

HubSpot PlayPlay

# The Video Marketing Playbook

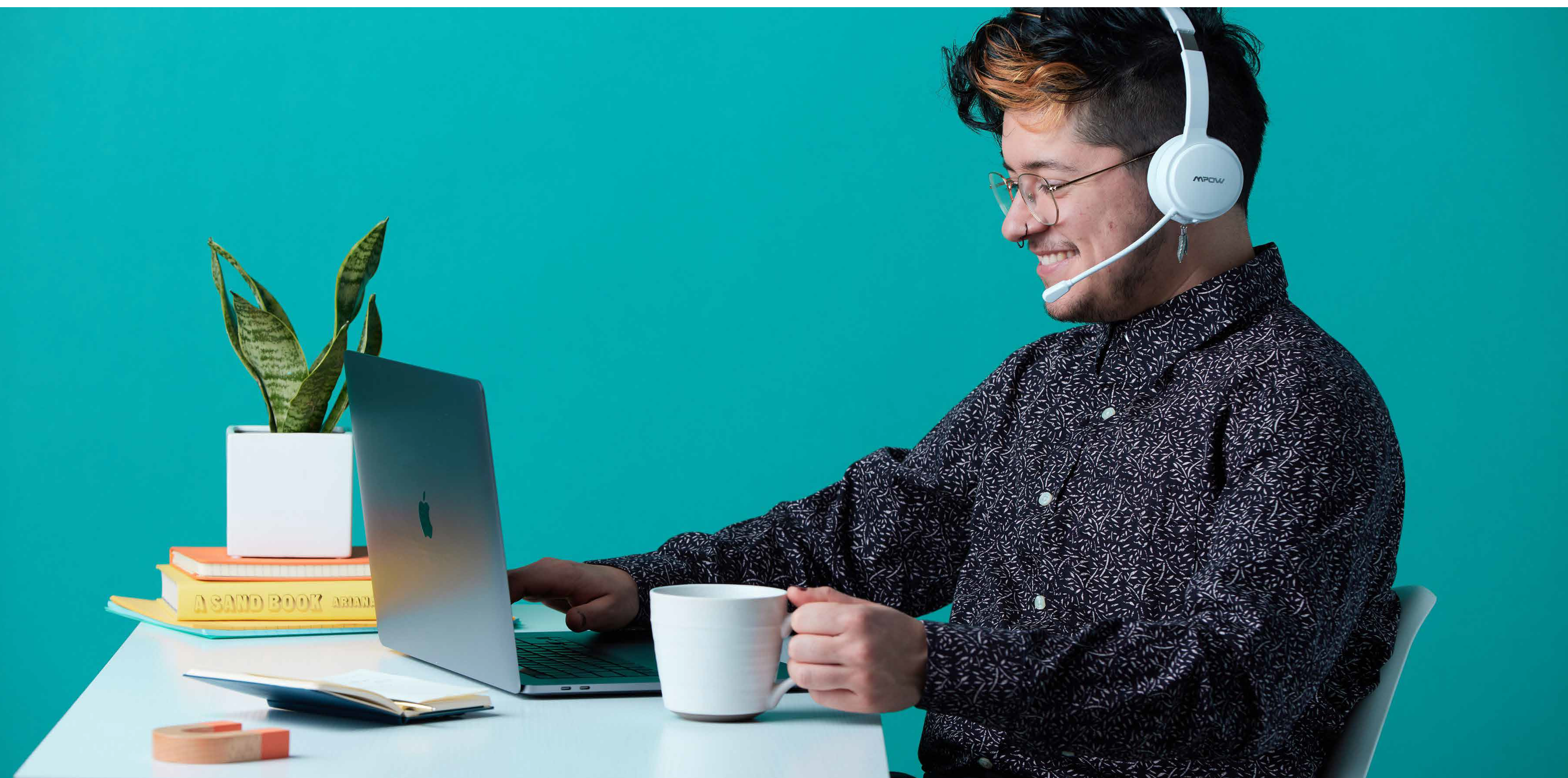
Trends & Tips to Create a Video Strategy in 2024



# The Video Marketing Playbook: Trends & Tips to Create a Video Strategy in 2024

Everywhere you look, there are videos competing for attention—on social media feeds, web browsers, on giant screens in stadiums and on the back of airplane headrests. Companies are well aware of how valuable videos are, and today’s marketing strategies prioritise video. But, in such a saturated market, how can you tell if your brand’s videos are making an impact? And if they are, what factors are at play? In short, what elements do you need to make a successful video?

To find out, Hubspot interviewed 518 global marketing professionals to uncover their latest insights into video marketing. The result is a wealth of information that companies can use to help create more impactful videos. Read on to find out what they uncovered!



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# Chapter 1

Today, videos are a need-to-have, not just a nice-to-have



# Today, videos are a need-to-have, not just a nice-to-have



## 1.1 Target key marketing goals with video

Marketers know that video is one of the best ways to make an impression. That faith in the power of video is reflected in marketing budgets around the globe.

81% of companies that participated in the survey had a marketing budget devoted just to video, and more than half saw their budget increase in 2022.

It's clear that video works, and brands are putting their budgets behind it. **These are the five key goals marketers try to reach with video.**

### 1. Increasing revenue and sales

This is the ultimate goal of any marketing strategy—to sell more. Video marketers speak to the importance of video in helping boost sales: 41% say that overall ROI from video marketing is high, and 32% claim that video ROI is better than other types of content.

### 2. Boosting brand awareness

Fully 87% of marketers interviewed claimed that video was an effective tool for increasing brand awareness, and it's easy to see why. Video is super-engaging, impactful, and can reach prospective customers on a variety of platforms. What's not to like?

### 3. Sharing the latest products

New products and services demand attention, and engaging with audiences across a variety of video platforms is a great way to generate buzz. With relatively little effort, video can have an outsized reach: in fact, 57% of marketers said creating videos is easy.

### 4. Knowledge sharing and education

We all do it. Whether we need to change a tire or knit a scarf, most people look for how-to videos to help them learn more. Marketers know that people are hardwired to

associate video with knowledge—86% of them say video is great for helping people learn more about a product. Video is tailor-made for sharing digestible information in an approachable way.

## 5. Improving customer service (and loyalty)

85% of marketers say video is an effective method to help engage audiences with a brand, and the more people engage, the stronger their brand loyalty. And, the immediacy of video helps people feel more connected to and supported by a brand - think of video as a low-effort, face-to-face interaction.

Marketers use video to reach some of their key goals, reflecting a big investment in video as a tried-and-true method for achieving more.



### 1.2 So, potential video marketers, what's stopping you?

We know that video is impactful, but nothing is without challenges. The marketers surveyed reflected on the biggest roadblocks they face when it comes to creating videos for their brands.

- **Challenge #1: No Time**

Tick tock! We are all busy, and marketers find their calendars as full as anyone else.

39% of marketers shared that their biggest challenge when it came to creating marketing videos was a lack of time.

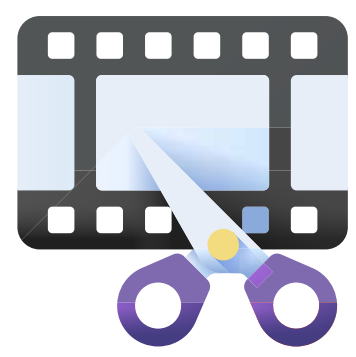
- **Challenge #2: No Strategy**

With no game plan, it's hard to make a winning play. 33% of marketers said they found it challenging to create an effective video strategy, a roadblock that made it hard to succeed with video.

- **Challenge #3: No Content**

A lack of content ideas ranked as a challenge for many, with 29% of marketers citing that a lack of content ideas stopped them from producing videos.

The good news? Online video makers like PlayPlay are here to address each of these concerns by making video creation fast, easy, and cost-effective. It's official, marketers can breathe a sigh of relief.



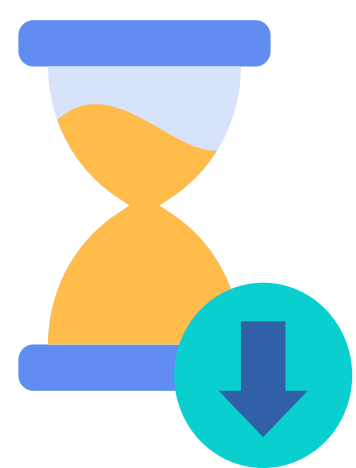
## 1.3 No more excuses, making videos is easier than ever!

Video has been on the come-up for years, but 2022 saw an explosion in video marketing. To understand more about the factors behind the video boom, marketers answered questions about why 2022 was the year video took off.



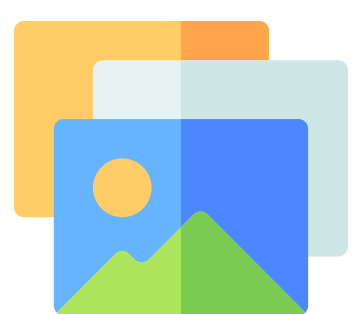
- **The “new normal” includes more video**

50% of marketers said that COVID-19 pushed video to new levels of importance. With face-to-face interactions on the decline, video emerged as the next-best way to communicate with consumers. And, since many projects stalled or went out the window during the pandemic, marketers found themselves with more time on their hands...time they used to focus on video marketing.



- **Less commitment, more video**

Marketers have recently discovered that creating video content doesn't need to be the time-consuming process many people imagine. 46% said that 2022 was the year creating marketing videos became less time-consuming.



- **Easy does it**

Sourcing images, adding music, integrating subtitles: there are a lot of specialized skills required to create videos.

But 38% of marketers say that in 2022, videos became easier to make in-house.

That's largely because of video makers that use a drag-and-drop interface and built-in stock library to simplify the process.

Many companies have already discovered how easy it is to create videos with the right video creation tool [how to choose your video maker](#).

# Chapter 2

Wanna break the internet?  
Here's what a viral video  
looks like





# Wanna break the internet? Here's what a viral video looks like

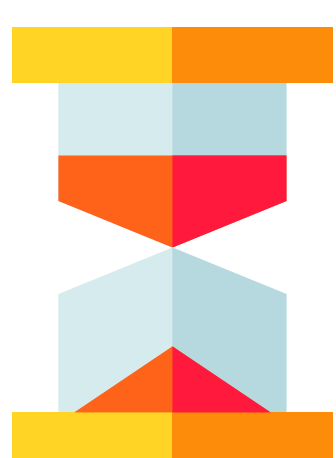
Every video marketer dreams of their latest effort going viral, and the marketers surveyed shared some fascinating insights into what makes a video take off. It turns out there are a few tricks that help boost your chance of going viral: marketers top three methods for creating viral videos are **capturing the audience's attention early, making sure videos are short, and focusing on relatable material.**

## 2.1 What type of video?

Going viral depends on the type of video you create as much as the content. Marketers ranked video types in order of which is most likely to get a big response, and live action videos came out on top. Animated videos came in second place in terms of potential for going viral, and screen captures rounded things out as the least likely. Let's explore each video type in depth.



**Short Videos:** A short video is defined as anything under three minutes. This type of video has several benefits. For one thing, a shorter video takes less time to produce. Also, audiences are more likely to stick with a video that doesn't require a significant time investment—remember, attention spans are short and many of us have become used to consuming ultra-short video content on TikTok and Instagram. When we say short, we mean short. **83% of marketers identified the best short video length as less than 60 seconds.**



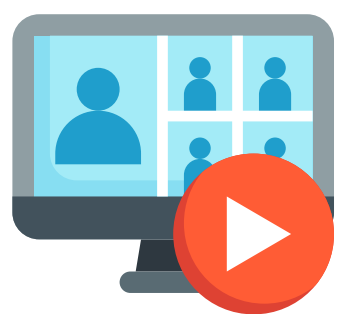
**Long Videos:** In contrast to a short video, a long video is anything with a run time of more than three minutes. These videos do have their advantages, especially when you are explaining a difficult concept or going in depth on a particular topic. With these types of videos, **it's essential to break things up with a clear structure and keep things interesting with graphics and music.** It's all about keeping people interested enough to stay put for the entire video.



**Videographics:** We've all looked at charts and infographics when trying to gather more information about a product or brand. Videographics bring that information to life. Videographics use animation, sound, and motion to illustrate information that could be dry or boring.



**Live Videos:** This video type ups the ante on engagement on audience connection. Live videos use nothing more than an internet connection to bring your message directly to consumers around the world in real time. Most often, **these are informational sessions or announcements.** Marketers placed live videos at third place for overall engagement.



**Webinars:** Webinars are a type of live presentation that encourage two-way communication between audience members and presenters. Often, these involve question and answer sessions. **Webinars are great for educational content and help humanise a brand by creating a real-time give and take between audience and presenter.**

As you can see, each type of video has a time and place. However, for overall engagement and ROI, there is no doubt that short-form, live action video is the most effective format for lead generation, ROI, and engagement. Rest assured, this video format will continue to grow in the coming years.



## Having A Vertical Video-First Approach Will Be Crucial in 2024

“ Social media platforms leave clues...And when every social media platform is leaving the same clue, Marketers should really take note. What’s the one clue they are all leaving us? Make vertical videos! Think about it...

Instagram made every video you post on the platform display as a Reel (vertical video). YouTube is heavily pushing YouTube Shorts (vertical video). TikTok (one of the fastest growing social platforms right now) is a platform solely built for vertical video. LinkedIn is even suggesting advertisers create vertical videos to get better results from their paid ads & we have heard whispers from within LinkedIn that they are going to be pushing vertical video even more. Twitter has hinted at developing an immersive vertical TikTok-style video feed (but who knows what’s happening with Elon in the driving seat now).

The list goes on... We’re now operating a ‘vertical video first’ approach & the data shows that it’s the right one. In the last 30 days, switching to a vertical-video-first approach has increased views by 507% & watch time by 319%.

We’ve released a podcast all about vertical video to share how you can implement this approach. ”

### Dan Knowlton

Co-founder & CMO at Knowlton  
[knowltonmarketing.co.uk](https://knowltonmarketing.co.uk)



Knowlton is creative video & social media marketing Agency, focused on having a positive impact on the world.



## What content should you display in your video?

Getting the most impact from your video depends on the content as well as the presentation. Here, we outline the various types of content and the benefits and key metrics of each.



### **Content Showcasing Your Products/Services**

Let's start with the video content that has the biggest ROI, according to 66% of marketers. This video content makes the product or service the star, and is the most common variety of video produced by marketers. Because these videos speak directly to the product you are trying to promote, they are also the most successful at generating leads. **For a good place to start, check out these examples!**



### **Content That Reflects Your Brands Values**

Moving on to number two. Video is a great way to showcase your brand's DNA - the values and people that make you unique. This type of video is the second most used by marketers, and comes in at number two in terms of lead generation.



### **Trendy Content**

Sometimes, it pays to hop on a bandwagon. This type of video responds to viral internet trends, and drums up the most engagement from viewers. And, it's not bad for ROI either, coming in at number two.



### **Relatable Content**

This is where it's essential to know your audience. This up and coming type of content tries to engage more directly with viewers - 40% of marketers tried this content type for the first time in 2022.



### **Funny And Interactive Content**

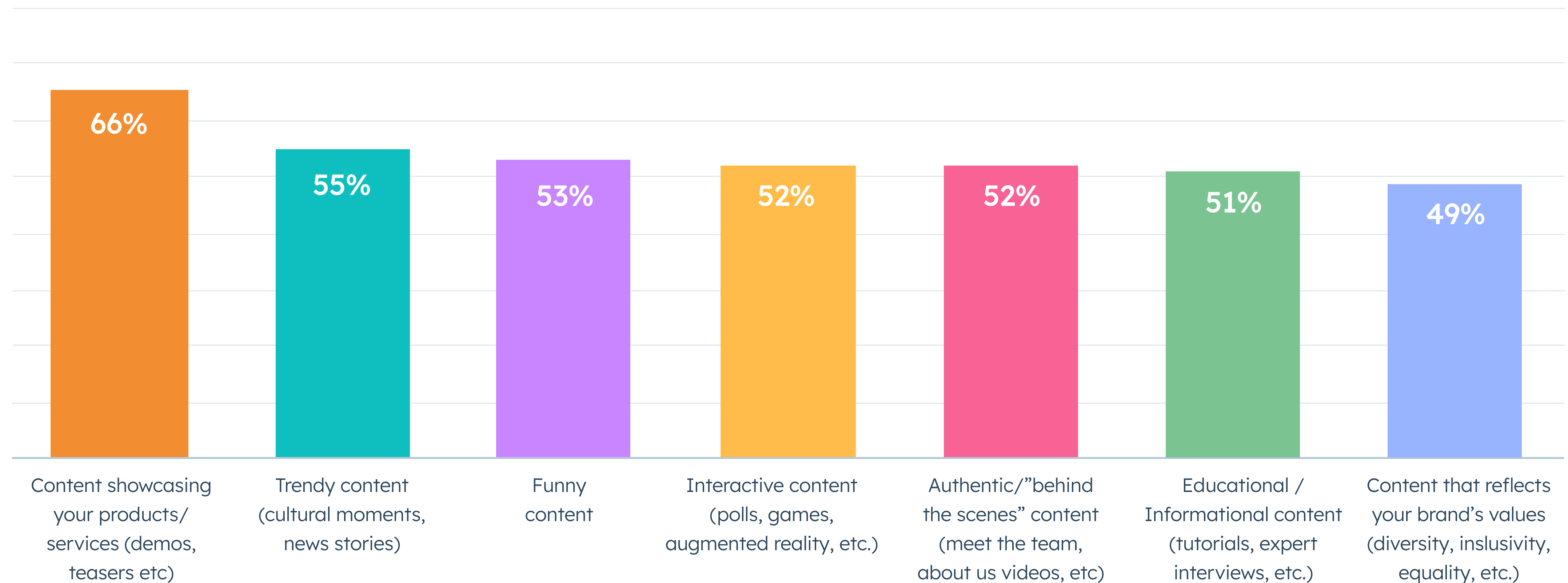
Who doesn't like a good laugh, or a bit of audience participation? This content type is also on the rise, with more than a quarter of marketers trying it out in 2022.



### **Nostalgic Content And User Generated Content**

Only for special cases: Nostalgic and User Generated content is the least effective for ROI and Lead Generation. The more you know!

## Which Types of Video Content Have the Biggest ROI (Top 7)?



### 2.2 How long should your video be to be impactful?

The golden rule of video marketing is this: the shorter the better. Keeping a video **between one and three minutes in length** is the way to go, according to 36% of video marketers. Of course, the length of a video can be dictated by the social platform or the type of video being created. For instance, a webinar might be much longer, or a videographic even shorter.



## 2.3 What about design?

Videos are a visual medium, and done right, they should be a visual delight. Each type of video lends itself to certain use cases, and it's worthwhile to get acquainted with the top three kinds.



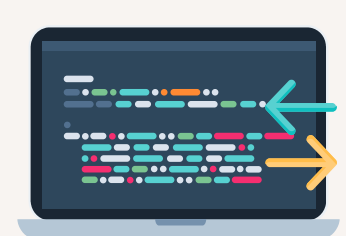
### Live Action

This type of video features footage captured from real life. Unsurprisingly, this is the go-to video type for interviews and is also great for testimonials and promoting corporate culture. It's important to note that **49% of video marketers claimed Live Action videos were most likely to go viral**. It makes sense, engagement often comes from identifying with the people on screen, and live action videos do that best.



### Animation

Animated videos come in many shapes and forms, but at their heart, these videos feature moving graphics. Some common animated video types (that are surprisingly easy to create) are Typography, Whiteboard, and Motion Graphics. Animated videos are great, especially for ultra-short videos that need to convey simple information such as the dates of a new product drop or sale.

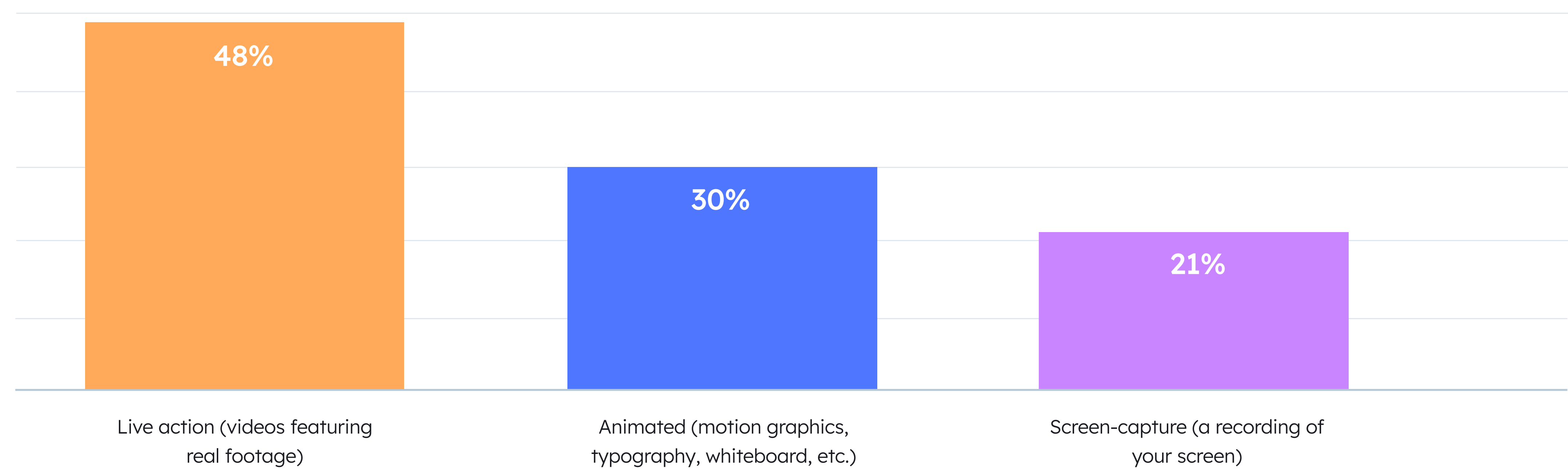


### Screen-Capture

We are all familiar with these videos, often in the form of tech tutorials or recording games. It's no surprise that these are the go-to video type for creating learning content.

Don't forget, it's not necessary to stick to a single style when creating a video. Mix and match, layering animated typography over a live action video, or adding a talking-head interview to a screen-capture session. With video, anything's possible.

## Which Video Style do Marketers Plan to Invest the Most in This Year?








Don't forget, it's not necessary to stick to a single style when creating a video. Mix and match, layering animated typography over a live action video, or adding a talking-head interview to a screen-capture session. With video, anything's possible.



## 2.4 What should you add to your video to generate leads?

Videos are a means to an end - the goal is always to generate leads. Marketers leverage video to do that in several ways.

How do marketers generate leads from video?	
	<p><b>Placing links to landing pages on video ads on social media.</b> These links can take the form of buttons, swipe-ups, or standard links. 53% of marketers use links to generate leads, a testament to their effectiveness.</p>
	<p><b>Adding videos to their blog/website</b> is one tactic that nearly half (48%) of video marketers use to generate leads. This method comes in second place in terms of effectiveness.</p>
	<p><b>Adding videos to marketing emails</b> is still a little unexpected and is the third most effective tactic for generating leads. Just 42% of video marketing uses this method.</p>
	<p><b>Placing links to landing pages in their video descriptions</b> is a fairly standard method for getting a lead out there. Just under half (49%) of video marketers use this strategy, but it is in fourth place in terms of effectiveness.</p>
	<p>In the bottom two spots for lead generation are <b>gated content</b> and <b>in-app shopping</b>. Just 39% use videos to generate leads in this way.</p>





# Chapter 3

How to produce successful videos



# How to produce successful videos

First, let's recap what we've learned about the hallmarks of successful videos. There are three main factors that contribute to highly successful marketing videos. Those are:

1. Effectively promoting your video through various channels and platforms
2. Capturing viewers' attention in the first few seconds
3. Keeping videos short and sweet (between one and three minutes long)

Percentage of the total marketing budget:

How much of a company's overall marketing budget gets directed to video? This is a useful metric for understanding the investment companies are willing to make in video.

Most marketers quoted between 21% and 30% of their overall marketing budget.

Furthermore,

- 52% of video marketers say their budget increased in 2022

91% of marketers' companies spend under \$50,000 to create a marketing video.

Where does that money go? 65% of survey participants who make in house videos shared that the production of a video was the most expensive, meaning the filming, lighting and audio.

## 3.2 Who is going to produce your videos?



### In-house vs Agency?

At some point in the video creation process, most marketers are faced with a decision: create videos in-house or outsource to an agency? The answer isn't black and white, and depends on the purpose of the video, the budget of the company, and the experience level of those involved.

No matter what route you take, agency or in-house, the ROI of creating video content remains the same. The difference is in the purpose of the video. In general, stick to this formula:

- In-house = social or internal videos
- Agency = TV commercials

While most brands can create professional looking videos in-house using a video creation tool like PlayPlay, there are a few key differences between the two. Marketing videos created in-house offer greater creative control and flexibility, while those made through an outside agency often have a more high-quality, tv-ready appearance.





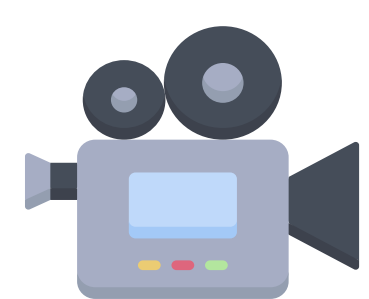
## So you are creating videos in-house. Do you need a dedicated team?

The vast majority of video marketers (88% of them) have a dedicated team for creating marketing videos. Those teams vary in size greatly, with most of them ranging from 2-10 members.

Dedication pays off! Companies with a dedicated in-house video marketing team see higher ROI, have an easier time creating videos, and are more effective at generating leads. That all creates an environment where brands are more successful at reaching their overall goals.

It doesn't take long. 86% of marketing videos are created in 3 weeks or less. Nearly half (40%) are created in a week or less. In-house videos usually take less time than outsourced ones.

Laying the groundwork: In many marketers' experience (38%), video pre-production is the most time-consuming part of the process. Those are the essential steps like brainstorming concepts, writing a script, and casting participants. The good news is,



## 3.3 What kind of equipment should you use?

Video marketing requires certain equipment, but you will be happy to find that a lot of it might already be at your disposal. Either way, there are options for companies who want to get started with a video creation strategy. The first decision is if you want to rent or buy equipment, followed by what exactly you need. Read on to hear video marketer's insights on both.

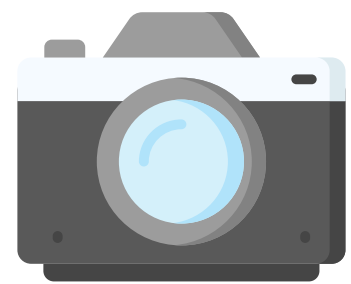


## Renting vs owning

The main difference between renting and owning is availability. Those who own their video equipment always have the tools to create a video on hand. In other words, there are very few roadblock in place. That availability translates to ease of use and improved ROI.

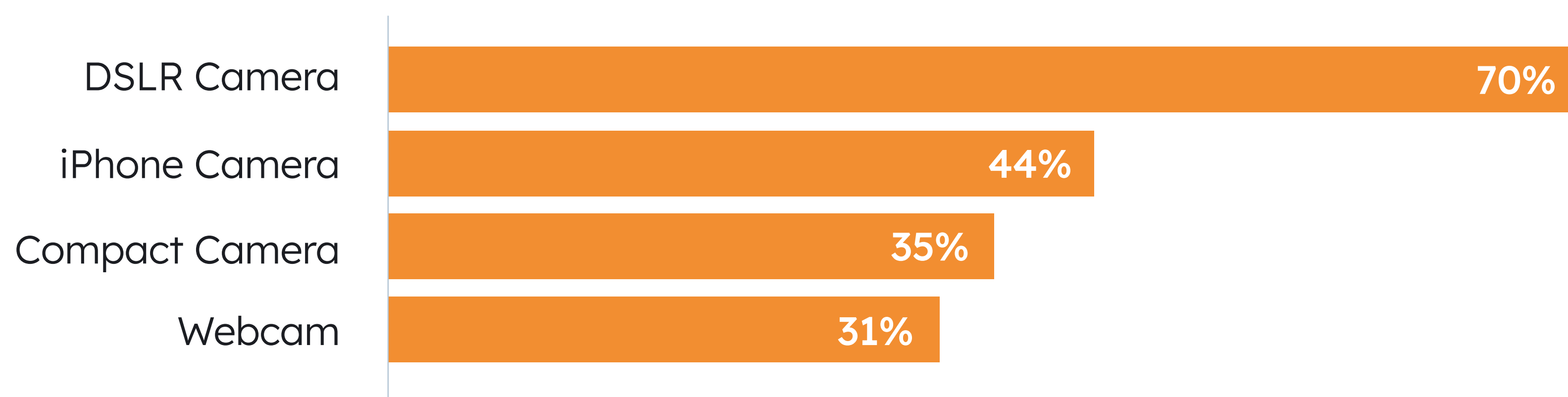
45% of marketers who own their own equipment say the ROI of video is “high,” while only 29% of those who rent describe it that way.

Think of it this way - when video marketers familiarize themselves with the tools of the trade, it shows.



## Camera Type

When it comes time to record a video (after carefully writing, storyboarding, casting it, of course) there are three main camera types most video marketers use. The majority (70%) use a DSLR camera, which usually has auto-focus capabilities and other features that make them easy to use. However, 44% of marketers use the camera most of us have available at a moment’s notice... an iPhone camera. Finally, 35% use a compact camera (aka a point and shoot) and 31% use a webcam.



## 3.4 Decisions decisions: What solutions do marketers use for video editing?

Once a video shoot is complete, it’s time to impress everyone with your video editing skills. Specialised video marketers had a clear preference for **Adobe Premier Pro (61% used it)**. **iMovie came in second place, with 31% of marketers expressing their preference for it.**

# Chapter 4

Building an audience with video



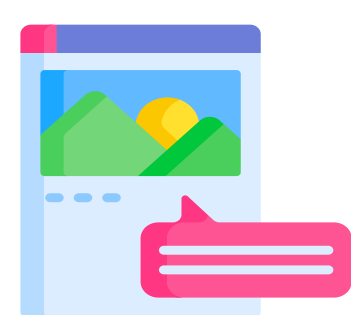
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# Building an audience with video

Making sure your videos are accessible for a wide range of viewers, including those with disabilities, just makes sense.

Marketers agree:

- 78% of the video marketers interviewed used some combination of accessibility features for their videos, including transcripts, captions, audio-description, and accessible media players.
- A large majority (74%) also optimise their videos for muted autoplay, ensuring that viewers won't be bombarded by loud, unexpected audio (it's also worth noting that the sound from autoplay videos can sometimes interfere with screen readers, something you definitely want to avoid).



## 4.1 How many do you need to post?

When deciding how often to post content, it's important to cultivate balance. You want to post enough to show customers you are active and engaged, but not so often that viewers become overwhelmed and start to tune out.

# 79%

For 79% of marketers, the sweet spot for posting was somewhere between 2-10 videos a month. Only a small number (12%) published more frequently than that.



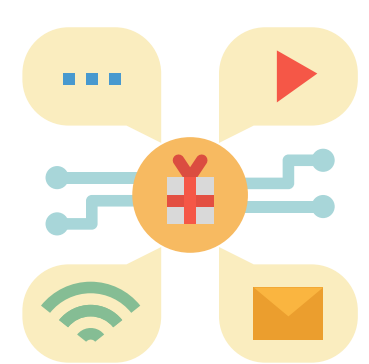
## 4.2 Platforms: Where to host your video?

Once the work of completing a video is done, it's not time to kick back and celebrate just yet. One of the final steps for any video marketer is to choose the right platform to host the video (or platforms, plural, if you want lots of exposure).

It's likely not surprising that most marketers use YouTube to host videos (77%). HubSpot and Vimeo are tied at second place, with 36% of marketers choosing one of the two.

In general, Vimeo and Hubspot are geared more towards B2B audiences, while YouTube reaches a more general user-base.

However, HubSpot came out on top for both ROI and ease of use. **Maybe it's the combination of simple-to-use video tools and analytics capabilities?**



## 4.3 Channels: Where to distribute your video?

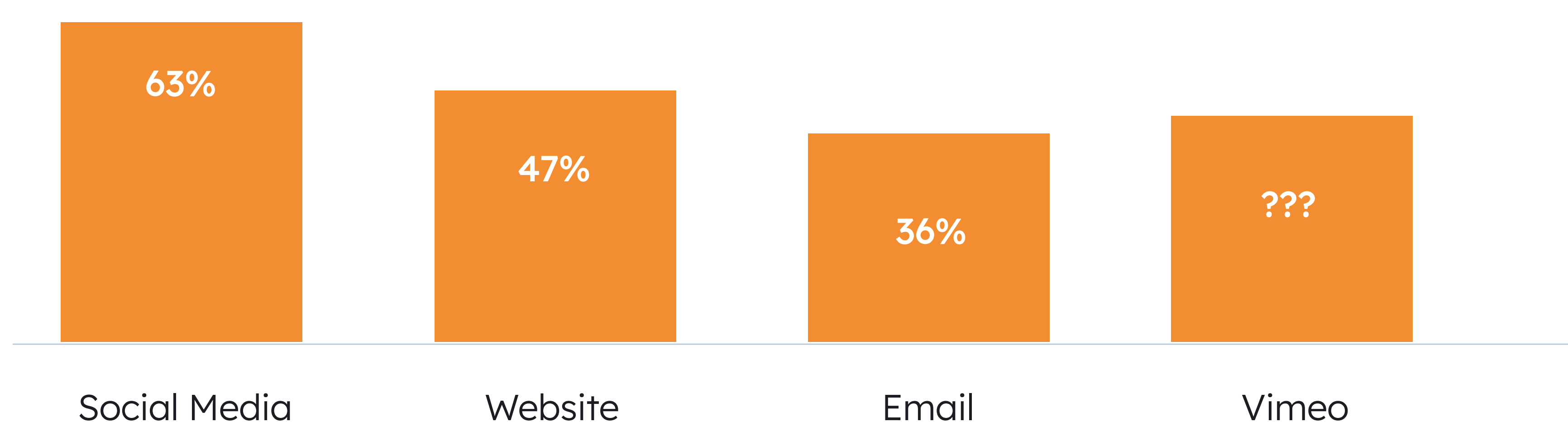
Social media channels are undoubtedly where videos do their best work. Whether it's organic (such as a company account) or paid content (a paid endorsement, for example),

Social media is the most effective way to promote video, according to 63% of marketers.

Marketers also noted the effectiveness of adding videos to a company website or blog. 47% saw that approach as the most effective, tied with paid social media ads, and performing search engine optimisation on video titles and description.

Email campaigns were voted the least effective place to distribute video, commanding just 36%. This is likely due to the difficulties many people have embedding video into email. However, 40% of marketers planned to try it for the first time in 2022.

### Top 4 most used channels:





## Social Media

The social media landscape is constantly changing, and it's a key part of any marketer's job to stay on top of evolving apps and features. That's because social media is the most leveraged channel for sharing marketing videos and is by far the most effective in terms of ROI and generating leads. **2022 was a year of big investments in social media, with 63% of marketers planning to share videos on social media for the first time that year.** One of the main strategies marketer's mentioned was variety - mixing organic and paid content on various platforms to generate a wide reach.

The main social media platforms marketers spoke about were:



### Youtube

This well-known platform has the highest usage among marketers wanting to share video. Youtube remains popular because it's great for hosting videos and has good ROI and lead-generation capabilities (YouTube ranks second compared to other social networks).



### Instagram/Facebook

These networks are tied at second place in terms of usage for video sharing. However, Instagram is the clear leader when it comes to ROI and lead generation - it's the top performer among social networks in those categories, as well as engagement.

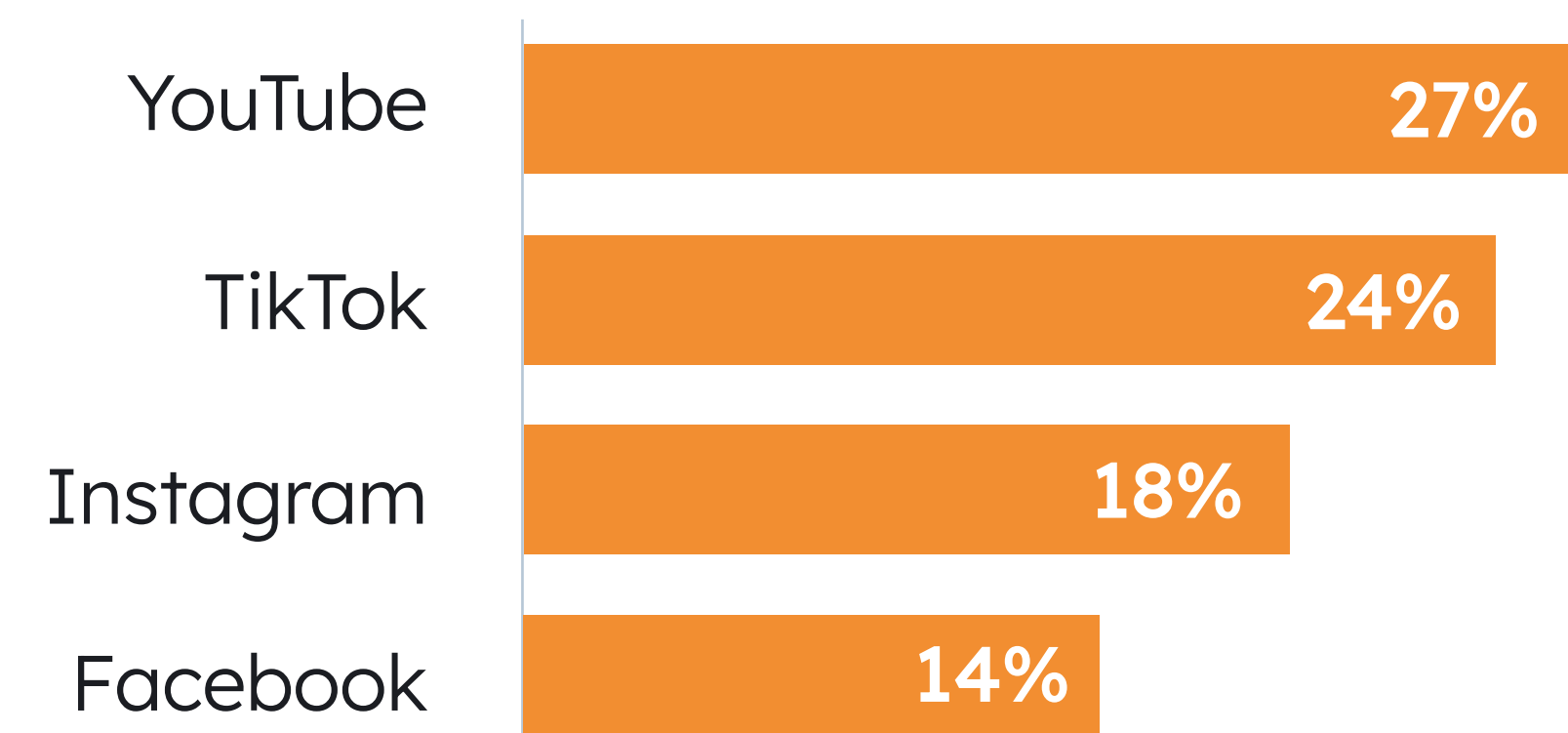


### TikTok

Up-and-coming social network TikTok is lesser-known than its competitors, but the network already commands the 3rd highest ROI of all social networks and comes in 2nd for engagement.

If it's viral status you are looking for, it's worth noting that YouTube is still the platform most likely to produce a viral video (27% of viral videos start there). TikTok is a close second at 24%, followed by Instagram and Facebook at 18% and 14%, respectively.

### Viral Video Generation



# Chapter 5

How did you do? Tracking a video's success



# How did you do? Tracking a video's success

Phew! After lots of planning and hard work, your video has gone from a small germ of an idea to a fully-fledged work of video marketing genius! Congratulations! But, that doesn't mean you can forget about it - now's the time to make sure you are tracking everything you can about how your video is performing. Experienced video marketers look at a variety of metrics to understand the success of any one video. Those metrics are

- » Engagement
- » Conversion Rate
- » View Count
- » Click-through Rate
- » Follower/ Subscriber Growth

Keeping an eye on those KPI's will help you craft a more effective strategy for video marketing going forward. And, it's always nice to have data that shows how effective your efforts are.



## Now you have the numbers, it's time to make your first video

We started by envisioning all the places where video intersects with daily life. It's clear that video is the way many people like to consume information, and that it's a highly effective tool for communicating with a wide audience. Some studies even suggest that it's more effective than text for helping people remember key facts.

So, while it's obvious that marketers are excited to use video to connect with audiences, just how to do that effectively isn't always as obvious. Hopefully you learned some valuable tips and illuminating metrics for how to best use video to meet your marketing goals - from what social media platforms have the best ROI and how long a successful video should be.

If you are inspired to start making your own marketing videos, why not explore **PlayPlay's video making tool**, designed for marketing teams who want to make impactful videos without the need for complicated editing software. Happy marketing!



# HubSpot

**Attract and convert more leads with HubSpot's all-in-one marketing software.**

With Marketing Hub, all your marketing tools and data are on one easy-to-use, powerful platform. You'll save valuable time and get all the context you need to provide a personalised experience that attracts and converts the right customers at scale.

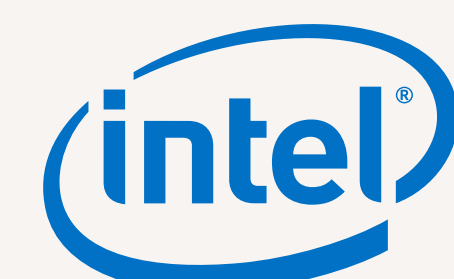
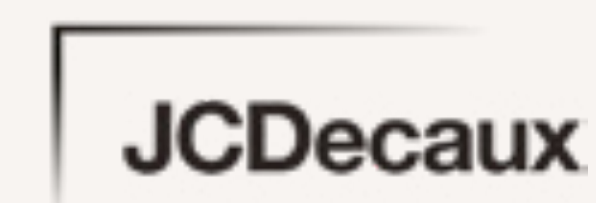
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# PlayPlay

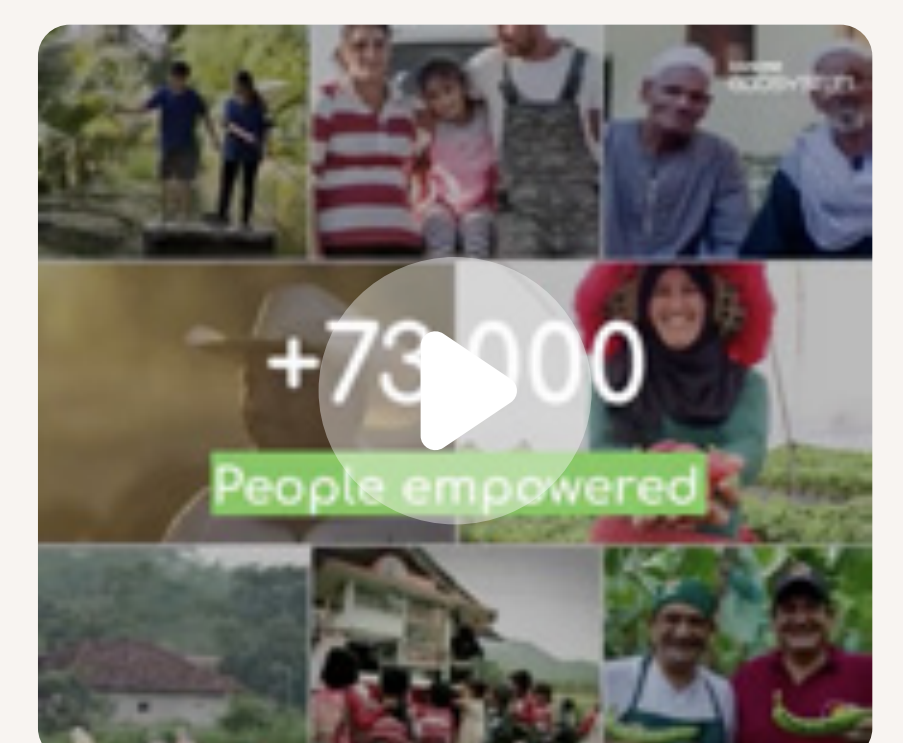
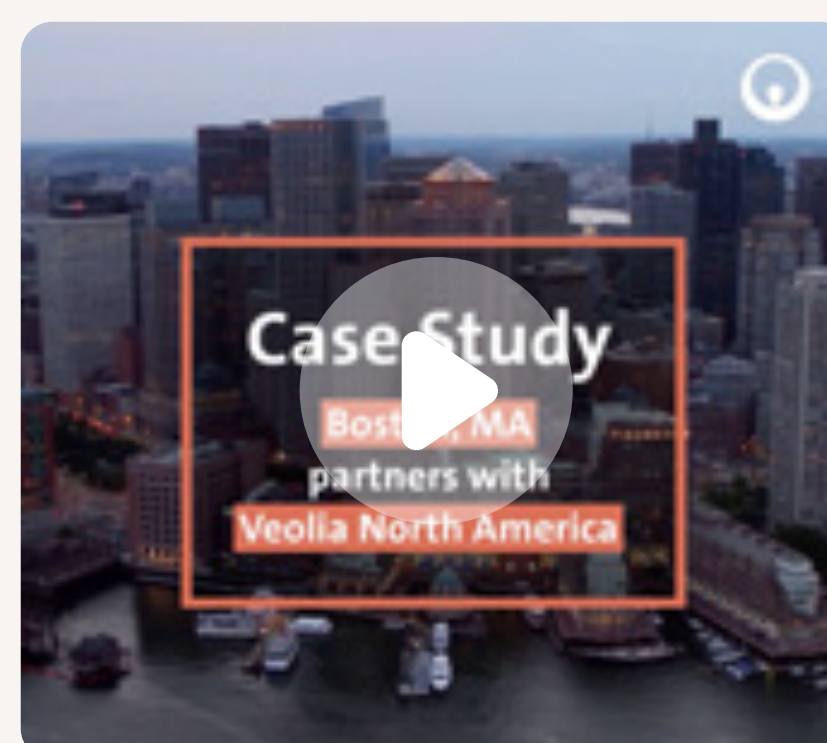
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“

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**Kirsten Humphrey**  
Digital Commerce Manager  
@Heineken UK

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