



VIDEO MARKETING



THE RISE OF VIDEO AS A MARKETING TOOL

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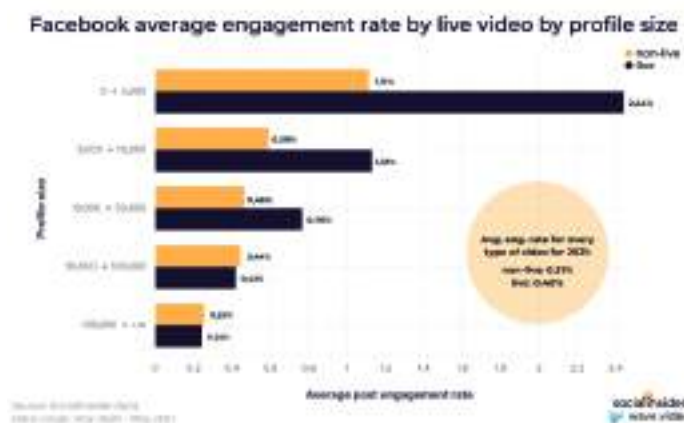
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2017 this number as multiplied 15 times. Video is the main storytelling medium among brands, publishers, friends and family. 500 million unique viewers, are attract every day by the Facebook videos, and Twitter, a 140-character base social platform, has 82% of their users watching video content.

Let's dive a little deeper in a study of Socialinsider of July 2021, about Facebook video, where they analyze 3.977.410 video posts, from May 2020 to May 2021, and these are the findings, that will help the strategy of marketers with video in Facebook. The video usage as increase to 15,5%, from the previous 12% in 2020, we can see the rise of this tool. As the type of posts, we see that bigger brands with bigger accounts/profiles are posting 16,83% Facebook video while small accounts/profiles publish only 12,51% of video content. We see a shift of content creators from their home studios to the live-video-on-the-go, it's a TikTok and Instagram (reels) trend, so videos in Facebook are also shifting to vertical with 10 words, of maximum description length, such a simple call to action, is the best option to increase the engagement rate from 0.29% to 0,44%. The average of CTR for video posts in 2021 is 7,97%, but for small accounts the CTR rise to 29,66%, so if you are a small business videos will multiply, almost, by four the average CTR. On Facebook pre-recorded videos represent 81,13%, and live videos 18,87%, an increase of 55% from 2020, its true that we have more control with editing a video, and exclude what went not so well, but people search authenticity not perfect videos that look unreal, and a live video is more of a real people experience.

As the previous figure shows the difference in the engagement rate of live vs non live video by profile size, as we can see in small accounts, until 50.000 it duplicates it. About the length of the video we have two important facts, between 2 and 5 minutes for non-live videos, and more than one hour to live videos where they will generate an average engagement rate of 0,46%, independently of the size of the Facebook account. These strategies, reported in the Socialinsider study will help companies to get more results with video in Facebook.

Another topic of growth is the repurposing video for social media, the big brands have the resources to have videos everywhere. According to Wistia if you repurpose your videos across the social platforms you are saving time and money. To Wistia, the four main social media platforms, to repurpose the existing videos, of your company, for organic content are Facebook, Twitter, Instagram and LinkedIn. A little research, and editing, is the main work to repurpose the videos that you have already. Facebook is the largest social media platform, and we should be present, with videos, in two ways, in the News Feed videos and in Facebook Stories. News Feed videos appear in the main feed of the followers of the company, they can be square or horizontally, or vertically oriented. From previous studies, presented here, we know that the best video length is between 2 and 5 minutes, for the best engagement the vertical ones have a superior rate on average, according to Socialinsider. Facebook Stories are short, disappear after 24 hours, are vertical videos that appear right at the top of the company's followers' feeds, you only have 20 seconds. According to Wistia Facebook reports that more than 60% of people that saw Facebook Stories became more interested in a brand or product. In Twitter the video watch time is increasing 67% year over year, and because people go to Twitter to find new and interesting things, you can edit your past live videos, that are in your website, or advertise upcoming events, like webinars, product launches or other presentations. Wistia goes deeper about the aspect ratio of the videos, that should be



1:2.39 and 2.39:1, so you can edit normal videos to this ratio without cutting too much content. Twitter allows videos from 0.5 seconds to 2:20 minutes (140 seconds) in length, like the character limit for Tweets. Wistia also suggest that since Twitter content has a short lifespan you shouldn't be shy about Retweeting or reposting your videos so you can get the most possible value from them. About Instagram Wistia presents that video content engages 49% more than static posts. The best types of videos that work for B2B brands are product tutorials, behind-the-scenes content, and previews. If you will have a webinar you can promote it, with a trailer. Instagram organic feed videos can be up to 60 seconds long, show up in your followers feed and live on your profile page. Instagram supports 3 aspect ratio, 16:9 (landscape), 1:1 (square), and 4:5 (slightly vertical) so when editing your videos for repurposing be in mind to not cut important things. Wistia calls the attention for Instagram Stories, the 15 seconds videos, that are vertically-oriented and you can add text, stickers and emojis, and if your videos are longer than 15 seconds the platform will automatically cut it into several consecutive videos. And the last format in Instagram is IGTV, that is their answer to YouTube, the videos can be up to an hour in length if you use the desktop version or 15 minutes videos on mobile. Your Instagram profile page host these videos and also the IGTV tab, Wistia suggests vertical videos for Stories and IGTV. The last platform, that Wistia submits for repurposing is LinkedIn, and in their own research, its user are 20 times more likely to share video than any other type of content. Videos in LinkedIn can be square, landscape or vertical, with 10 minutes of maximum length, but as Wistia, also, suggests, since LinkedIn videos are autoplay as users scroll, the first seconds should show an engaged content, otherwise users will keep scrolling. Videos under 30 seconds see a 200% lift in completion rate, says a LinkedIn internal study. Well as resume from this Wistia study the 3 best practices for social media videos are to grab the attention in the first two to three seconds, add captions or subtitles, because about

85% of online video is watched with the sound off, Facebook, LinkedIn and IGTV offer auto-captioning, in Twitter and Instagram feed videos you have to create captions before uploading and finally upload directly to each platform, is tempting to make a YouTube link, or from other video platform, but in a Facebook study native videos received 168% more engagement than links to YouTube. Don't give the opportunity to your users to open another window and lost their attention.

We would like to present a last study from Content Marketing Institute to manufacturing marketers, and as a resume the top three types of content created in the last 12 months were videos (86%), short articles/posts (83%) and virtual events/webinars/online courses (70%). Videos were the content type that produce the best results, and 85% of the respondents expect their organization to continue to invest in video in 2022.

Well, to finish this article about video, we will give a list of type of videos, that are advised from Wistia, to complement your marketing strategi. Remember video is a tool, and can have many forms... Product videos, explainer videos, onboarding videos, internal training videos, testimonial videos, promotional videos, company culture videos, video voicemails, sales presentations, social videos, teaser videos for social media, live streams, podcast videos, videos series, and full-length features and documentaries. And remember you have always a camera with you, your phone... start record and make videos.

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