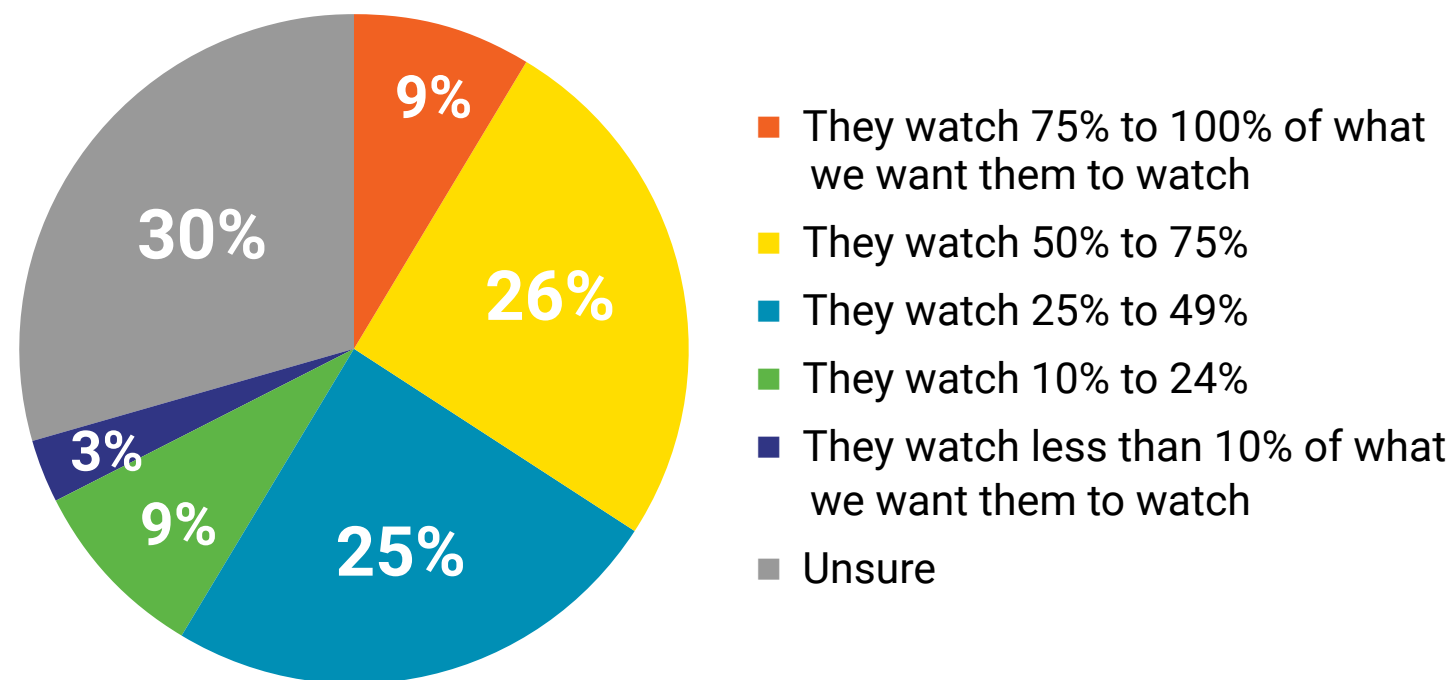


Base: Content marketers who use videos. Aided list.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

35% of respondents said viewers are consuming 50% or more of the videos they want them to watch.

Percentage of Videos That Viewers Watch

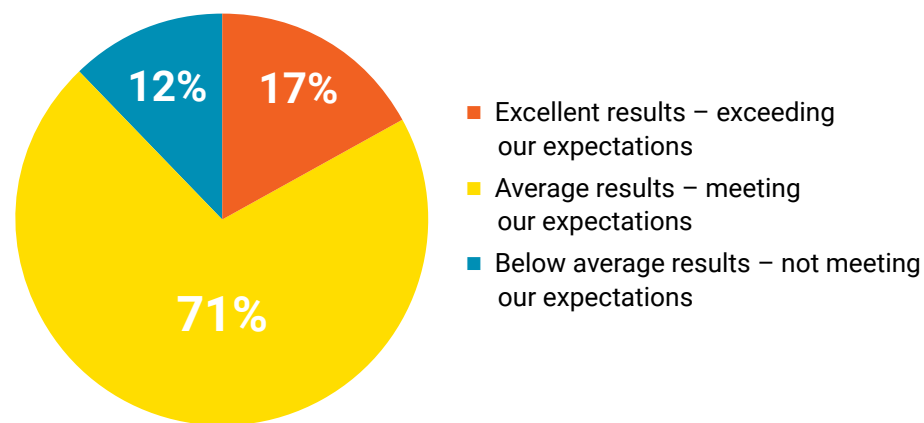


Base: Content marketers who use videos. Aided list.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021

87% of respondents said their organization is getting excellent or average results with video. The top measure of success is the number of views for each video (76%).

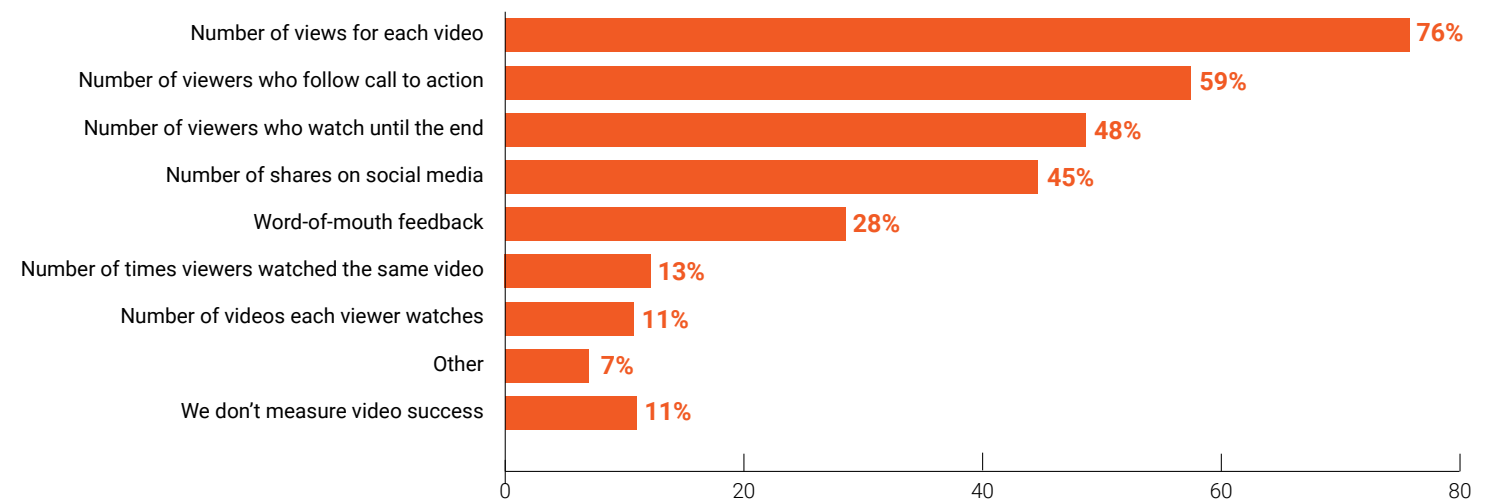
Results Organizations Are Getting With Video



Base: Content marketers who use videos. Aided list.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021

How Organizations Measure Video Success

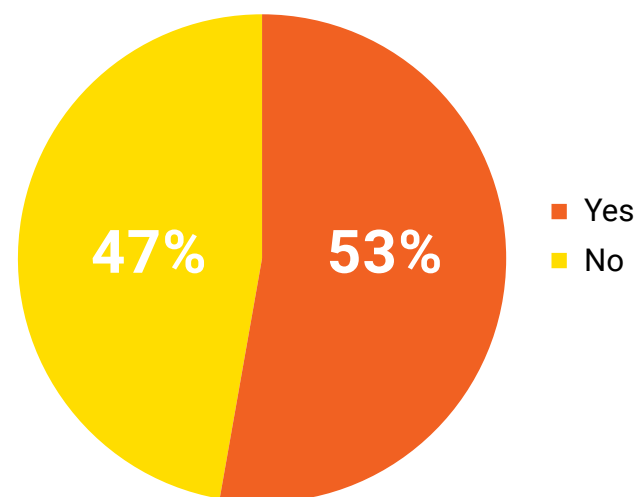


Base: Content marketers who use videos. Aided list; multiple responses permitted.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

Half of respondents spend \$5,000 or less on video creation in one year; 20% spend \$50,000 or more.

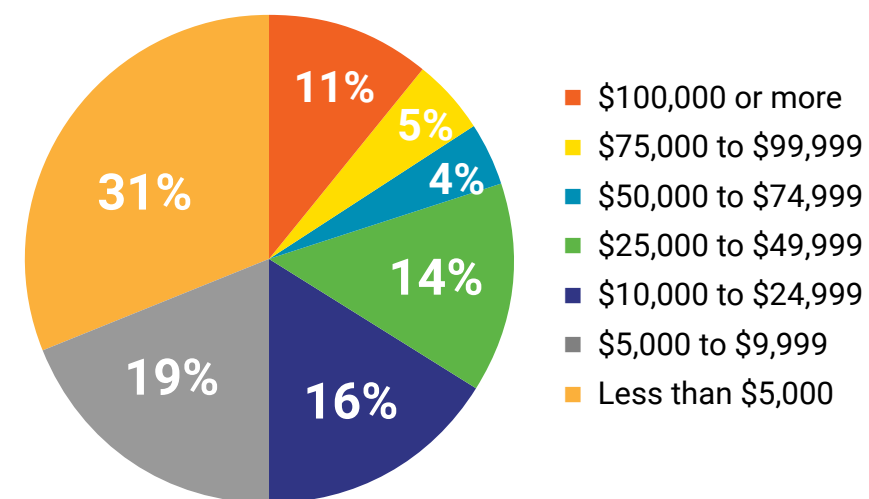
Do You Have Knowledge of Video Budgets/Spending in Your Organization?



Base: Content marketers who use videos.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

How Much Organizations Spend on Video Creation In One Year

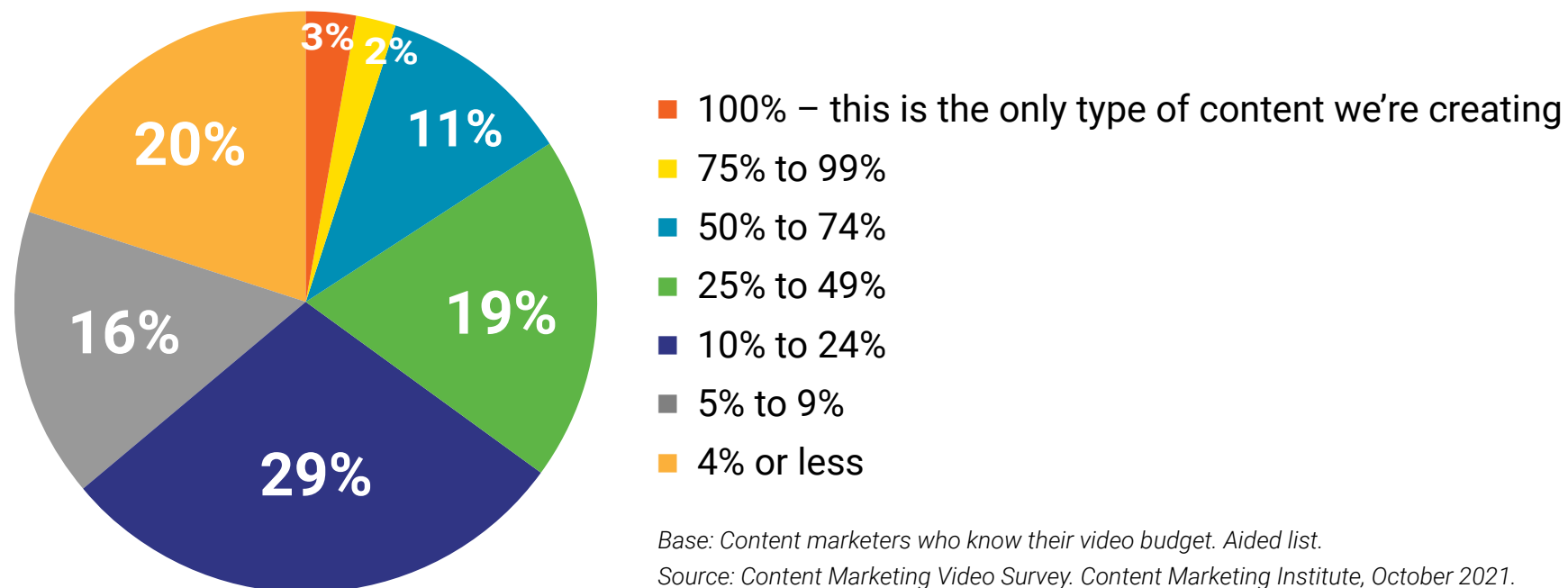


Base: Content marketers who know their video budget. Aided list. Respondents were asked to estimate amounts in U.S. dollars not including salaries.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

Some organizations invest heavily in video, with 16% reporting that they spend 50% or more of their total content marketing budget on video creation.

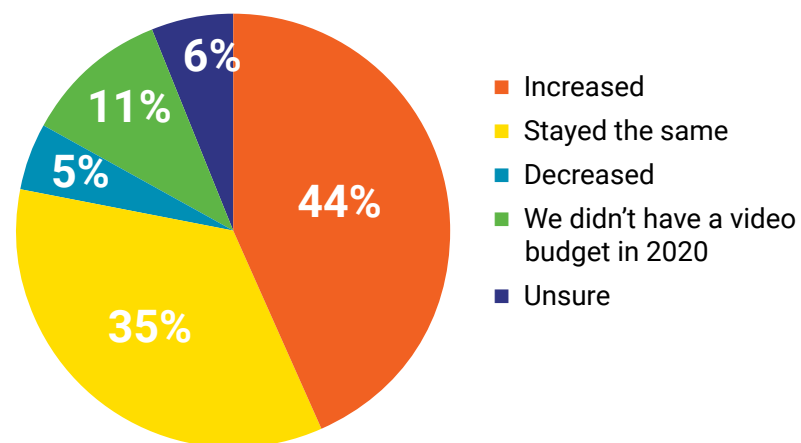
Portion of Total Content Marketing Budget Organizations Spend on Video Creation



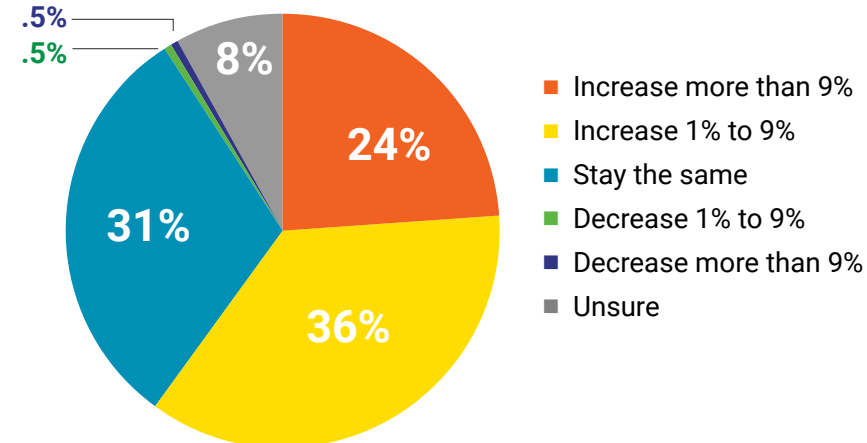
VIDEO BUDGETS & SPENDING

- ▶ 44% of respondents said their 2021 video budget was more than their 2020 video budget.
- ▶ 60% think their video budget will increase in 2022 compared with 2021; 24% of those think it will increase by more than 9%.
- ▶ 69% think their organization needs to invest more in video.

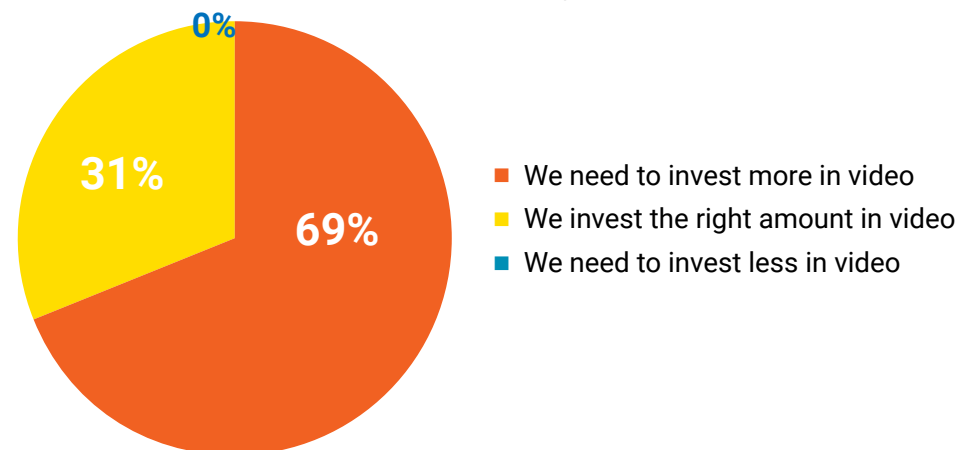
How 2021 Video Budget Compares With 2020 Video Budget



How Marketers Think Their 2022 Video Budget Will Change Compared With 2021



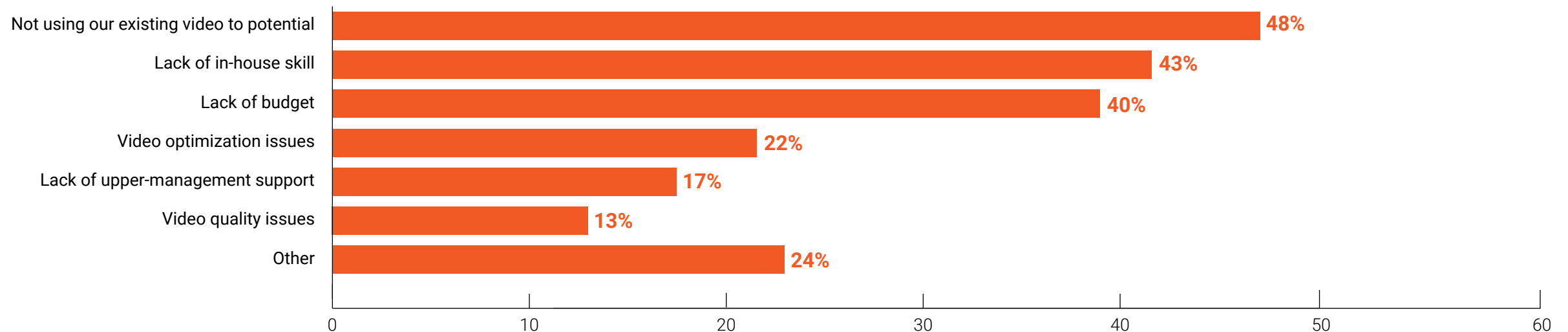
Statement Regarding Current Level of Video Investment That Marketers Agree With Most



Base: Content marketers who know their video budget.
Source: Content Marketing Video Survey.
Content Marketing Institute, October 2021.

Nearly half of respondents said their organization does not use existing video to potential.

Current Video Marketing Challenges



Base: Content marketers who use videos.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2021.

Fill-in "other" responses to this question included:

- ▶ Lack of time
- ▶ No video strategy
- ▶ Lack of resources to create volume and quality needed
- ▶ Small team
- ▶ Geographic constraints
- ▶ Not creating videos according to the funnel
- ▶ Getting clients to participate
- ▶ Lacking speed of production of new videos

Video is important – and brands must get better at it.



Robert Rose
Chief Strategy Advisor
CMI

In 2021, video must be more than just a by-product of a digital strategy. It is core to a digital content strategy. Like any content strategy, video requires purpose and should be created, managed, and activated with the structure and optimization for ALL the different channels where it may be experienced.

For example, if we produce a webinar, marketers must ask not how to upload a webinar into YouTube – but how might this webinar be changed and optimized into a video version.

If we produce a podcast, the question isn't which logos to fade as we stream the audio through a video platform like YouTube – but rather should we ALSO shoot it so that it can live as a video show as well.

If we produce a “how-to-use our product” video, it's no longer good enough to simply repurpose stock video from our sales-training videos, or product videos from three generations ago. We need to create current, purposeful, and specific content that lives in a compelling context.

Put simply, if digital video is treated strategically, it should be created like content within any other content strategy – as an active product ecosystem, where we create content purposely to be optimized for the channel in which it will be experienced.

Here are five action-oriented steps we can take.

1. Define a clear goal.

If we're going to start with a digital video approach that feeds from either a broader campaign or its own content marketing idea (such as a video blog, video magazine, or interview series), we must have a clear mission for what pieces, episodes, or structure we are creating. The best place to start is the point in the customer's journey that you're trying to optimize.

2. Identify the story architecture.

Just as great campaigns have a messaging architecture, so too should your video projects have a story architecture. In a television or movie series, a producer calls this a “show bible.” It’s a clear description of everything from what’s allowed in this universe, to the key messaging points, to the tone, the visual aesthetics, the sound, the editorial guidelines, and perhaps even a script for your story.

3. Develop a production strategy.

One of the benefits to slowing down our creation, ideation, and scripting process into the story architecture is to think through ALL the different areas where you may want to use video in this strategy.

4. Have a flexible distribution strategy.

Where do we want to distribute this video? Not all video is appropriate for every channel, nor should any channel be immediately precluded simply because it’s not part of the main marketing campaign. You never know.

In other words, say you dream up a video social media campaign and only capture it in a vertical video format with bad sound. What happens if that video goes viral and you want to run it on television? Understand the options behind

your distribution strategy and how they may change over time. Go back and forth between steps three and four.

5. Measure accordingly.

By creating an integrated content strategy, you should be able to understand which channels, formats, and stories resonate the most. You’ll also be in a great position to repurpose the pieces that perform well so that over time you can double down on those and reuse them in different contexts.

As you start thinking about video – and our ability to craft beautiful, remarkable, extraordinary experiences – remember the classic quote from media professor and author Marshall McLuhan. He once said about media, “When any new form comes into the foreground of things, we naturally look at it through our old stereotypes. We’re just trying to fit the old things into the new form.”

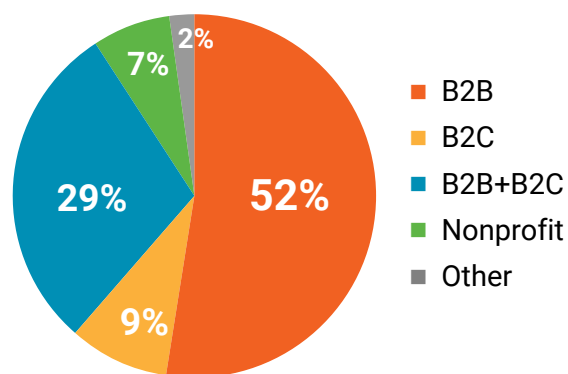
Today’s digital video is a new form. If we take the time to see how we might stretch it into all new forms – rather than just try to fit it into old forms – we might find that it enables US to create the iconic images that shape a culture.

It’s your story. Tell it well.

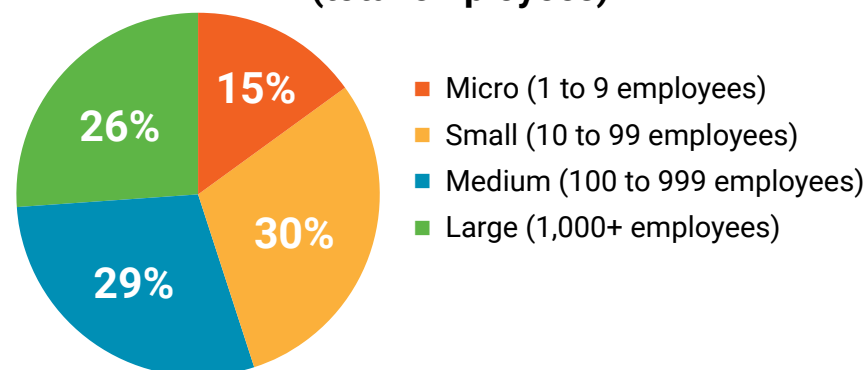
To better understand how content marketers use video, Content Marketing Institute (CMI) surveyed its opt-in subscriber database. CMI emailed the survey invitations on September 1, 2021. Reminder emails were sent on September 15, 2021.

CMI designed the survey via Qualtrics and performed the data analysis. The survey closed on September 27, 2021 with 486 completed responses.

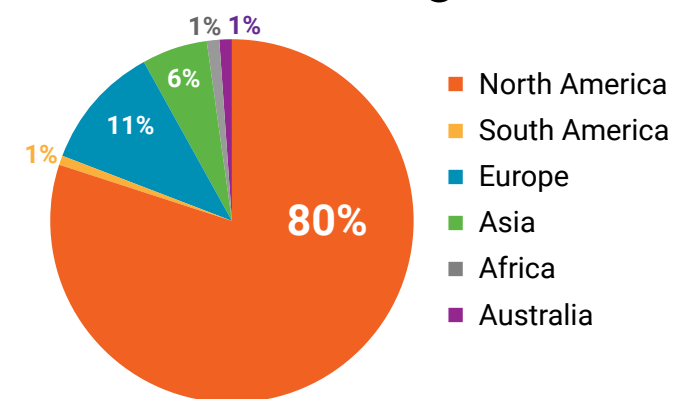
Nature of Organization



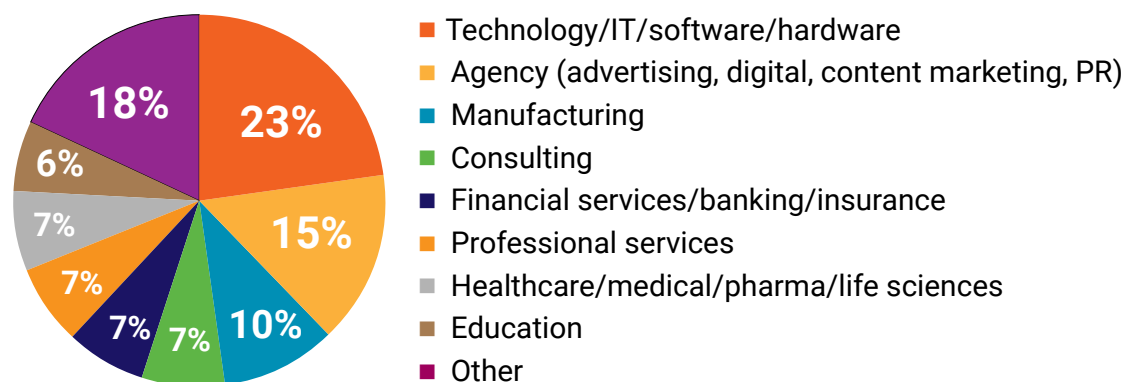
Size of Organization (total employees)



Location of Organization



Industry Classification



Job Function



Thanks to all the survey respondents and everyone who disseminates these findings throughout the content marketing industry.

ABOUT CONTENT MARKETING INSTITUTE

[Content Marketing Institute](#) is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's [Content Marketing World](#) event, the largest content marketing-focused event, is held every fall in Cleveland, Ohio, and [ContentTECH Summit](#) event is held every spring in San Diego, California. CMI publishes [Chief Content Officer](#) for executives and provides strategic consulting and content marketing research for some of the best-known brands in the world. Content Marketing Institute is organized by Informa Connect. Learn more at [ContentMarketingInstitute.com](#).

ABOUT INFORMA CONNECT

Informa Connect is a specialist in content-driven events and digital communities that allow professionals to meet, connect, learn, and share knowledge. We operate major branded events in Marketing, Global Finance, Life Sciences and Pharma, Construction and Real Estate, and other specialist markets, and connect communities online year-round.

ABOUT VIDYARD

Vidyard is built for business. Our platform goes beyond just video hosting and management. Connect with viewers through personalized video experiences. Explore analytical insights about your audience. Turn those insights into action through integrations with top enterprise tools. Prove the impact of your video programs.

Global leaders and industry pioneers on the Fortune 500 list and beyond rely on Vidyard to power their video strategies and turn viewers into customers.

Get started with Vidyard free today at: [vidyard.com/free](#)