

Video Marketing 2020

There's never been a better time to invest in Video for your business. Let's take a look at how your business can make the most of Video Marketing in 2020.

The average internet user will spend a sizeable portion of their time online clicking on snippets of audio-visual material; for entertainment, information and education. According to Google, six out of ten people prefer watching online videos to mainstream television programmes! (source: <https://biteable.com/blog/tips/video-marketing-statistics/>)

Which makes video marketing more important than ever, and something that all companies should invest in.

HubSpot reports that it's already a core marketing tool for 81% of businesses compared to 63% in the previous year. (source: <https://biteable.com/blog/tips/video-marketing-statistics/>)

Video production and posting is an ideal way to generate high-impact social content. Video can also be used to provide consumers with 'how-to' type explainer videos, Livestream announcements, offer webinars and add value to product promotions.

It really is a creative and versatile way to communicate, and hunger for video content shows every sign of increasing!

Video production is now easier and more affordable too, thanks to the way technology has kept pace with its many purposes and advantages.

For all these reasons and more, Studio 8 has brought together much of contemporary thinking on the issue, including trends for online video 2020 will bring.

Why it needs to be central in marketing creativity

According to Forrester Research, one of the most influential advisory firms on the planet, "a minute of video is worth 1.8 million words." ([source: https://finance.yahoo.com/news/minute-video-worth-1-8-130000033.html](https://finance.yahoo.com/news/minute-video-worth-1-8-130000033.html))

It offers perfect synergy with one of the other important trends in marketing – storytelling.

Every product, service and company can benefit if its brand propositions are couched in ‘stories’ to create empathy, interest and engagement.

Using video, you can condense a great deal into a few seconds of imagery and sound. Think Christmas ads and you get the picture!

“At Gorilla we know that Video is a crucial component of our clients marketing mix. Video marketing brings your business to life and helps potential customers to learn more about you in an emotionally connected way, rather than just text and images. 57% of customers said that Video gave them more confidence to purchase online.”

- Nicola Hones - Director, Gorilla Marketing



Video and Social Media

“A big social media content trend that we’ll see throughout 2020, and beyond, will be the domination of video content. It’s one of the most engaging forms of content, shown to drive more views, more engagement and be far more memorable than any other form of content type.

It’s been reported that 80% of the content people consume on social media is video, showing that users are far more interested in consuming video content compared with static social posts or blogs.

On Facebook, users view an average of 8 billion videos daily, whilst it’s been seen over on Instagram that 72% of users go on to buy a product when they’ve seen a video ad.

Video is firmly set to be the future of social media and so if you want to increase conversions and exposure, it should most definitely be a key factor in any digital marketing strategy.

If you want to future proof your social strategy, you’d do well to integrate video so that you don’t find yourself struggling in the future.”

- Oona Samra, Great Little Social



Some of the statistics to back up video marketing in 2020

When it comes to the use of online video 2020 trends will primarily hinge on the ever-growing influence of social media networks.

By way of illustration, Hubspot has reported that one in every five Twitter users clicks on new videos each day. An impressive two-thirds of Twitter users find brand-related videos acceptable when placed on this social media platform. (source: <https://finance.yahoo.com/news/minute-video-worth-1-8-130000033.html>).

Think about that. Twitter users are soaking up marketing messages naturally and with minimum friction, thanks to clicking on to video links.

Consider too, the way Facebook and Instagram 'stories' have become such a widely used communications tool - around personal contacts but also between companies and their consumers.

There's more evidence of the power of video marketing to get attention too.

According to Forrester Research, the likelihood of getting your website listed on page one of search results increases by 53 times if it's supported by video imagery! (source: <https://finance.yahoo.com/news/minute-video-worth-1-8-130000033.html>).

Is it just the instant appeal that counts then, in grabbing the attention of target audiences? Or will online video in 2020 create lasting product interest and loyalty?

Here comes the number 53 again. Coincidentally, according to a 2018 video marketing survey, 53% of consumers felt better brand engagement as a result of watching a relevant social media video. When the response of Millennials was measured, this figure jumped to a 66% improvement in engagement. (source: <https://www.smartinsights.com/membership/basic-letter/>)

"Your site is 53 times more likely to feature on page one of search results with Video"

Making sense of everyday life, via Video

Hands up anyone who went on YouTube in the last few months (or days) to find a visual reference guide of some kind?

Everything from advanced DIY to infant school maths homework can become much easier with this video platform's prolific output.

With a huge global appetite for informative content, how could your company create content to provide useful knowledge and inspiring ideas to existing and potential clients ?

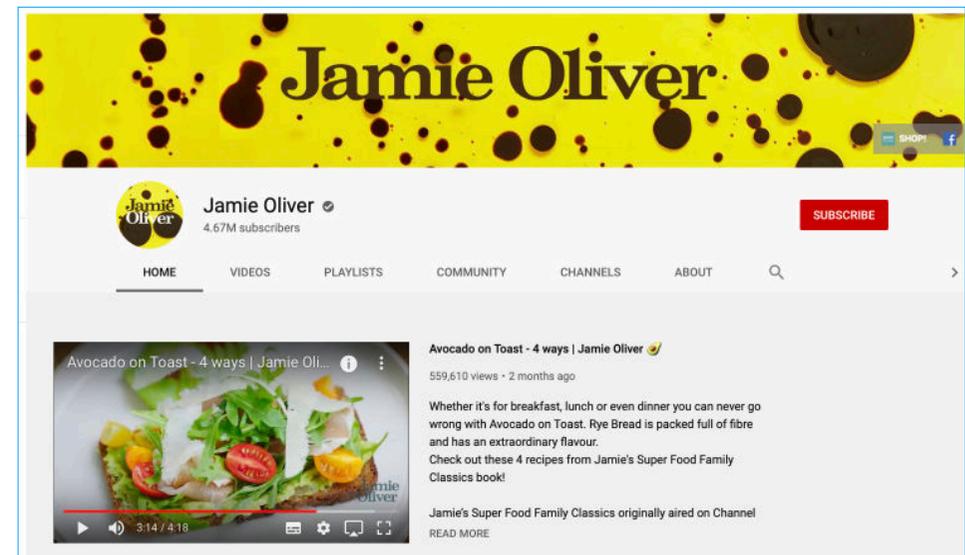
Consider someone as successful as Jamie Oliver. With his book publishing and TV career being his main business, Jamie is a household name throughout the UK and abroad.

Jamie also has a YouTube channel full of free content providing how to's and recipe ideas.

This content can create some revenue through the Youtube ads that play before they video begins, however, the collection of free content really increases his customer engagement with his brand.

Users can subscribe, share and save content and so enhance his social reach and awareness of his brand on every device beyond books and mainstream TV.

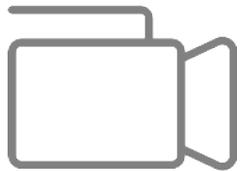
By November 2019, YouTube had 1.9 billion users across the Globe and was the only social media network to boast greater numbers of active monthly users than Facebook. (source: <https://www.oberlo.com/blog/youtube-statistics>)



The future...is Video

These are all impressive numbers to reinforce one core fact. Videos – especially when used as social content – have the power to grab and hold attention, make brand statements more palatable, and leave lasting impressions. They inform, educate and entertain, but they also influence and help people to make everyday decisions.

What does that mean to marketers, and owner-managers of companies attempting to grow their business?



For starters, the importance of video to achieve effective sales and a strong return on investment is set to increase even more.

Not least as opportunities to upload video footage will expand greatly.

Apple TV and YouTube TV channels are evidence that platforms for audio-visual materials are going to grow and develop, due to increasing demand for this sort of content.

More platforms and opportunities to post videos exponentially increase the possibility of targeting video content to specific age groups and other demographic groupings. You can already find the best platform to reach your customer 'avatar' if you place video content strategically on the different social media networks.

Expertise and equipment for video production are also set to expand rapidly, as increasing numbers of companies use both live streaming and pre-prepared video segments to capture market attention.



The future, more live streaming and use of emerging tech

Live video could well be an increasingly common way to promote products and services.

Syed Balkhi, growth marketer and guest writer for 'Entrepreneur', said: "Companies can use live video to show off new products and offer tutorials and demonstrations, webinars, question and answer sessions, interviews, live tours and more. This simple and free way to boost brand awareness is one that more businesses will take advantage of." (source: <https://www.entrepreneur.com/article/324554>)

There are other exciting opportunities that advanced technology offers too.

The future of video marketing could mean blending traditional video production techniques and goals, with Virtual and Assisted Reality features for example. Or, integrating voice commands and chatbots within a video to create ever-increasing layers of interaction and responsiveness.

Varied and vibrant video content

These exciting trends for video production in 2020 and beyond mean there has never been a better time to improve both the amount and quality of the Video material companies commission.

There is so much content companies can develop in-house using their own ideas and equipment. At Studio8 we work with companies to suggest techniques to improve their video output and our production team are ready to create high end Video content for your brand, enhancing your marketing mix.

To discuss how to produce varied, vibrant and measurably effective video marketing content, contact the team at Studio 8.

We look forward to hearing from you,

Studio8