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Video marketing has become the fastest growing trend of the digital era. Whether it's an explainer video, a webinar, or a social media campaign, there's little disputing that customers - and business owners - want to create, consume, and share videos.

For this year's annual video marketing survey, we included our most thought-provoking questions to get a full drill down on what we can expect for 2017. Will businesses be increasing spend on video? Do consumers prefer to view videos on mobile or desktop? Does it bring a positive ROI?

In addition to this, we also wanted to dig deep into the latest trends, such as Facebook Live, 360 video, and Virtual Reality. Do these channels work for marketing? Will businesses be using them in 2017?

The results we gathered this year are highly interesting and informative, and we hope that you'll agree.

Thanks for downloading our report.

**Matt Byrom**  
**Wyzowl**



## Part 1: Usage, Spend, and ROI

We began by asking a series of questions that were designed to establish how many companies currently use video as a marketing tool, and what we can expect for 2017. We also wanted to understand how marketers would assess their overall ROI from video marketing.



### Businesses using video:

**63%** of businesses told us that they are using video as a marketing tool.

Out of those:

**82%** of businesses said that they feel video is an important part of their marketing strategy.

**99%** of businesses said that they will continue to use video throughout 2017.

A rising trend! **8%** more businesses are now using video since our 2016 survey.

**82%** of businesses said that they will be spending more on video in 2017.

**83%** of businesses believe that video gives them a good ROI.

It's getting MORE results! Video ROI has seen a **7%** growth since our 2016 survey.

#### Analysis:

As you can see, video marketing continues to grow with the majority of marketers continuing to use it. With a staggering amount telling us that it brings in a positive ROI, it's hardly surprising that so many businesses will continue to use video throughout 2017.



### Businesses not using video:

Out of the **37%** of businesses that aren't using video, **66%** said they won't be using video in 2017, with **48%** citing they don't feel it's needed.

The good news is that, over a third of the businesses who aren't currently using video are planning to create video for the first time in 2017.

**74%** of businesses that don't use video said that they have been convinced to buy a product or service after watching a brand's video.

#### Analysis:

A small number of marketers remain unconvinced by video, although this number seems to be shrinking. Marketers' own experiences with video as consumers could be driving this trend – even those who don't currently create video content seem to accept its persuasiveness as a selling tool.



## PART 2: Video Effectiveness

For this section of the survey, we wanted to know how effective video marketing has been for businesses. Which platform works best, and more specifically, does an explainer video help as a sales tool? Does it bring in web traffic? Check out the results to find out...

**91%** of consumers told us that they have watched an explainer video to learn about a product or service.

**79%** of consumers told us that they would rather watch a video to learn about a product, than read text on a page.

Video is better than text! Since our 2016 survey, **10%** more consumers would rather watch a video to learn about a product.

**84%** of consumers told us that they have been convinced to make a purchase after watching a brand's video.



### How effective is an explainer video?

**62%** of businesses told us that they have an explainer video.

**56%** of businesses told us that they use their explainer video on their homepage.

Of those businesses,

**62%** said that the video on their homepage was an effective marketing tool.

Over half (**53%**) said that video has helped them reduce the number of support calls that they receive.

Helping customers! **17%** more businesses are receiving less support calls since our 2016 survey - all thanks to video.

**97%** said that their video has helped increase user understanding of their product or service.

**81%** said that it has helped them increase business sales.

**76%** said that video has helped them increase traffic to their website.

More traffic! Since our 2016 survey, there has been a **12%** increase in web traffic with marketers using video.

#### Analysis:

This tells us that an explainer video is an incredibly effective tool for helping businesses flourish. Whether that be increasing web traffic, reducing support calls, or improving sales, an explainer video is a key player that should be added to every marketer's tool box.



## PART 3: Length and Voiceover

Our clients commonly ask us two questions: which voiceover artist they should choose, and how long their video should be.

So this year, we've included questions to find out what consumers believe the best voiceover type to be to suit different audiences, and the ideal video length.



### Voiceover Preferences:

**53%** of consumers believe that a **MALE** voiceover would be the most effective for a product aimed at a male audience.

**69%** of consumers believe that a **FEMALE** voiceover would be the most effective for a product aimed at a female audience.

**83%** of consumers feel that an **INFORMAL** voice (chatty, laid back, conversational, communicates like friends and family) would be more relatable and persuasive.

**75%** of consumers have been discouraged from buying a product because a voiceover in an ad annoyed or alienated them.



## Video Length:

**50%** of consumers believe that 1 minute is the ideal length for an explainer video, **33%** of users opted for between 1 – 2 minutes, and **12%** said less than 1 minute.

Short and sweet! 95% of consumers believe that a video should be less than 2 minutes.

### Analysis:

Consumers tend to feel that voiceover gender should match that of the target audience – however this is much more pronounced for ads aimed at the female market. The quality of voiceover is also highly important, which is why it's always best to go with an expert. In terms of video length, 1 minute seems to be the most popular option among consumers.



## PART 4: Video Trends - Past

Over the past year, there have been more and more video trends popping up across social media and beyond. We wanted to know if marketers have started to use any of these trends, and if so, were they effective, and would they be using them throughout 2017.

**19%** of respondents said that they have used Facebook Live for marketing purposes.

Out of those:

**78%** said that **Facebook Live** was an effective marketing tool.

**8%** of respondents said that they have used **Snapchat** for marketing purposes.

Out of those:

**88%** said that **Snapchat** was an effective marketing tool.

**26%** of respondents said that they have used **Instagram video** for marketing purposes.

Out of those:

**85%** said that **Instagram video** was an effective marketing tool.

**12%** of respondents said that they have used **360 video** for marketing purposes.

Out of those:

**86%** said that **360 video** was an effective marketing tool.

**24%** of respondents said that they have used **Interactive video** for marketing purposes.

Out of those:

**92%** said that **Interactive video** was an effective marketing tool.

**7%** of respondents said that they have used **Virtual Reality video** for marketing purposes.

Out of those:

**59%** said that **Virtual Reality video** was an effective marketing tool.

**49%** of respondents said that they have used **Webinars** for marketing purposes.

Out of those:

**94%** said that a **Webinar** is an effective marketing tool.

Analysis:

Although the numbers are small when looking at how many marketers have adopted the latest trends, it's clear that once used, these tools can be highly effective.



## PART 5: Video Trends - Future

**49%** of marketers said they plan to use **Facebook** in 2017.

**27%** said they plan to use **Snapchat** in future in 2017.

**42%** said they plan to use **Instagram** in future in 2017.

**31%** said they plan to use **360 video** in future in 2017.

**43%** said they plan to use **interactive video** in 2017.

**17%** said they plan to use **VR video** in 2017.

**58%** said they plan to use **webinars** in 2017.



### Do these trends work overall?

**82%** of respondents said that they have been encouraged to take action after watching any of the above videos.

#### Analysis:

While marketers seem reluctant to adopt some of the newer video marketing trends, it's clear that they can be highly effective among consumers. With so many respondents telling us that they themselves have taken action after watching one of the above methods, it would certainly be worth testing them to see if they can indeed work for business.



## PART 6: Video and mobile

For this section of the survey, we really wanted to understand how consumers feel about watching video on their mobile. Do they use their smartphone to view videos, and more importantly, do they prefer to watch a video via mobile or desktop?

**90%** of consumers told us that they watch videos on their mobile.

**60%** of consumers told us that they prefer to watch videos on their desktop.

### Analysis:

Interestingly, a staggering amount of consumers have used their mobiles to watch videos, yet the majority actually prefer desktop as a viewing platform overall. This points to the fact that mobile is still behind in how responsive it is to instant streaming. Mobile still needs to evolve to be able to offer a seamless video viewing experience.



These statistics were gathered by surveying 311 unique respondents, consisting of both marketing professionals and online consumers. Respondents were categorised as marketers or consumers according to their answer to a preliminary question, to ensure they were only prompted to answer relevant questions.

