



THE STATE OF SOCIAL VIDEO 2017: MARKETING IN A VIDEO-FIRST WORLD

A look at social video and social advertising trends based on in-depth survey results from more than 1,000 general population consumers and 500 marketers



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PURPOSE AND METHODOLOGY

There is no doubt, we now live in a video-first world. According to Cisco, video will make up 80% of consumer online traffic by 2020, and Mark Zuckerberg said he sees video “as a mega trend on the same order as mobile.”

But not all videos are created equal. As consumers experience more videos in their feeds, which ones make them stop scrolling? On which channels do they prefer to watch, and what type of content prompts them to purchase? How are marketers adapting to quickly evolving behaviors and preferences?

Animoto set out to shed light on the video-first landscape to answer these questions and get a sense of where the world of video is headed next.

The company surveyed a representative sample of U.S. adult marketers at companies that have created at least two videos in the past year and a sample of adult consumers representative of the U.S. population to learn more about how marketers are making and investing in video—and how and why consumers are watching them.


The web-based survey was fielded April 6, 2017 through April 11, 2017 with a sample size of 1,000 consumers 18 years or older and 500 video marketers (at companies of three or larger). For the consumer survey, the margin of error was 3.0%; for the marketer survey, the margin of error was 4.1%. Respondents were sourced via email and the survey was conducted through Survey Monkey.

This report will refer to marketers and small businesses. Small businesses are companies with 3-99 employees. The marketers surveyed work at companies that have produced at least two videos for marketing purposes in the 12 months prior to taking the survey.



WE'RE LIVING IN A VIDEO-FIRST WORLD

People are watching video... a lot of video. Social networks are driving this increase in consumption, as Facebook prioritizes video in feeds, Instagram adds the ability to post longer videos, Twitter adds new video features like live, and LinkedIn incorporates native video into their feature offering.

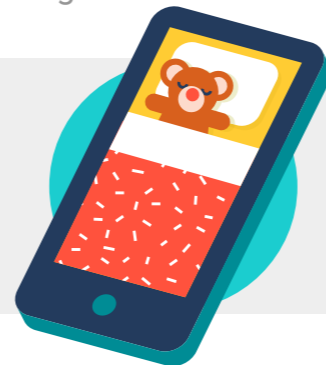


89%
of consumers watch video on social networks **a few times a week** or more

63%
of consumers watch video at least **once a day**

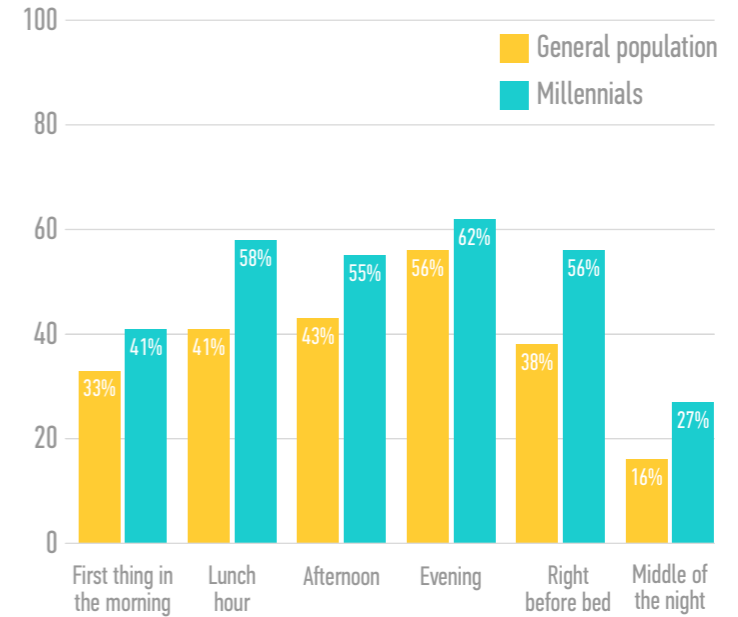
Millennials are even more likely to view video content on any given day: 96% of consumers ages 18-34 watch social video a few times a week and 75% of millennials watch video at least daily.

All age groups report watching video at all times of day, but millennials really can't seem to get enough.



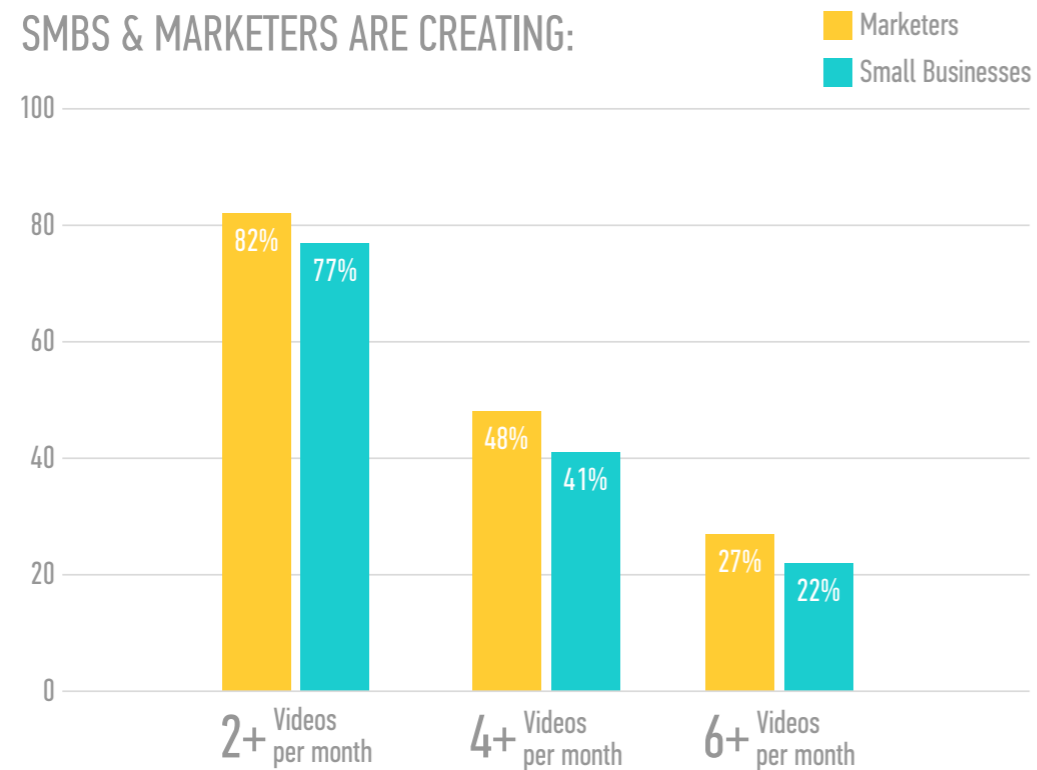
FUN FACT: Single people are 70% more likely to watch video right before going to bed than married people.

CONSUMERS REPORT WATCHING VIDEO:

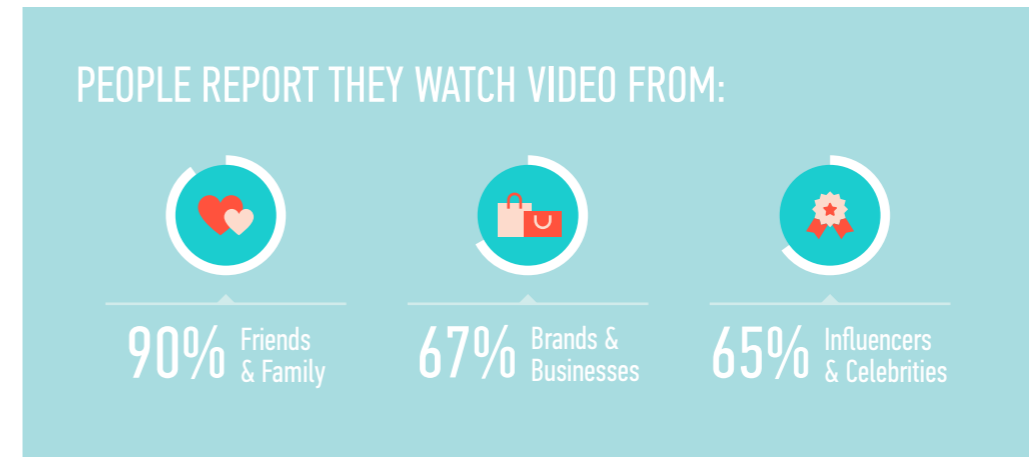


COMMUNICATING WITH VIDEO HAS BECOME A MUST-HAVE FOR SAVVY MARKETERS

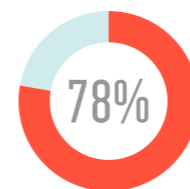
Marketers and small businesses alike are posting often to keep up with consumers' voracious appetite for video.



When scrolling through their social feeds, consumers are stopping for more than just the latest video from family or friends.



MARKETERS CAN BE DOING EVEN MORE!



78% of consumers said they are either happy with on their social feeds or they'd like to see even more.

MORE THAN A QUARTER OF ALL CONSUMERS SAY THEY WANT TO SEE MORE VIDEO FROM:



Online businesses related to their interests and hobbies



Local businesses they know



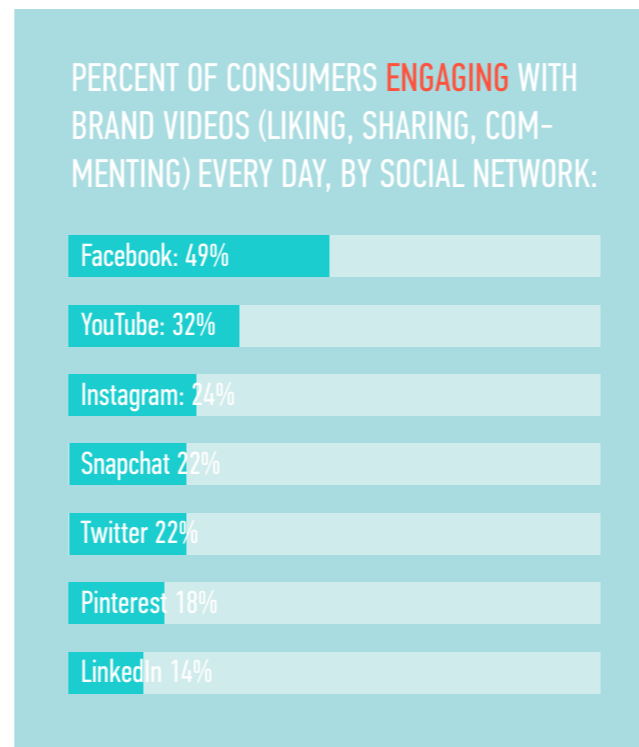
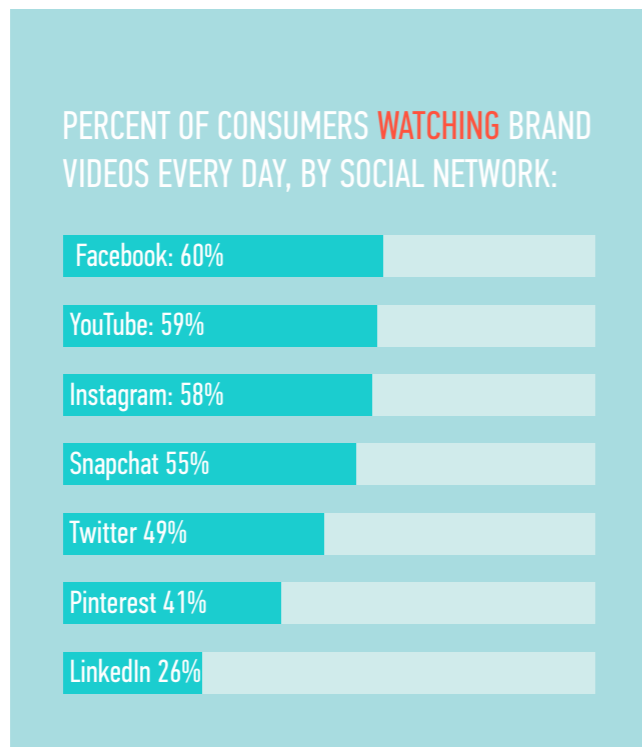
Local companies they haven't heard of before but would likely be interested in



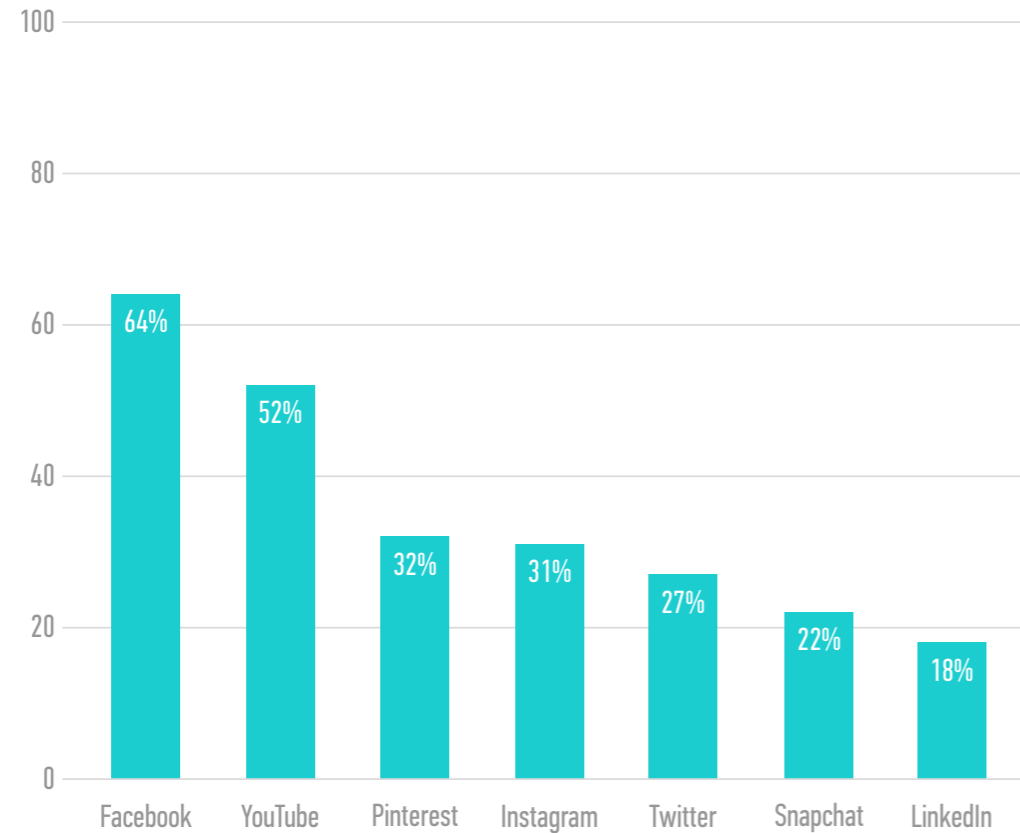
Large brands they purchase from regularly

VIDEOS ARE DRIVING BRAND ENGAGEMENT AND SALES

Videos are spurring real business value for brands, driving engagement with customers and potential customers, and influencing purchase decisions in a big way. In fact, 64% of consumers said that a marketing video they watched on Facebook in the past month influenced a purchase decision.



PERCENT OF CONSUMERS THAT SAY WATCHING A VIDEO ON SOCIAL MEDIA INFLUENCED THEM TO **MAKE A PURCHASE** IN THE PAST MONTH, BY SOCIAL NETWORK:



KEEPING THE CUSTOMER IN MIND

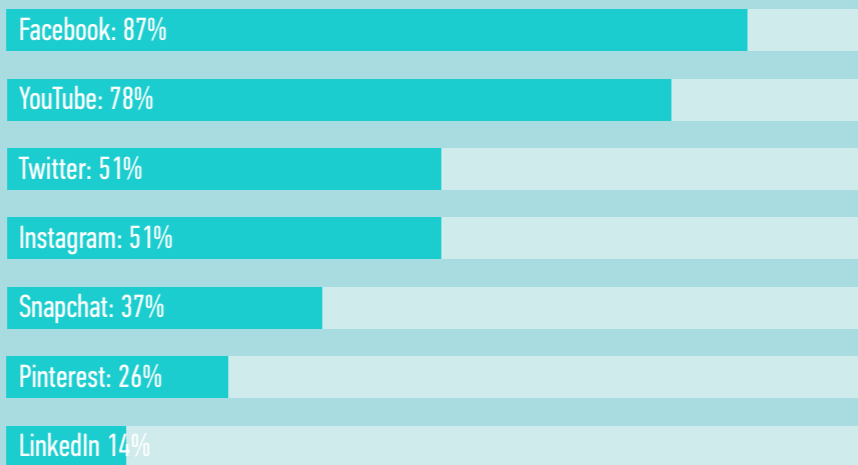
While 45% of consumers say that companies that produce video are more trustworthy than those that don't, this sentiment has dropped since 2014 when 58% of consumers in our 2014 report, *The Business Benefits of Video Marketing*, said they felt this way. As more companies use videos as a medium, **SIMPLY HAVING VIDEO IS NO LONGER ENOUGH**—businesses must produce great videos that perform well and resonate with their customers.



FACEBOOK AND YOUTUBE LEAD THE SOCIAL NETWORK PACK

It's clear which social networks top the social video leaderboard: Facebook videos drive more views, engagement, and purchases than videos on any other social network. YouTube is a close second, which is likely why marketers continue to invest in these channels at a rapid clip.

PERCENT OF MARKETERS THAT ARE **POSTING** VIDEO ON SOCIAL NETWORKS AS PART OF THEIR MARKETING STRATEGY, BY SOCIAL NETWORK:



According to our 2016 Social Video Forecast, 44% of marketers said they planned to pay to promote video content on Facebook in the next year. What actually happened?

Facebook outperformed this expectation by a long shot: **67% OF MARKETERS SAID THEY PAID TO BOOST OR ADVERTISE VIDEO ON FACEBOOK IN THE LAST 12 MONTHS.**

Early adopter small businesses have an opportunity to stand out on Instagram, as Facebook continues to invest in its visual-only social network:

85% OF SMALL BUSINESSES ARE CREATING FACEBOOK VIDEOS AS PART OF THEIR MARKETING STRATEGY, compared to 45% that are posting marketing content to Instagram.

LOOKING FORWARD: Facebook and YouTube will hold their dominance, but watch for other networks to gain traction.

62% OF MARKETERS PLAN TO INCREASE THEIR INVESTMENT IN FACEBOOK VIDEO IN THE NEXT YEAR; ONLY 4% PLAN TO DECREASE.

While only 25% of marketers are investing in video advertising on Instagram and Twitter, more than half of marketers say they plan to increase investment on these two channels next year.

Consumers are expanding where they are watching video from brands. The top three channels where consumers are watching branded video content are Facebook, Instagram Stories, and Snapchat.



MEN WATCH MORE YOUTUBE VIDEOS THAN WOMEN.

27% of men watch branded videos on YouTube more than 5 times a day; 17% of women watch this often.

SOCIAL VIDEO IS MOBILE VIDEO

Facebook reported 1.74 billion mobile monthly active users in February 2017. With video making up such a large percentage of social media content consumption, marketers need to prioritize the mobile experience in their social video strategy—business depends on it.



84% of consumers say they watch social video content on mobile devices at least **some of the time**

63% of consumers, on average, say they watch social video content on mobile devices **most of the time**

82% of **millennials**, on average, say they watch social video content on mobile devices **most of the time**



After a positive experience with a brand's video, consumers said they:

48% Would share the content with family and friends

42% Engage with the video

42% Buy a product from the brand

39% Follow the brand on social

30% Become a repeat buyer



After a bad experience with a brand's video on mobile, consumers said they:

39% Would never watch a video from that brand again

31% Would choose not to purchase a product

24% Unfollow the brand

HOW TO CREATE HIGH-PERFORMING MOBILE VIDEO

To create high performing video in today's mobile-first world, marketers have to create content that captures the attention of viewers as they scroll on a handheld device. Luckily, there are some easy ways to optimize for mobile, including using the square format, adding text over video for silent viewing, and keeping video content engaging but concise.

26% OF CONSUMERS SAY

they are less likely to finish a video if they need to turn their phone horizontally to watch the video enlarged.

39% OF CONSUMERS SAY

they are more likely to finish a video if it includes text so they can watch it silently.



DID YOU KNOW? Square videos take up 78% more space in the Facebook News Feed and mobile feed, and get more engagement, than horizontal videos.

Marketers at businesses of all sizes are catching onto the needs of the mobile consumer and adjusting their strategies accordingly:

MARKETERS AT BUSINESSES WITH 1,000+ EMPLOYEES

81%
optimizing social video content for mobile

67%
use text titles over video or images most or all of the time

42%
create videos in square and/or vertical formats

MARKETERS AT BUSINESSES WITH 3-99 EMPLOYEES

81%
optimizing social video content for mobile

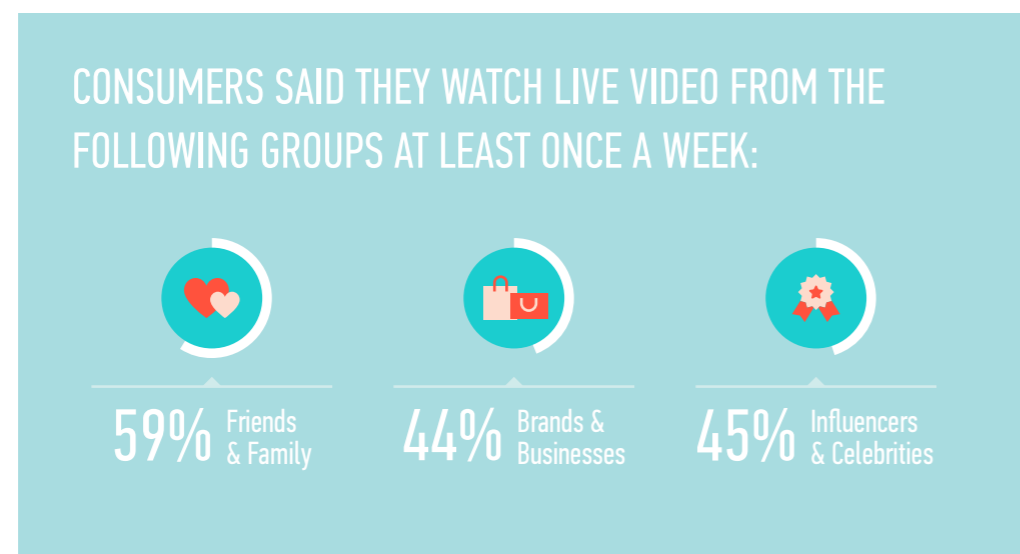
62%
use text titles over video or images most or all of the time

36%
of marketers create videos in square and/or vertical formats

A LOOK AT LIVE VIDEO

With Facebook investing heavily in live video, no exploration of marketing in a video-first world would be complete without a look at this rising medium.

THE FUTURE OF VIDEO IS LIVE AND PRE-RECORDED, AND BRANDS HAVE A BIG OPPORTUNITY TO INCLUDE BOTH IN THEIR MIX. 71% of consumers have watched live video online; this rises to 83% when looking at just millennials.



54% of brands say they have used Facebook Live to promote their business sometime in the last year. Small businesses are experimenting too—42% of small business marketers posted live video in the past year. Of those that did use it:

- 83% found it effective for reaching new audiences.
- 80% found it effective for creating brand or product awareness.

DO CONSUMERS ENJOY LIVE OR RECORDED VIDEO MORE?
THEY ARE SPLIT.



FUN FACT: Women are 31% more likely than men to have watched a Facebook Live video.

WHAT DO VIEWERS WANT?

In today's video first world... there's no way around it—marketers must make video a priority in their marketing plans. But while consumers are watching video voraciously, they say there's a lot of room for improvement. **MORE THAN 70% OF CONSUMERS SAY THAT LESS THAN HALF OF BRANDS ARE CREATING VIDEO WORTH WATCHING.** So how can brands close the gap?

CONSUMERS MOST ENJOY WATCHING VIDEO THAT IS:



Humorous



Educational



Related to a social
cause or issue

While humor may top the charts as the element most likely to make viewers like, comment on, or share videos, it's certainly not the only effective element, and humorous content can be difficult and overwhelming to create. Emotional videos (tear-jerking, inspirational, uplifting content), and videos that give a behind-the-scenes look at a brand drive high engagement as well and often feel more authentic than humor.



FUN FACT: 29% of men said emotional content drives them to comment on videos, compared to 23% of women.



BE YOURSELF

Authenticity was ranked as the top quality leading consumers to trust a brand. So how can you be authentic?

53% of consumers said that the way to create an authentic video was to have a clear, cohesive narrative. Make sure to map out what you want to convey before you start putting together content, or use a pre-built storyboard.

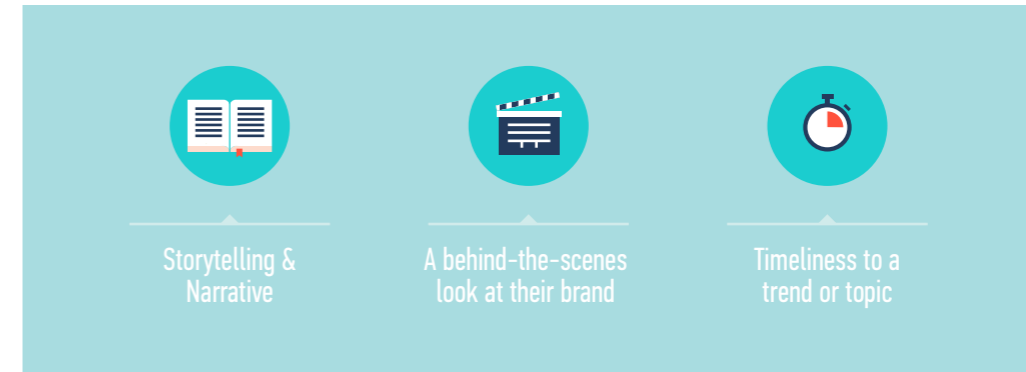
OTHER ELEMENTS THAT CONSUMERS SAY MAKE THEM FEEL A BRAND VIDEO IS AUTHENTIC?

45% Be authoritative

38% Offer behind-the-scenes content

38% Timeliness / relevance to a current trending topic

Right now, less than half of marketers say they are consciously incorporating the following elements into their videos:



Given the data, these are some simple elements marketers can try adding to their videos to get more thumbs up.

MIND THE TIME

Marketers don't have long to hook consumers. We asked how long it takes consumers to decide if they'll watch the video to the end. The answer? Not long.

43% DECIDE IN UNDER 15 SECONDS

73% DECIDE IN UNDER 30 SECONDS

Once they've decided to watch your video, however, it can be alright to go a little longer.

60% of consumers will watch **educational content** for more than 1 minute

55% of consumers will watch videos for **entertainment** for more than 1 minute

50% of consumers will watch videos for **news and current events** for more than 1 minute



FUN FACT: In every category, more men are willing to watch longer videos than women.

Consumers are most likely to say the following is the ideal length of time for each of the following video types on Facebook:

30-60 SECONDS:

- To learn about a company or brand

1 MINUTE OR MORE:

- To help make purchase decisions
- For personal entertainment
- For news or current events
- For educational content



TEST AND IMPROVE!

Not sure which elements, images, words, or transitions to include in your video or how long to make it? Try a few things and test which work best.

This is an area where small businesses can take a cue from larger brands. More than 60% of marketers at large brands A/B test their content always or most of the time, compared to 49% of marketers at small businesses.



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