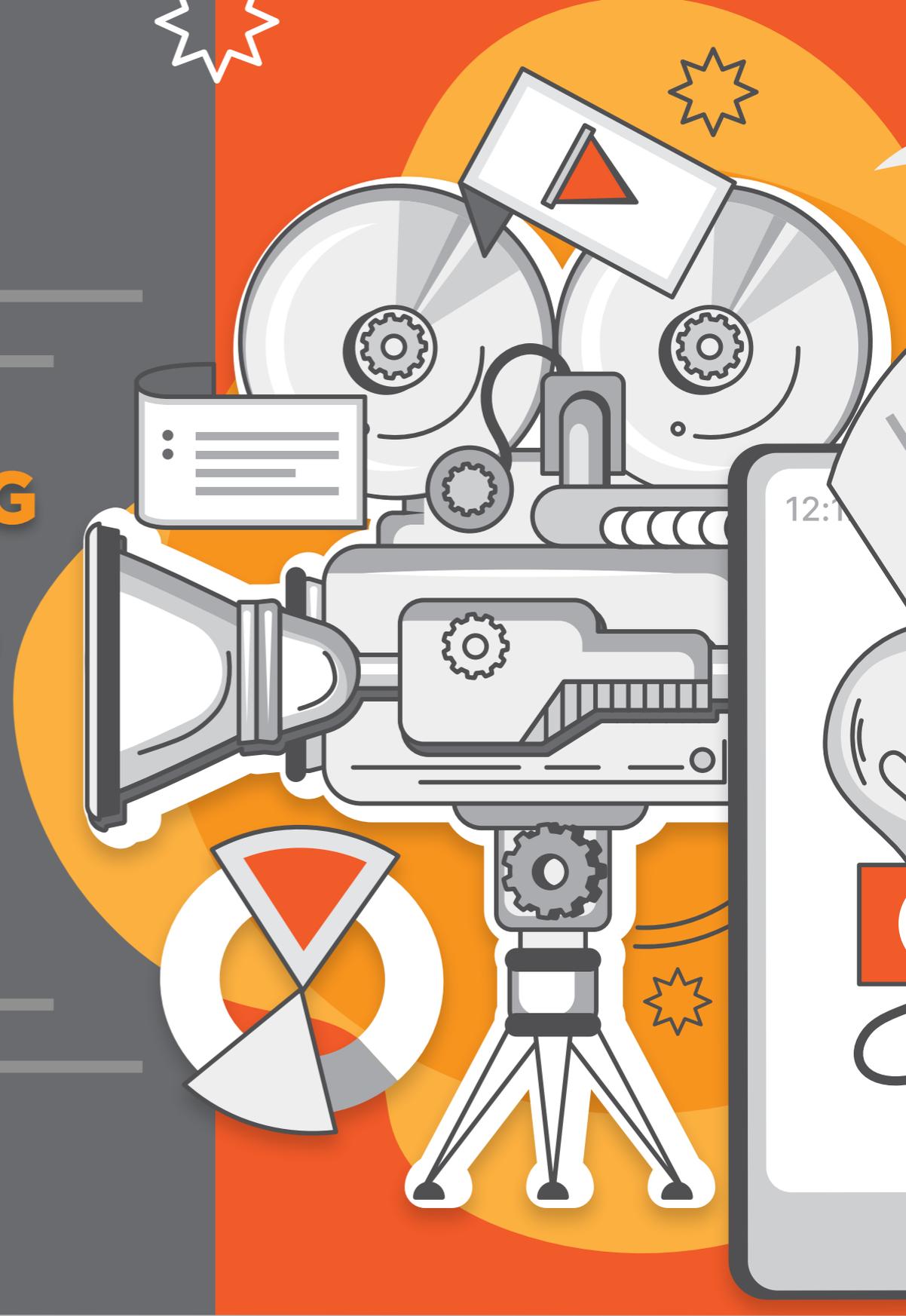


2022 CONTENT MARKETING
VIDEO & VISUAL
STORYTELLING
SURVEY



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Where Does Video Fit Into Your Marketing Mix?

A diverse content mix is essential to any successful marketing strategy, and video continues to be a critical component, but is it being utilized to its full potential?

Video as a content form can enhance the experience for every buying cycle stage. From socializing your brand in an awareness campaign to a personalized video message sent by a sales representative to an explainer of a new product or feature set — it can educate and delight unlike any other medium.

As with the 2021 version of this report, most content marketers agree that video remains vital to their organizations, but many still do not realize the full benefits of adding video to their content marketing strategy. Like any single content type, video is no silver bullet and works best when used in tandem or to support your other marketing efforts.

More organizations are upping video production budgets and bringing production in-house. The real opportunity here is to hire (or train) video content creators over video producers. User-generated video content brings authenticity to your message and is easier, faster, and more economical to produce than traditional video content.

Vidyard is proud to present this Content Marketing Institute research on the use of video. We hope it helps you think about how to focus your efforts to get the most out of your video investments.

Videos have become more important to business.

Seventy-three percent of marketers said videos have become more important to their business in the last year. Twenty-seven percent said they are about the same in importance. See page 5.

Those surveyed are mostly producing videos in-house.

Sixty-nine percent said they mostly produce in-house, while 24% said they mostly outsource. See page 8.

More than half said their team has the right video equipment.

Fifty-five percent said their team has the right video production equipment/editing tools to do their jobs effectively. See page 9.

Videos that are one to three minutes long are the sweet spot.

Fifty-two percent said videos ranging from one to three minutes long have been most successful for their content marketing. See page 11.

Audiences don't necessarily prefer video over other content types.

Forty-three percent said their key audience consumes videos, but it doesn't seem to prefer video over other content types. Thirty-one percent said their key audience does seem to prefer video over other content types. See page 13.

Room for improvement: Eighty-eight percent are not using their videos to full potential.

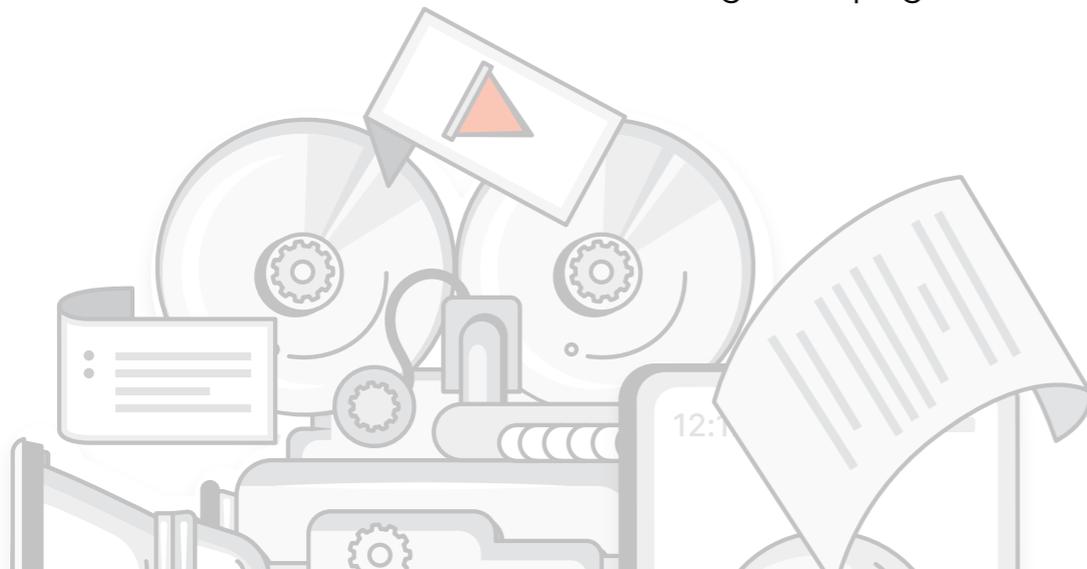
Only 12% said their organization is using its videos to full potential. See page 14.

Many said their organizations would get better results with video if they had a video strategy.

Eighty-five percent of marketers said they are getting average or below average results with their videos. The top thing they need to get better results? A video strategy (59%). See page 15.

Sixty-four percent expect their video budget to increase in 2023 compared with 2022.

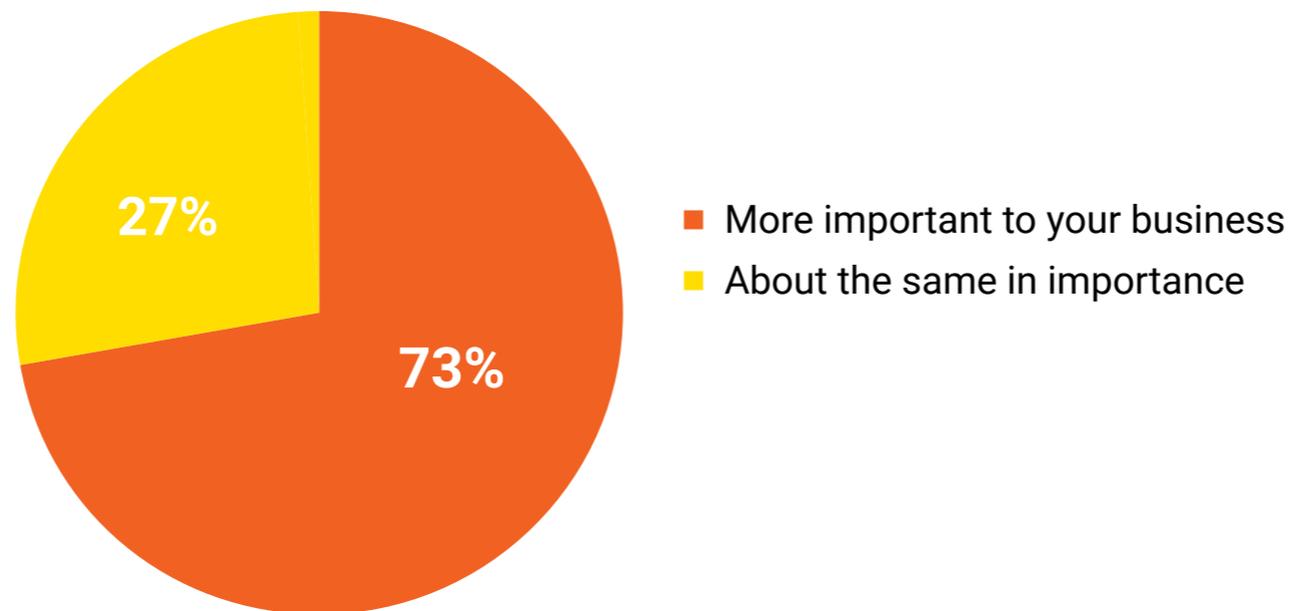
Still, 74% of respondents said their organization needs to invest more in video. Will the increases in 2023 be enough? That remains to be seen. See page 19.



If your organization isn't investing in video, your competitors probably are.

Seventy-three percent of marketers surveyed said video has become more important to their business in the last year.

In the Last Year, Has Video Become...

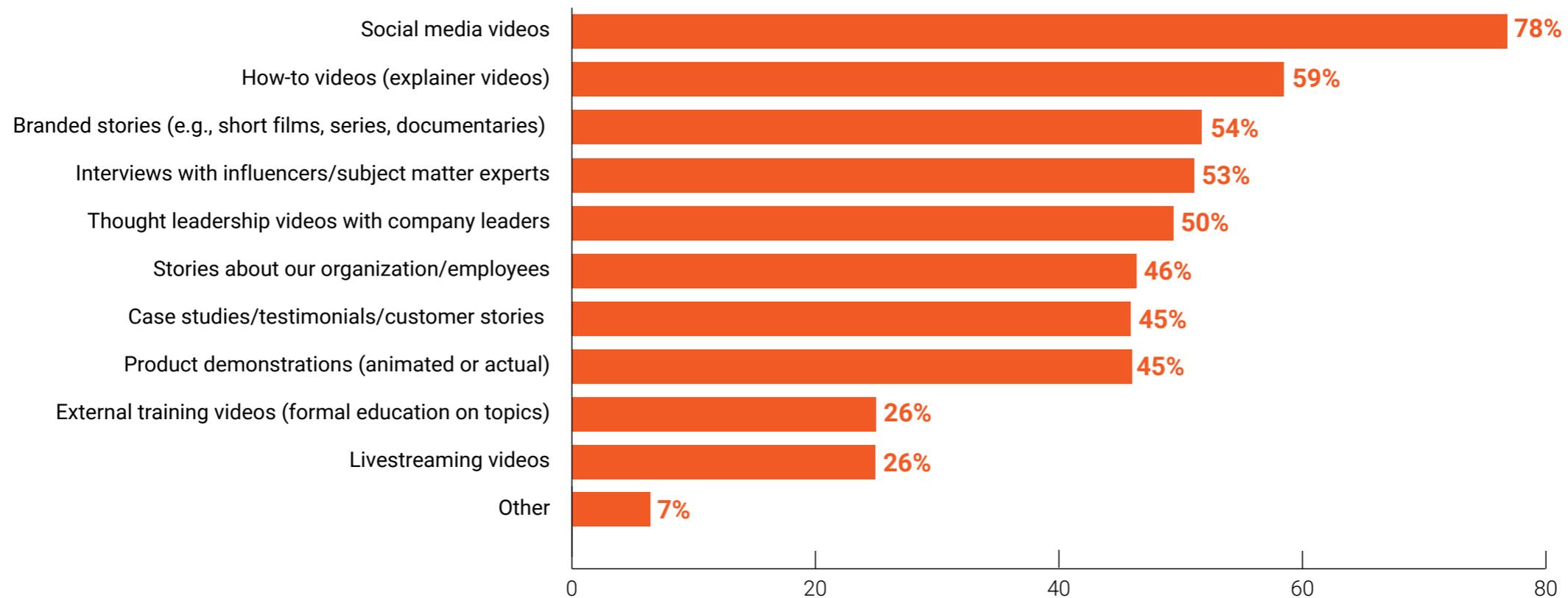


Base: Content marketers who use videos.
Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

Nearly all marketers are using videos on social media.

Seventy-eight percent of respondents use social media videos, making them the top type used.

Types of Videos Organizations Use



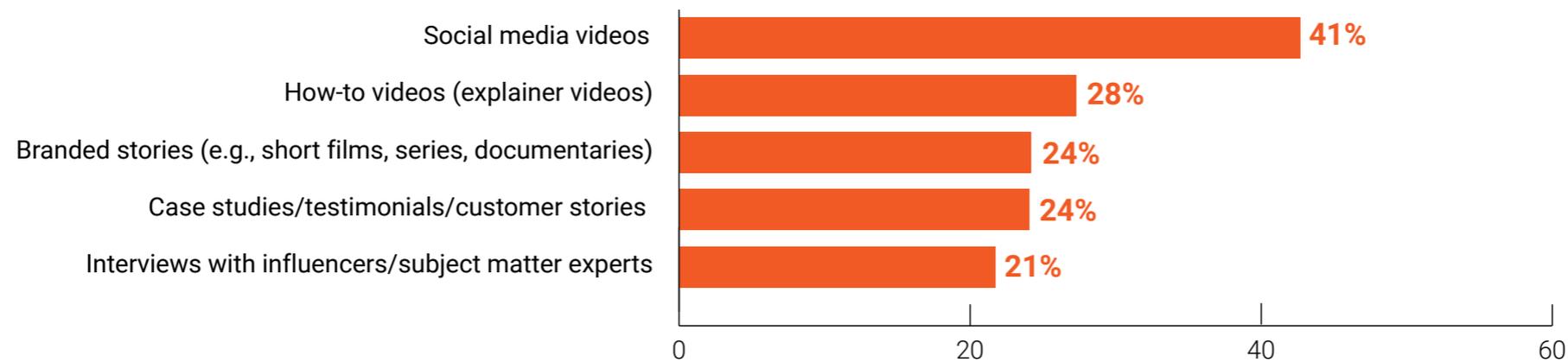
Base: Content marketers who use videos. Aided list; multiple responses permitted.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

Social media videos get results.

Marketers said social media videos are the video type that produced the best content marketing results in the last 12 months.

Video Types That Produced the Best Content Marketing Results in Last 12 Months (Top 5)

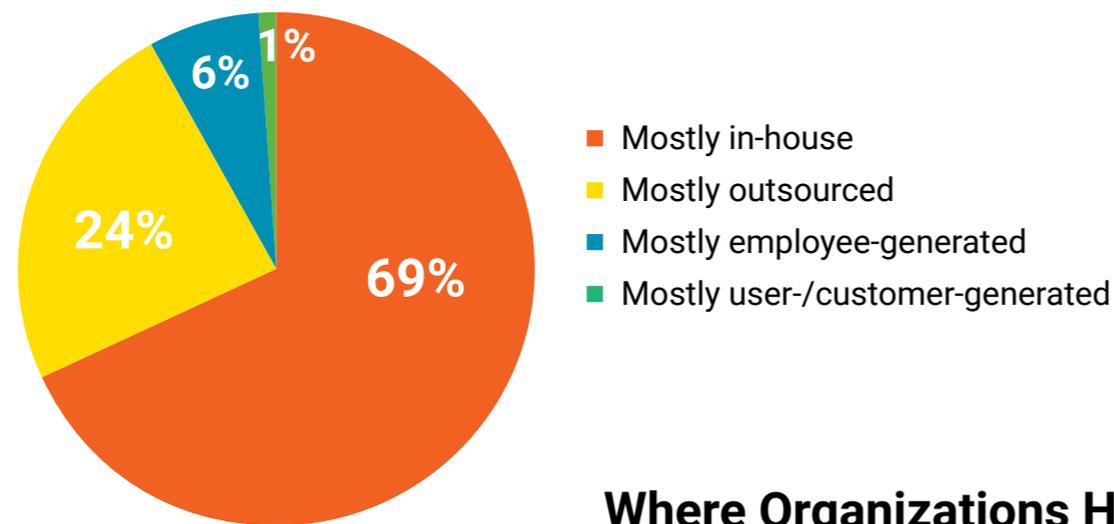


Base: Content marketers who use videos. Respondents were shown a list of video types they use and asked to select all that apply.
 Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

Most videos are produced in-house.

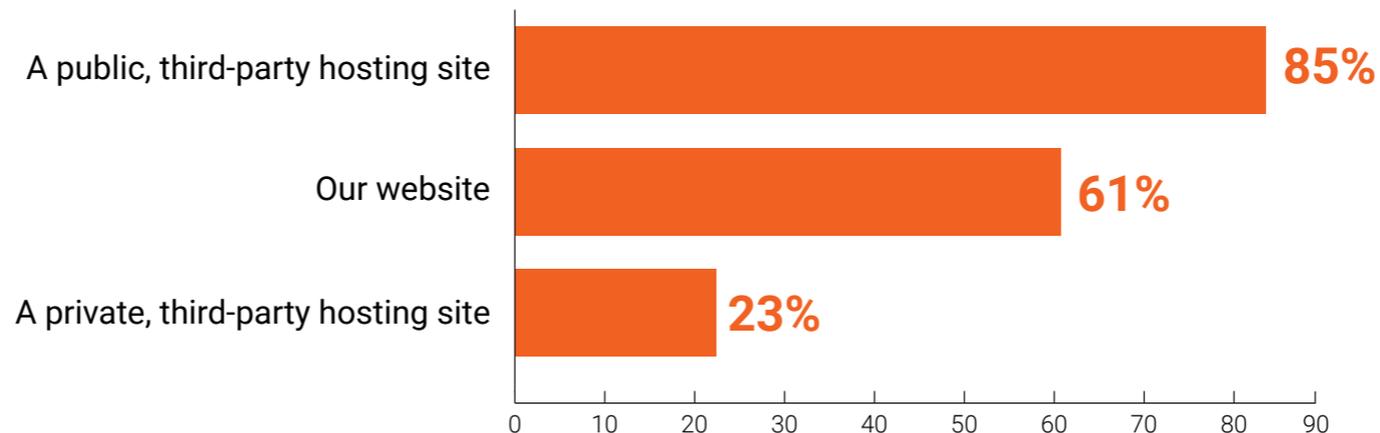
In addition, 85% of marketers said their organization houses its videos on public, third-party hosting sites.

How Organizations Produce Videos for Content Marketing



Base: Content marketers who use videos. Aided list.
Source: Content Marketing Video Survey.
Content Marketing Institute, October 2022.

Where Organizations House Content Marketing Videos

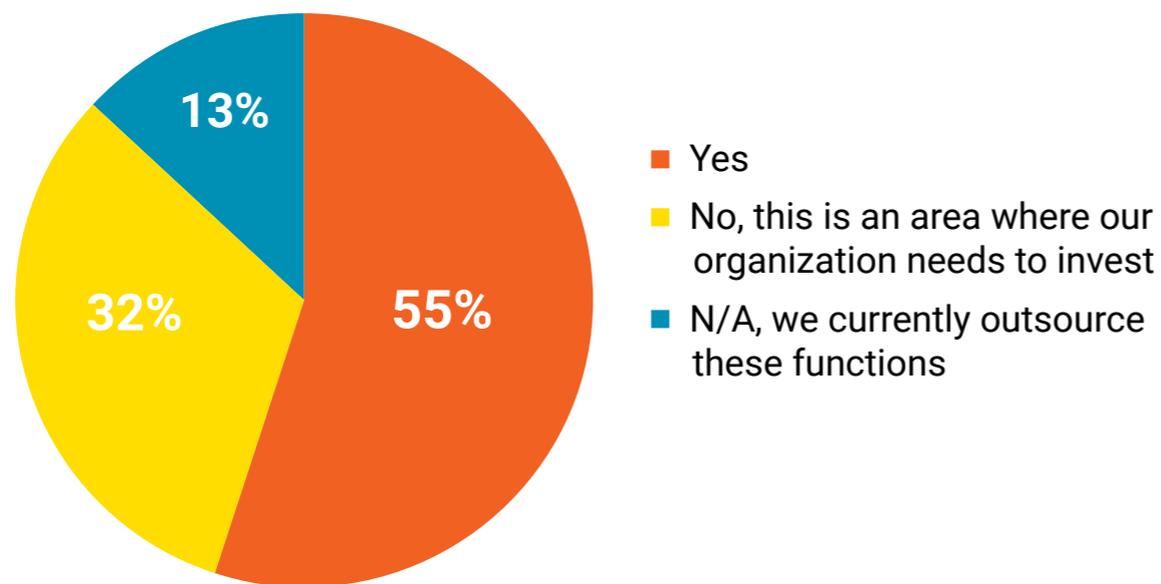


Base: Content marketers who use videos. Aided list; multiple responses permitted.
Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

Many teams have the video tools they need to do their jobs effectively.

However, 32% of those surveyed said this is an area in which their organization needs to invest.

Does your team have the right video production equipment/editing tools to do their jobs effectively?



We asked marketers, “What, if any, video production equipment/editing tools are on your/your team’s wish list?” Here are some of the answers.

- “Easy-to-use video tools.”
- “Better cameras, microphones, and lighting.”
- “Adobe Premiere Pro, After Effects, iMovie.”
- “Mics, gimbals, selfie sticks for content creators to use out in the field in several locations. In-house: a soundproof video and podcast production and recording suite.”
- “A trained editor to do the editing; a tool on its own is not enough.”

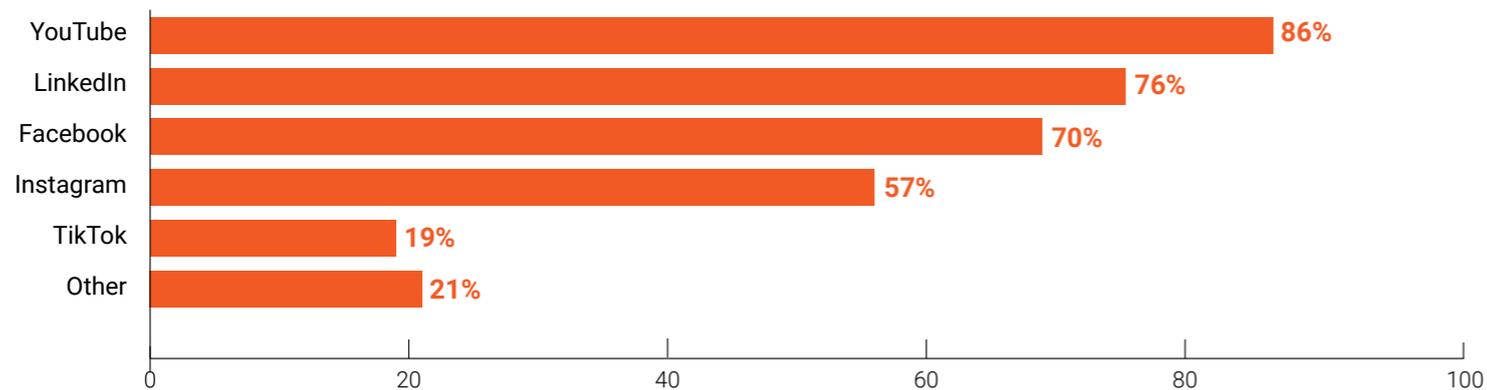
Base: Content marketers who use videos.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

YouTube is the top platform where marketers post videos.

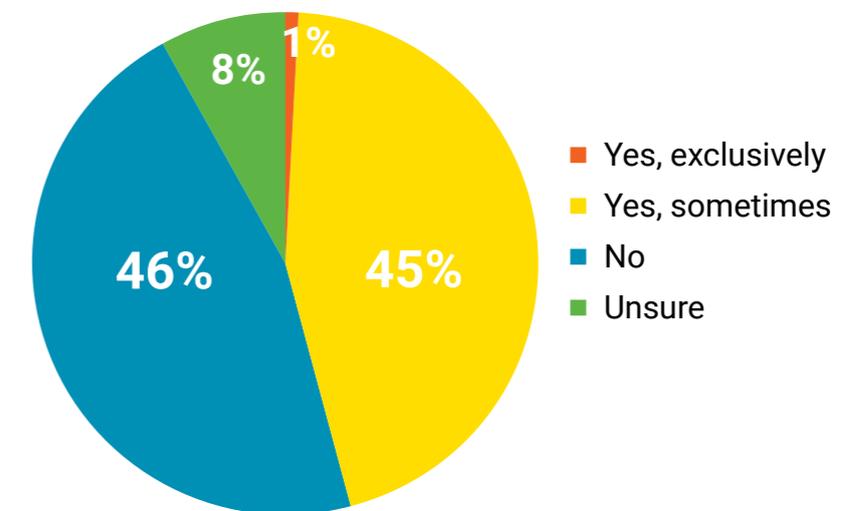
In addition, marketers were split on whether they use creation tools offered by social media platforms: 46% use them and 46% don't.

Social Platforms on Which Content Marketers Create/Post Videos



Base: Content marketers who use videos. Aided list; multiple responses permitted.
Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

Does your organization's team create videos using the tools offered by social media platform(s)?

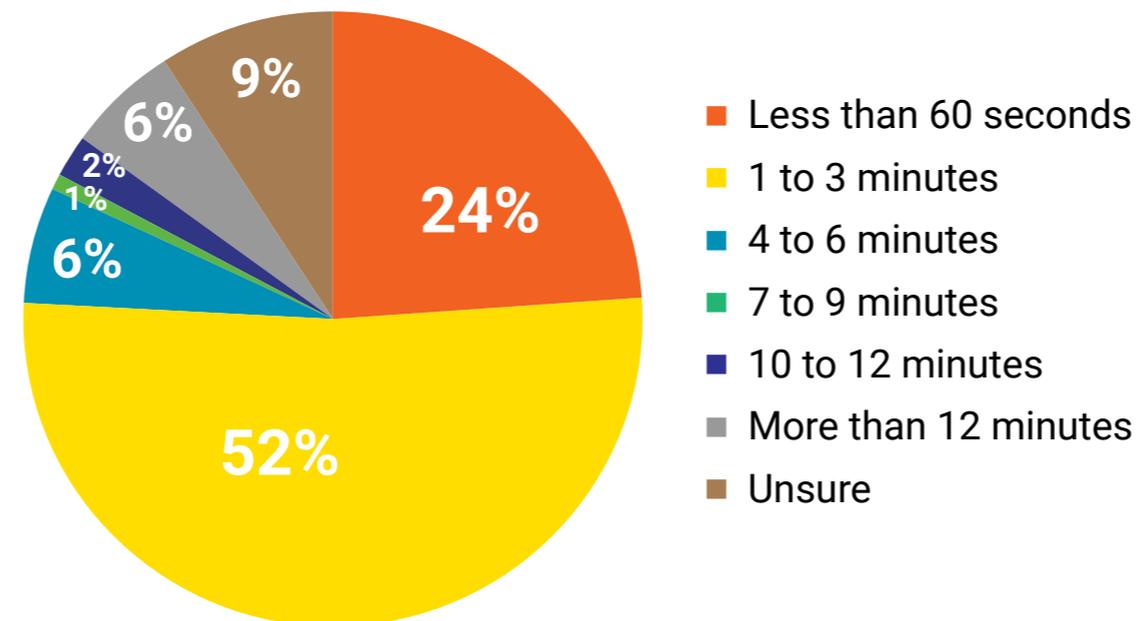


Base: Content marketers who use videos.
Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

Short videos often get the best results.

Marketers said they have the most success with videos that are one to three minutes long.

Video Length That Has Been Most Successful for Content Marketers



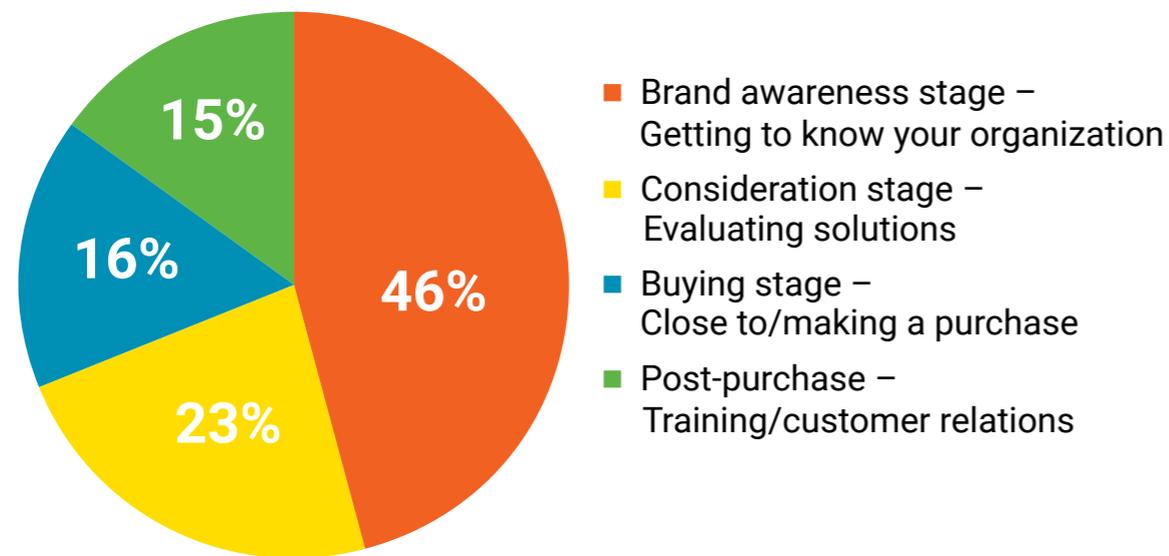
Base: Content marketers who use videos.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

Many marketers use videos to create human connections – but just as many use videos to inform.

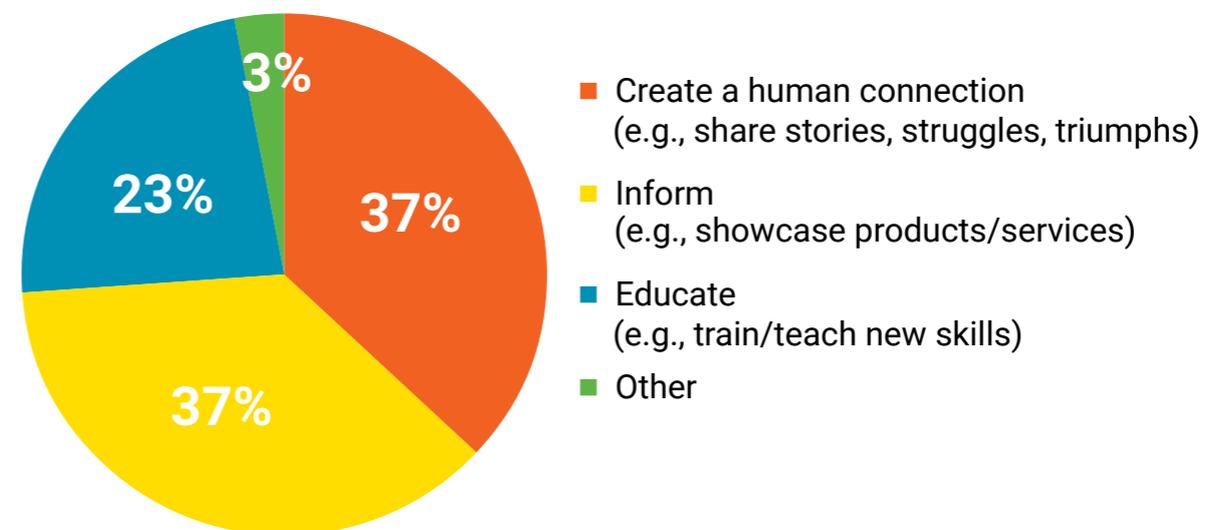
Most videos are created for the brand awareness stage (46%). Marketers were split (37% for each) on whether it is most important to use videos to create human connections or to provide information.

Percentage of Videos Created for Stages of the Buyer’s Journey



Base: Content marketers who use videos. Respondents were asked to estimate. Percentages were required to total 100%.
Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

Regarding video, what results are most important to your organization at the present time? (Select one.)

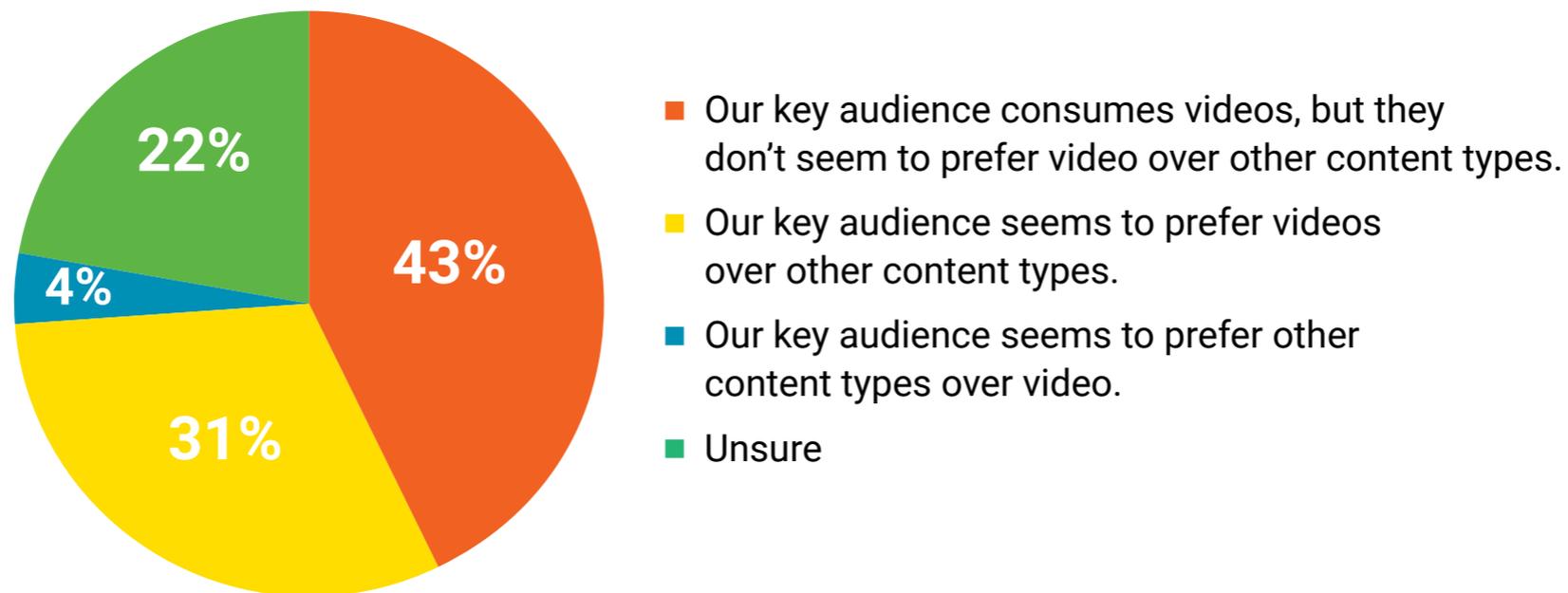


Base: Content marketers who use videos.
Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

Audiences watch videos, but videos are not always the content type they prefer.

Forty-three percent of marketers said their audience doesn't seem to prefer video over other content types; however, 31% said the opposite, making videos an important part of any content marketing strategy.

Which of the following statements about video in your organization is most accurate?



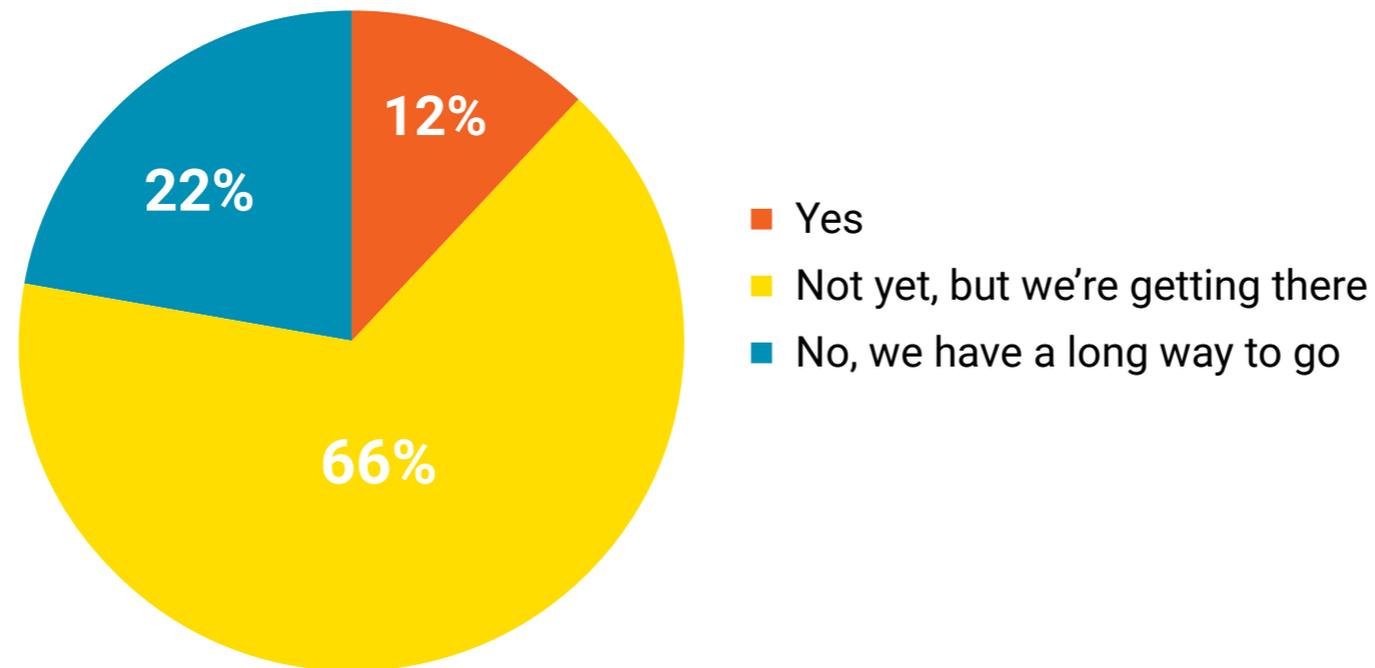
Base: Content marketers who use videos.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

Organizations have a long way to go with using video to potential.

Only 12% said their organization is using its existing videos to full potential.

Is your organization using its existing videos to full potential?



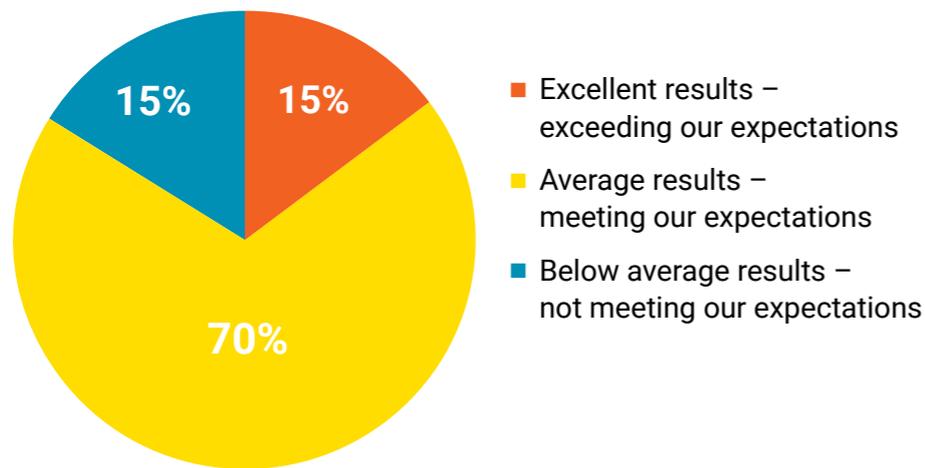
Base: Content marketers who use videos.

Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

A video strategy is key to video marketing success.

Only 15% of marketers said they're getting excellent results with video. What do they need most to get better results? Fifty-nine percent said they need a video strategy.

Results Organizations Are Getting With Video



Base: Content marketers who use videos. Aided list.
 Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

What would your organization need to get better results with video?



Base: Content marketers whose organizations get average or below average results from their videos. Aided list; multiple responses permitted.
 Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

We asked marketers who are getting excellent results from their videos, “To what factor(s) do you attribute your organization’s excellent results with video?”

Here are some of the answers.

“Consistent video publishing, covering topics fit to the demands of our customers, and great SEO practices.”

“Good content, timely topics, and professional production.”

“Unique in our market.”

“Investing in resources internally and establishing connections with production vendors.”

“We have a video team with expertise in how to use video for marketing and tech expertise in how to produce video.”

“Engaging content, storytelling, finding topics that the audience is looking to watch videos about; length one to three minutes.”

“We’ve made good videos; our competitors don’t have similar quality and our audience doesn’t have the time for longer content.”

“Creating memorable content that our audience identifies with so they feel like they know us.”

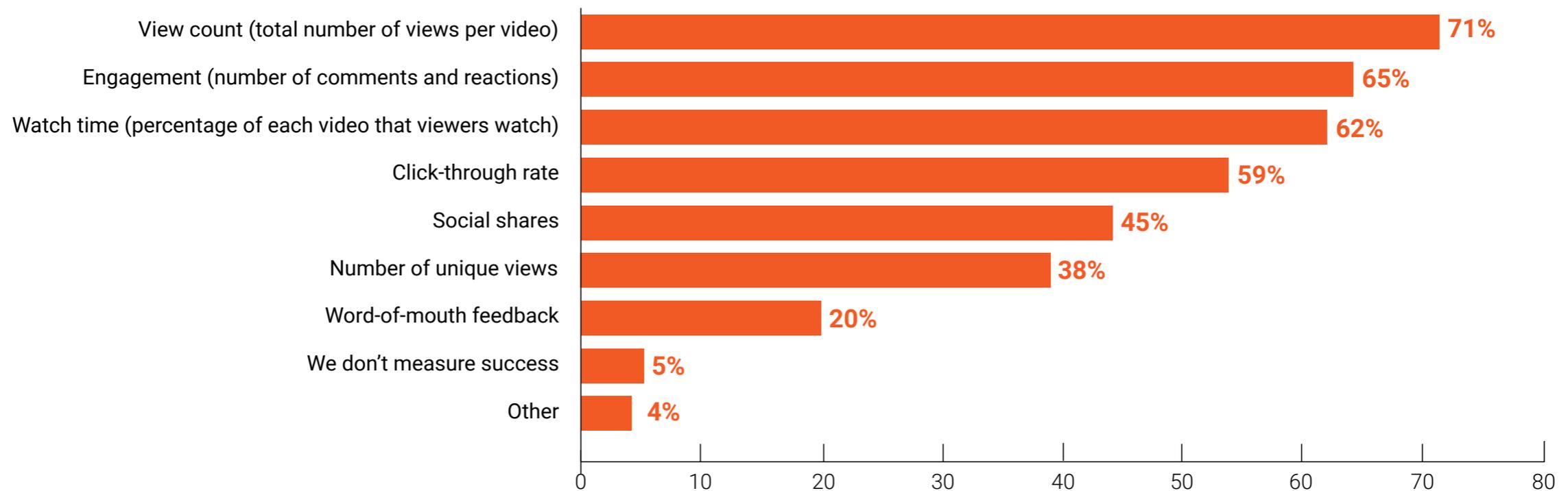
“Understanding the audience and what they want/need. If something doesn’t work, we discontinue it. We also serve the content up at times our audience is active on the various channels.”

“Storytelling ... real, authentic stories told from the people the stories are about.”

Marketers use a mix of metrics to measure video success.

Seventy-one percent cited view counts as their top metric.

How Organizations Measure Video Success

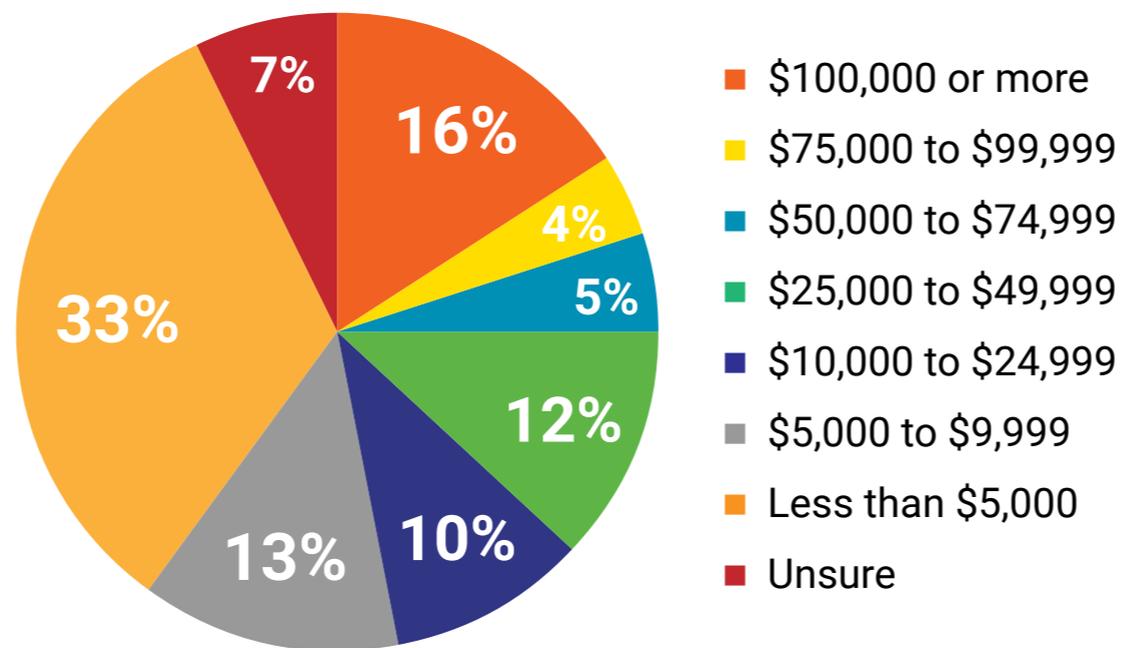


Base: Content marketers who use videos. Aided list; multiple responses permitted.
 Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

Many organizations spend less than \$10,000 per year on video creation.

Forty-six percent of respondents said their organization spends less than \$10,000 per year on video creation. Seventy-four percent of all respondents think more investment is required (see page 19).

How Much Organizations Spend on Video Creation in One Year

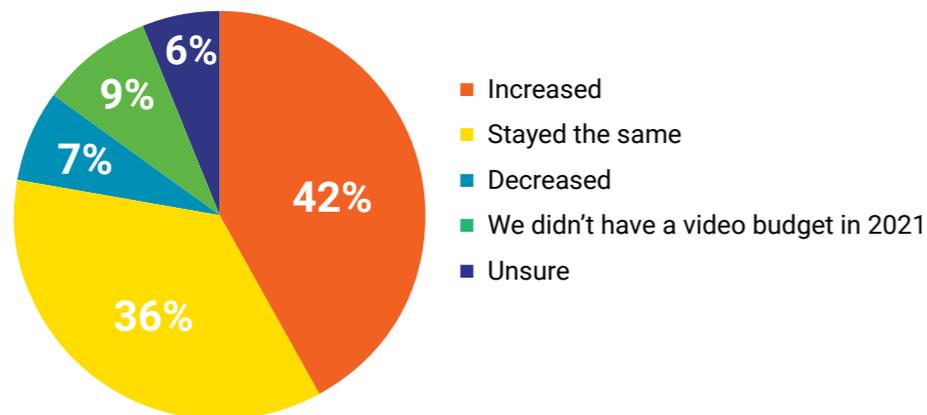


Base: Content marketers who use videos. Aided list. Respondents were asked to estimate amounts in U.S. dollars, not including salaries.
 Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

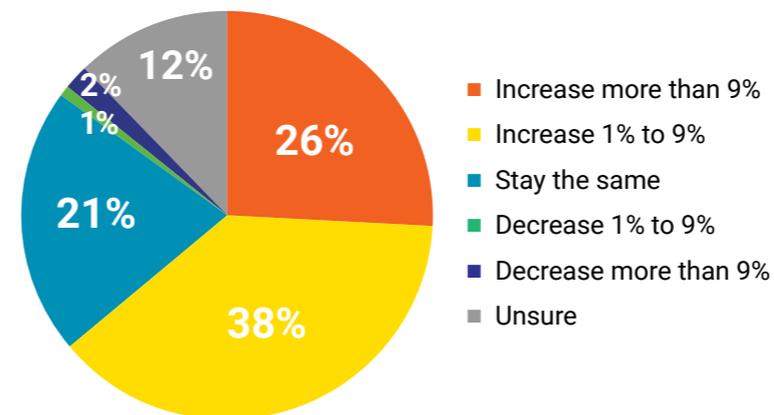
Video budgets continue to increase.

- Forty-two percent of marketers said their 2022 video budget was more than their 2021 video budget.
- Sixty-four percent expect their video budget will increase in 2023 compared with 2022, and 26% of those expect it to increase by more than 9%.
- Seventy-four percent think their organization needs to invest more in video.

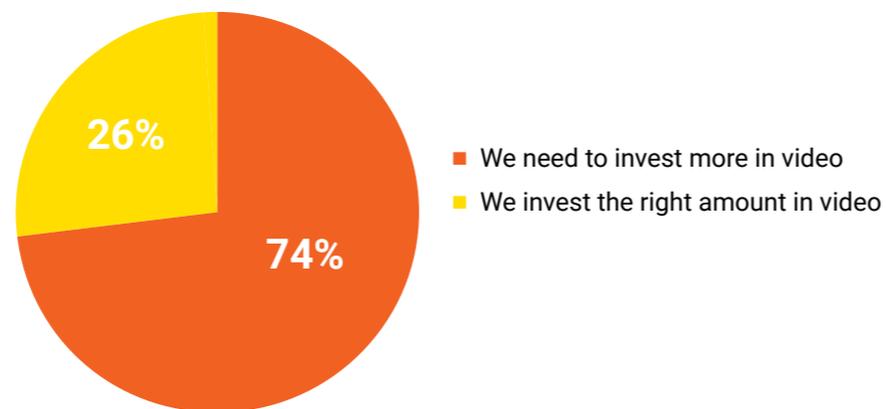
How 2022 Video Budget Compares With 2021 Video Budget



How Marketers Think Their 2023 Video Budget Will Change Compared With 2022



Statement Regarding Current Level of Video Investment Marketers Agree With Most



Base: Content marketers who use videos..

Source: Content Marketing Video Survey. Content Marketing Institute, October 2022.

We asked marketers, “What are your organization’s biggest video marketing challenges?”

Here are some of the answers.

“Pressure on the organization to align expenses with revenue streams – impacting budget for us to hire additional resources. High demand for video production. Animation specifically is in high demand, so finding people or partners with the proper skills is critical.”

“Telling complex stories visually. Engaging social media audiences who want to be entertained.”

“Being able to plan and strategize the right videos versus servicing the flood of video requests that come in.”

“Two key things: cohesive strategy/ consistency – WHY should we be investing in video vs. other formats and how do we distribute/build audience to make it worthwhile?”

“A change in company leadership from 2021 to 2022. Different goals and strategies being implemented along with budget changes. We had a very successful social video campaign earlier this year, then the change in leadership put a hold on our planned continued marketing strategy.”

“There is no shortage of video ideas or opportunities, just not enough budget and resources to dedicate the time.”

“Organize and coordinate internal resources to put together a program and collect information to produce quality content; everybody is always busy and a video strategy requires commitment and time of people who know the subjects we want to talk about.”

“Creating a multi-channel approach with channel owners taking part in the video cuts, needs, and ways it can be distributed. Videos are created in a silo, with a single requestor’s objective.”

“We don’t have clear ownership and processes yet, which means no one really owns video strategy, and so things are usually made per need.”

Think Like a Streaming Network

Video is becoming an increasingly critical piece of marketing experiences. And with it comes the challenge of delivering video in a targeted fashion.

Most organizations publish videos into “resource centers” or playlists (for example, YouTube channels or other social posts). Others embed videos into blog posts.

Ultimately this becomes an “inside looking out” strategy as the marketing teams decide how and where to optimize the display of video.

We have seen the popularity of video increase steadily over the last couple of years. But as this research shows, great results are hard to come by.



Robert Rose
Chief Strategy Advisor
CMI

Why?

First and foremost, a holistic strategy is important. But assuming a clear set of objectives, videos that produce the best results build a larger story versus ad hoc pieces. Put simply, the more specific and focused a video experience, the better it seems to perform.

“Marketers should start exploring how to deliver different video experiences to specific audiences at different parts of their customer journey.”

At its surface, this seems like a no-brainer – but it’s still striking how often brands try to cover “all the bases” with their videos. Video is expensive and takes special skill to produce; it’s no wonder that businesses try to get the most “bang for the buck.”

However, in the coming year, we see a transformation away from simple web pages that are just walls of icons of archived webinars and how-to videos. Instead, marketers should start thinking like television streaming services. Instead of pouring a mountain of broad webinars, interviews, how-to videos, and promotional videos onto a buying team, marketers should ask how they might present just the right video that should be watched in just the right context – “Netflix style.”

More to the point, marketers should start exploring how to deliver different video experiences to specific audiences at different parts of their customer journey.

There is certainly a business case to be made that we have to cover the basics: the “information” and “thought leadership” that a buyer needs in order to come to a sound decision. However, there is also a great and differentiated value of knowing when a buying team is beyond the information-gathering point and is just looking for a trusted resource that makes a particular vendor the easiest one to buy from.

What videos will we offer to the customer then?

This year’s research illustrates that in modern marketing we would do much better to understand what audiences are asking for – rather than focus on the questions the brand wants to answer. Today’s successful marketers are providing less information to make the research process fuller – and more content designed to make the buying process easier.

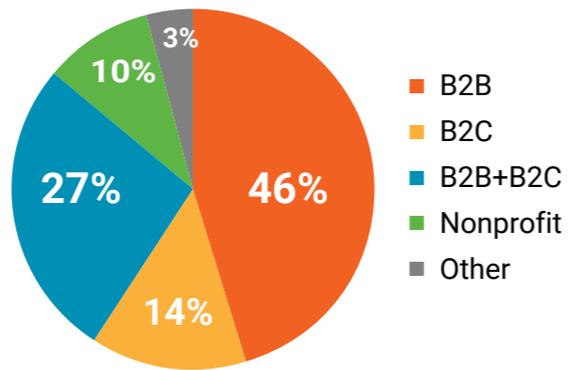
However, to do that, marketers must first understand their audiences’ real needs.

With video in 2023, that challenge just got even more interesting.

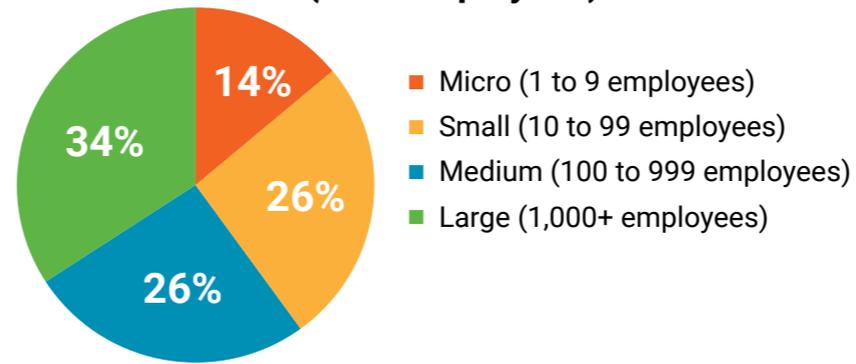
To better understand how content marketers use video, Content Marketing Institute (CMI) surveyed its opt-in subscriber database. CMI emailed the survey invitations on August 24, 2022. Reminder emails were sent on September 13, 2022.

CMI designed the survey via Qualtrics and performed the data analysis. The survey closed on September 20, 2022, with 344 completed responses.

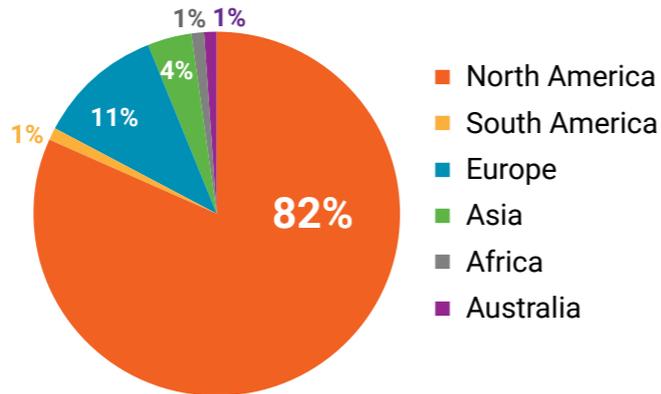
Nature of Organization



Size of Organization (total employees)



Location of Organization



Industry Classification



Thanks to all the survey respondents and everyone who disseminates these findings throughout the content marketing industry.

ABOUT CONTENT MARKETING INSTITUTE

Content Marketing Institute (CMI) exists to do one thing: advance the practice of content marketing through online education and in-person and digital events. We create and curate content experiences that teach marketers and creators from enterprise brands, small businesses, and agencies how to attract and retain customers through compelling, multichannel storytelling. Global brands turn to CMI for strategic consultation, training, and research. Organizations from around the world send teams to Content Marketing World, the largest content marketing-focused event, ContentTECH Summit, and CMI virtual events. Our community of 215,000+ content marketers shares camaraderie and conversation. CMI is organized by Informa Connect. To learn more, visit www.contentmarketinginstitute.com.

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Informa Connect is a specialist in content-driven events and digital communities that allow professionals to meet, connect, learn, and share knowledge. We operate major branded events in Marketing, Global Finance, Life Sciences and Pharma, Construction and Real Estate, and in a number of other specialist markets, and connect communities online year-round.

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Vidyard is the leading video marketing and video selling solution for businesses that are looking for ways to drive more revenue through the use of video content. With Vidyard, customers can expand their use of video across their entire organization to personalize marketing and sales activities while tracking rich viewer analytics into leading marketing automation and customer relationship management platforms. This helps customers to optimize their video performance and generate better results immediately. [Get started for free.](#)

