

The State of Video Marketing 2022



Video Marketing Statistics 2022

Welcome - and a big thank you!

Hello and welcome to Wyzowl's eighth annual **State of Video Marketing** survey report!

It feels like a long-time since we published our first report back in early 2015. The video marketing landscape has changed a great deal since then, and our yearly research has helped us follow those changes - not to mention sharing that insight with so many others in our industry.

But we couldn't do any of it without you. The fact that you spared a few minutes to share your experiences, insights and thoughts on video marketing means the world to us - and forms the bedrock of our biggest report yet.

We gathered the stats below by surveying 582 unique respondents in December 2021. Our sample included both marketing professionals and online consumers. We separated these groups with a preliminary question, ensuring that respondents were only asked to answer the questions relevant to them. Our trend data is based on 8 years of asking these questions, dating back to 2015.

Only 7% of the respondents were Wyzowl customers.

This year's report is notable for a couple of reasons. Firstly, it's based on our highest ever sample, with over 800 people taking the time to complete the survey, giving us our richest and most reliable data set ever.

Secondly, it's being published in the midst of an unprecedented global pandemic. The surreal and chaotic events of 2020 are still creating shockwaves - making it likely that profound, lasting changes are ahead for the way we work, communicate and market our businesses.

This report deals with that in some detail: how has the pandemic affected the demand, consumption and spend on video marketing? What will it mean going forward?

We also, as always, trace the general growth, impact, ROI and customer perspective on video content.

We hope you enjoy the report!

Citation Policy:

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01

Video marketing usage

Video continues to be used by an overwhelming majority of businesses.

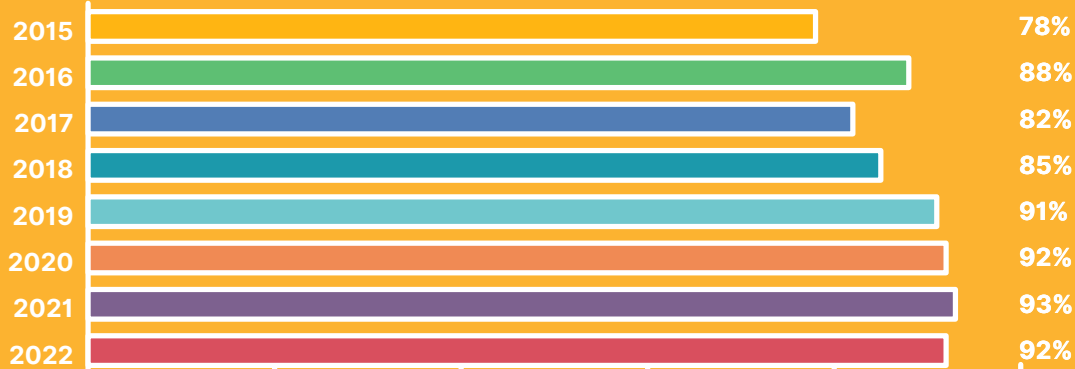
86% of businesses use video as a marketing tool.

Video usage over time

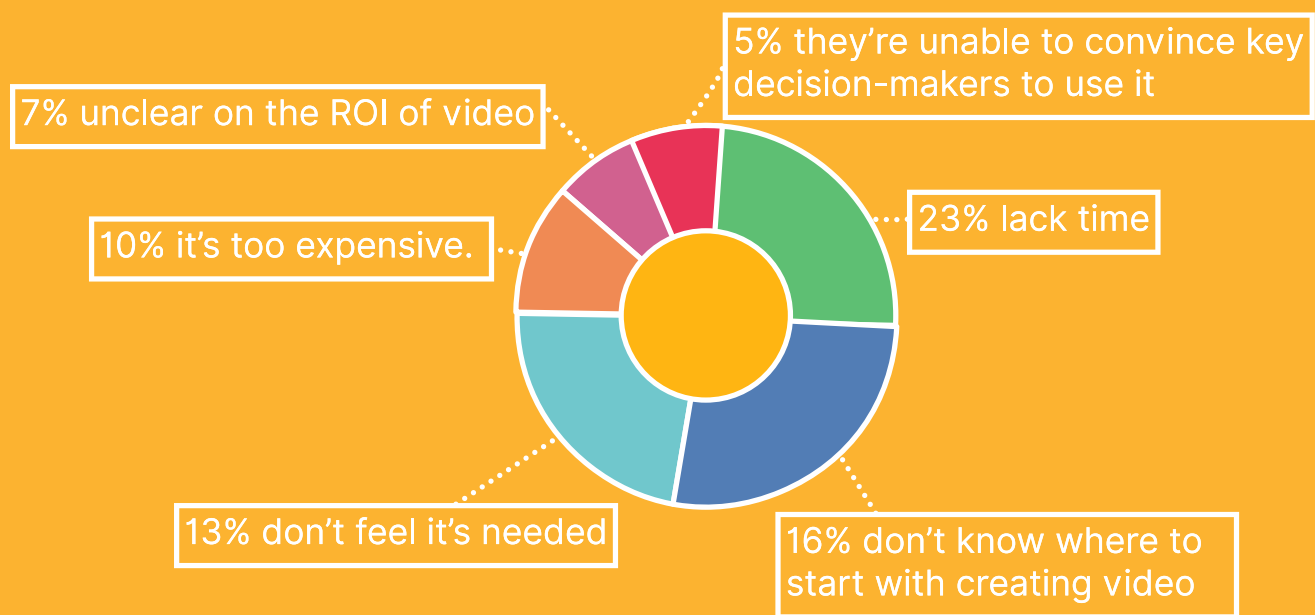


A huge proportion of marketers (**92%**) continue to value video as an 'important part' of their marketing strategy.

Marketers who say video is an important part of their marketing strategy...



Why don't some marketers use video?



23% of non-video marketers don't use video for marketing as they lack time.

16% of non-video marketers don't use video for marketing as they don't know where to start with creating video.

15% of non-video marketers say they don't use video because they're unable to convince key decision-makers to use it.

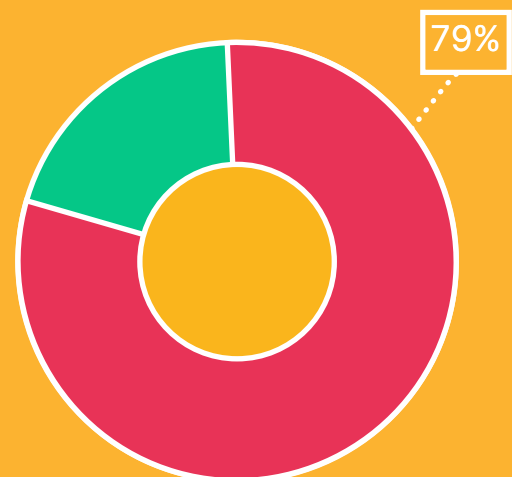
13% of non-video marketers say they don't use video for marketing as they don't feel it's needed.

10% of non-video marketers don't use video for marketing because it's too expensive.

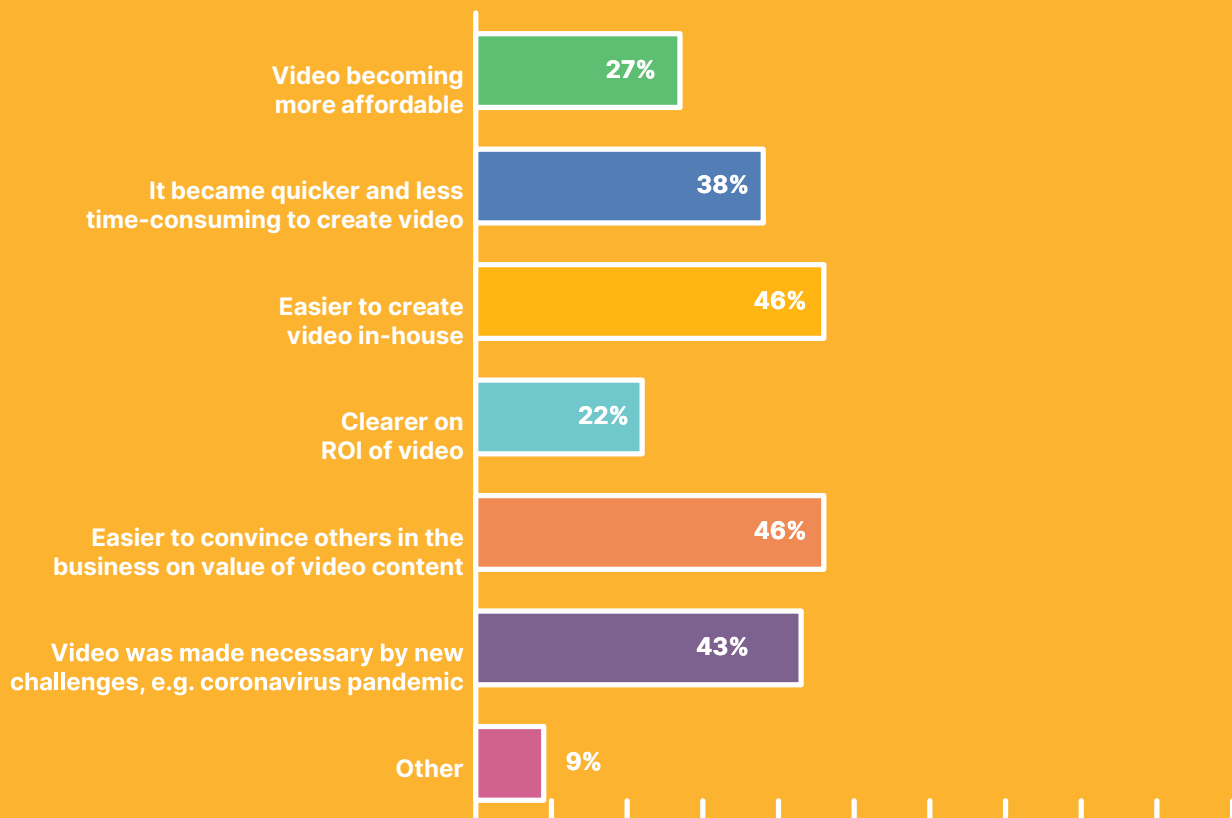
7% of non-video marketers don't use video for marketing as they say they're unclear on the ROI of video.

5% of non-video marketers say they don't use video because they're unable to convince key decision-makers to use it.

However, **79%** of non-video marketers say they expect to start using video as a marketing tool in 2022 (**10% more** than last year.)



First time video marketers



18% of video marketers said they used video for the first time in 2021. (**down from 24%** in 2020.)

Of these, **46%** said this was because video had become easier to create in-house.

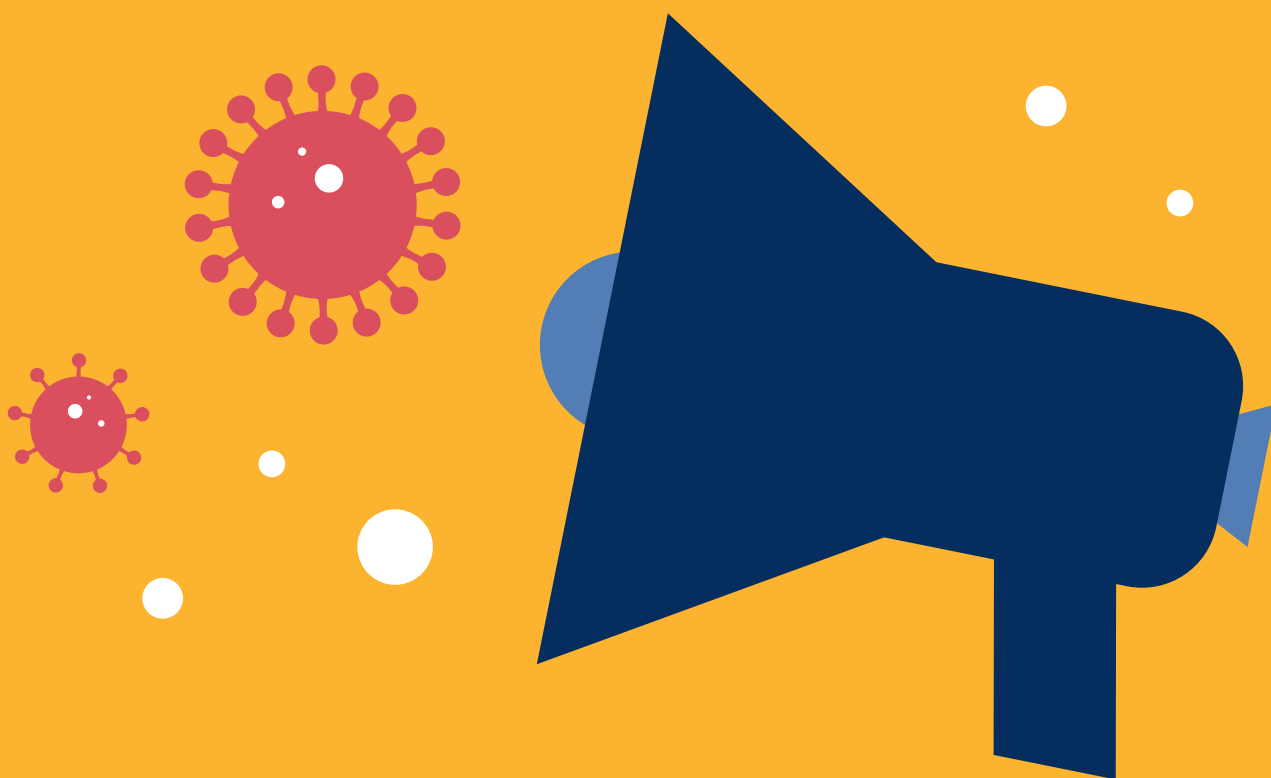
46% said it had become easier to convince others in the business on the value of video content.

43% said video was made necessary by new challenges, including the coronavirus pandemic.

38% said it was because it had become quicker and less time-consuming to create video.

26% said it was because video had become more affordable.

22% said they had become clearer on the ROI of video and this had given them confidence to invest.



The pandemic's impact on video marketing

64% of marketers say their video marketing plans for 2021 and 2022 have been affected by the pandemic.

Out of these people, **three-quarters** said the pandemic made it more likely they would create video, and the other quarter said it made it less likely.

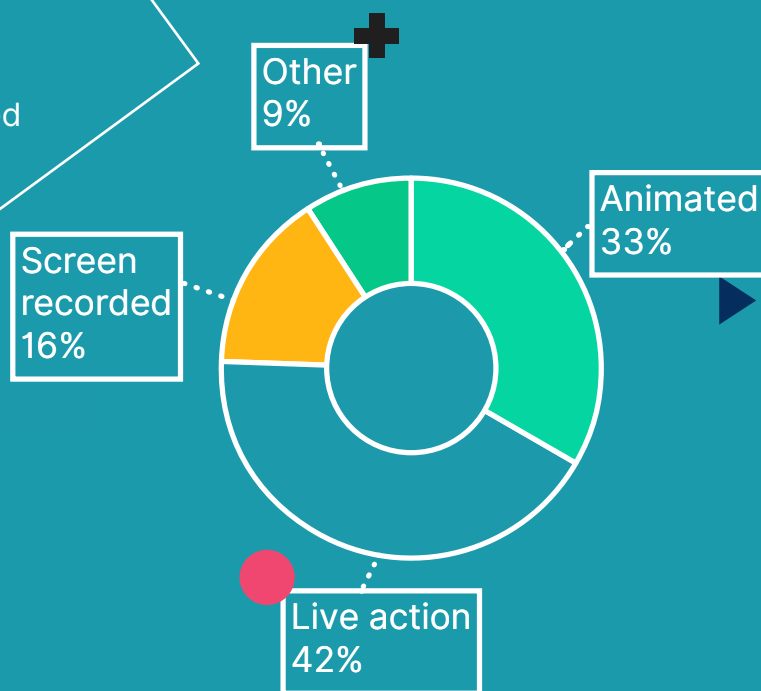
The pandemic's impact on video marketing budget seems to be diminishing. **50%** of marketers expect the pandemic to affect their video marketing budget for 2022 – which is high – but this is compared to 63% last year.



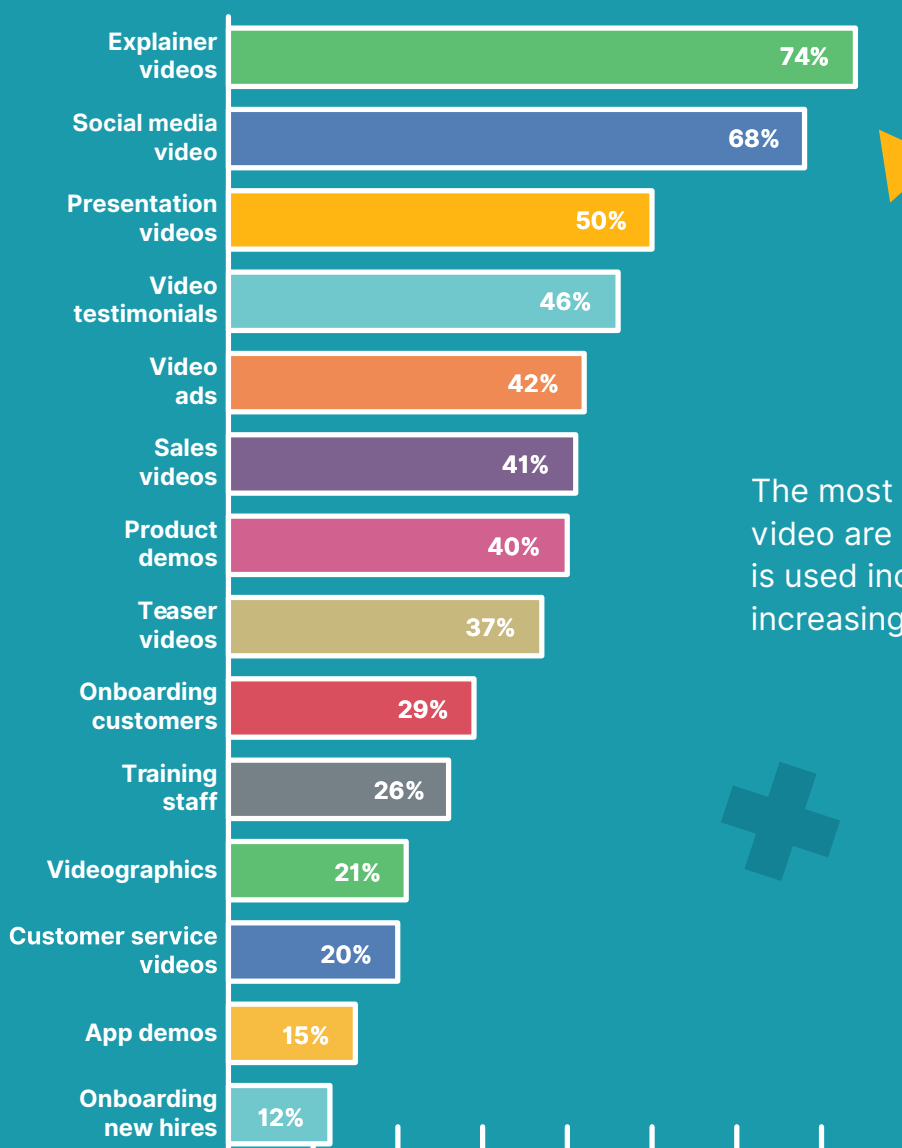
02

Video marketing usage

Companies create a broad range of different videos. **42%** mostly use live action video, **33%** primarily use animated videos and **16%** mainly use screen recorded videos.

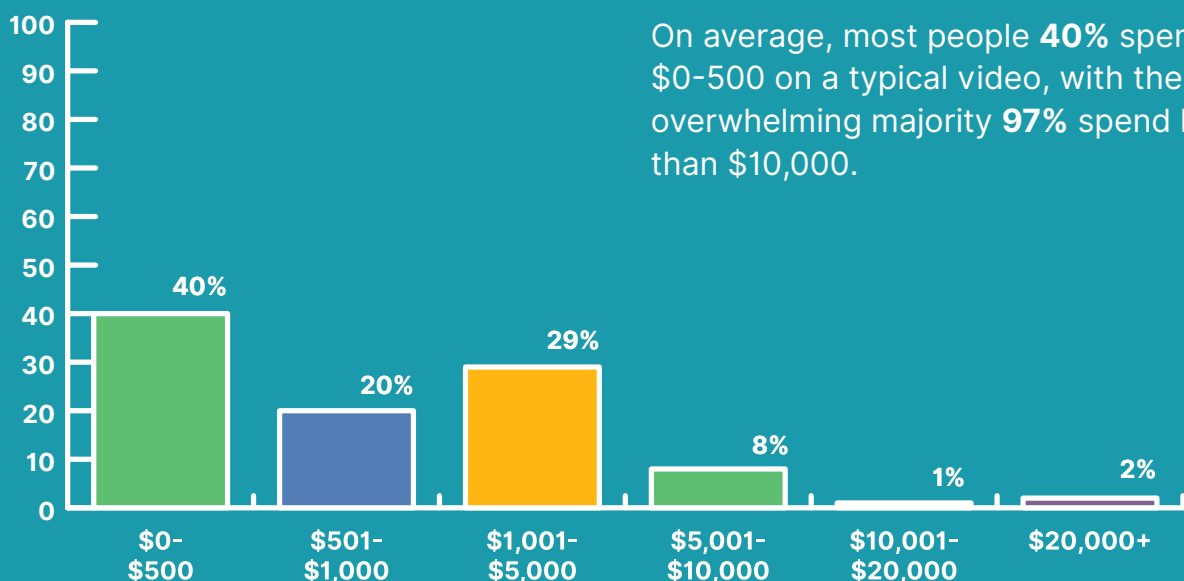


Purpose of videos created

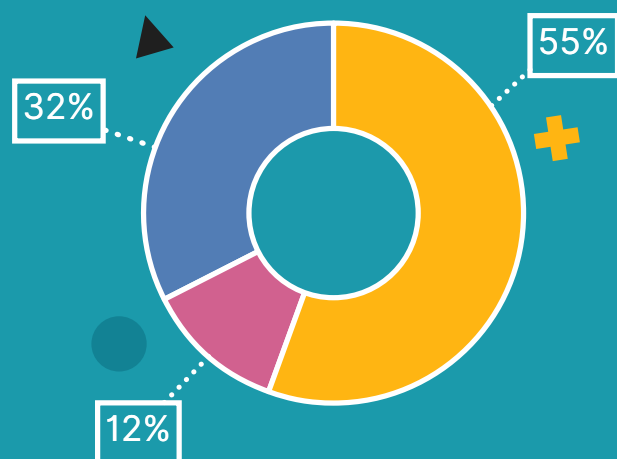


The most commonly created types of video are explainer videos, but video is used incredibly widely, for an ever-increasing number of goals.

Average amount spent per video



Who creates videos for business?



55% of video marketers create all their own videos in-house.

12% exclusively hire other people/ companies to create video for them.

32% use a mix – creating some videos in-house while outsourcing others.

The low average spend coupled with high proportion of in-house video creators suggests many people have embedded quick, cheap video production into their ways of working, allowing them to work at scale.



03

What does success look like?

What are marketers looking to achieve when they invest in video?

62% say video marketing success is determined by the engagement their videos get – including shares, likes and comments.

61% say the number of video views determines success.

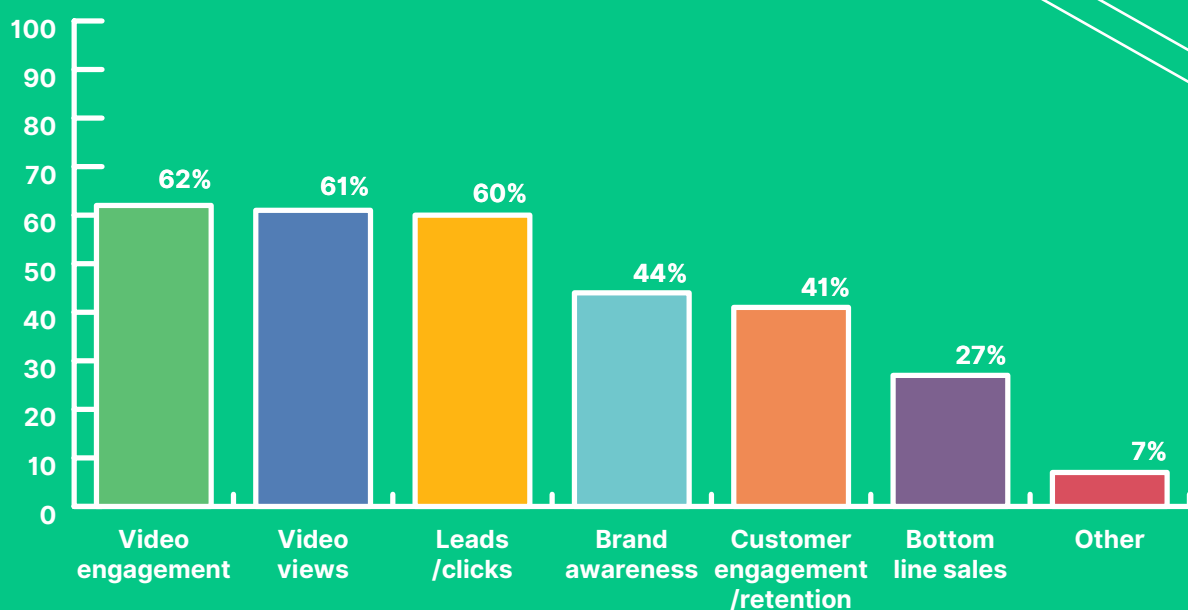
60% say leads/clicks are the main determining factor of video marketing success.

44% say brand awareness and PR are their criteria for video success.

41% say customer engagement and retention are their primary measuring sticks for video marketing success.

27% say pure, bottom line sales are their yardstick for determining whether a video is successful or not.

What does success look like?

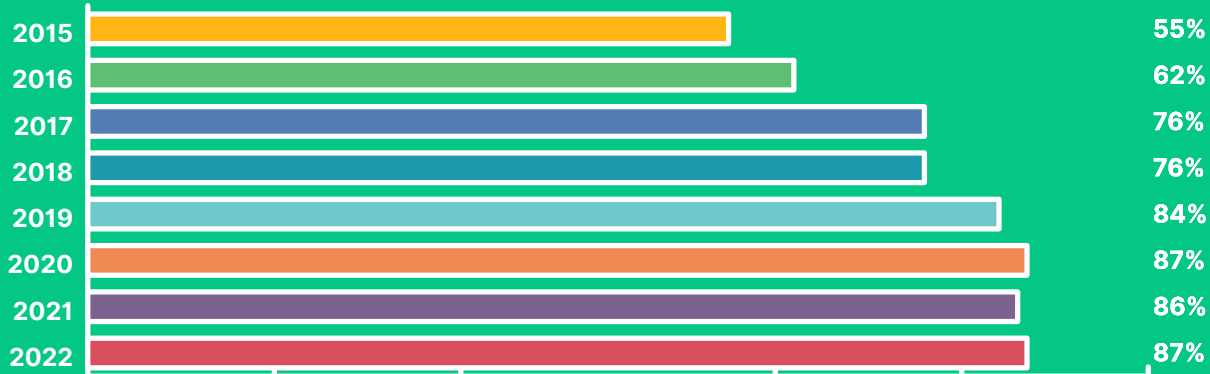


ROI

So what do marketers actually credit video with helping them achieve in their business?

Marketers who've increased traffic with video

87% of marketers say video has helped them increase traffic.



Marketers who've increased dwell time with video

82% of marketers say video has helped them increase dwell time.



Marketers who've increased user understanding with video

94% of marketers say video has helped them increase understanding of product or service.



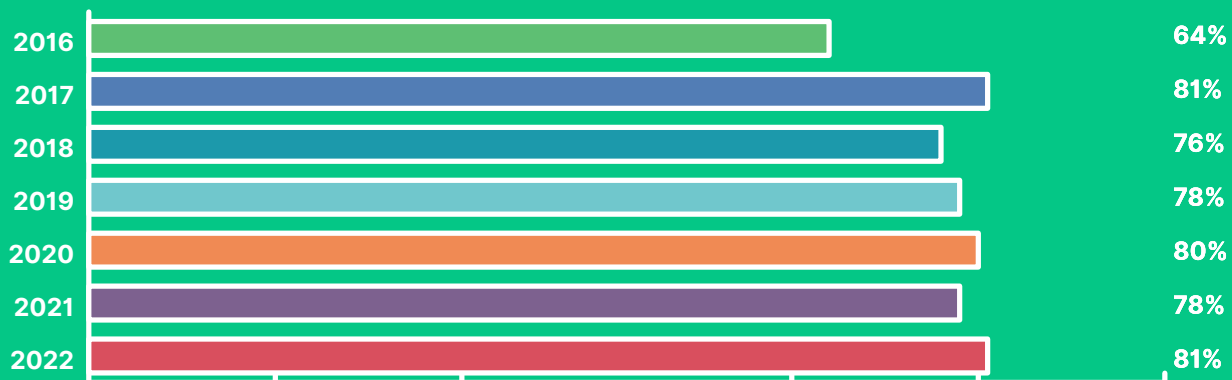
Marketers who've increased lead generation with video

86% of marketers say video has helped them generate leads.



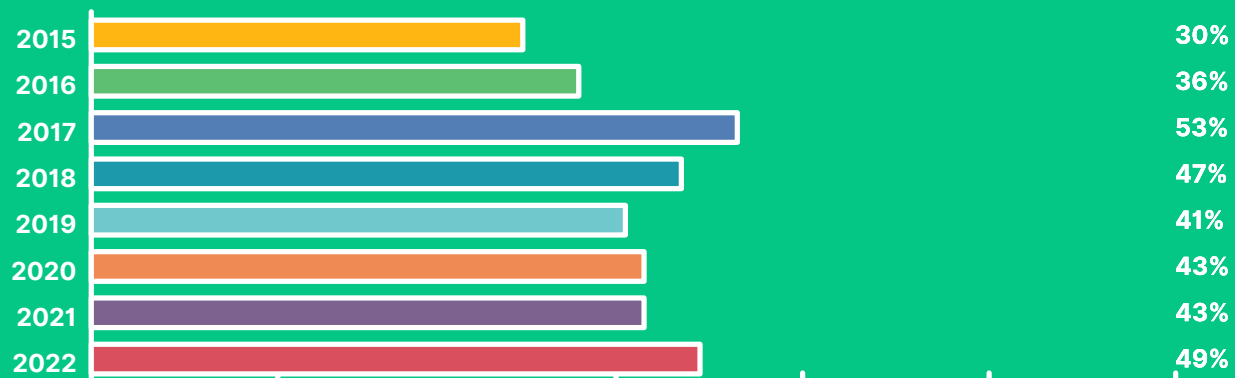
Marketers who've increased sales with video

81% of marketers say video has helped them directly increase sales.

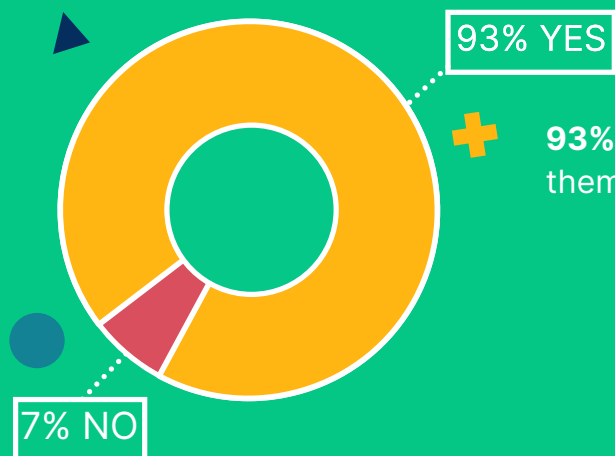


Marketers who've reduced support calls with video

49% of marketers say video has helped them reduced support calls.



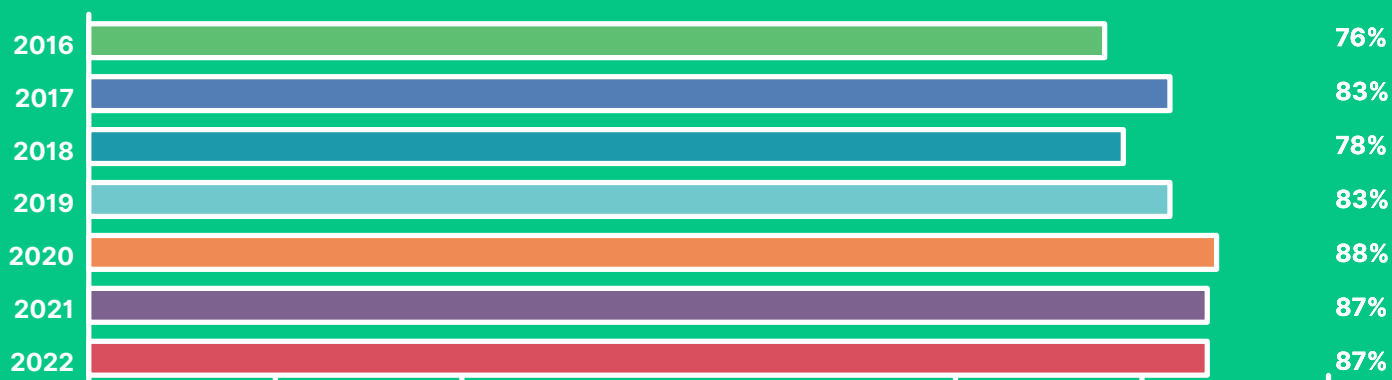
Marketers who've increased brand awareness with video



93% of marketers say video has helped them increased brand awareness.

Marketers who've reported good ROI with video

87% of marketers say video has helped them general good ROI.



04

The customer view...



- **96%** of people have watched an explainer video to learn **more about a product or service**.

88% of people say that they've been convinced to buy a product or service by watching a brand's video.

78% of people say they've been convinced to buy or download a piece of software or app by watching a video.

When asked how they'd most like to learn about a product or service, **73%** said they'd prefer to watch a short video. This compares to 11% who'd rather read a text-based article, website or post, 4% who'd like to view an infographic, 3% who'd rather download an ebook or manual, 3% who'd rather attend a webinar or pitch, and 3% who'd like a sales call or demo.



Average hours of online video watched per week



People watch an average of **19 hours** of online video per week. (This is an increase of **1 hour** per week compared to 12 months ago, and a staggering **8.5 hour** increase per week across the past 3 years.)

In 2018, people watched an average of **1.5 hours** per day of online video. Our 2022 survey shows this has risen to an average of over 2.5 hours per day.

People are **twice as likely** to share video content with their friends than any other type of content, including social media posts, blog posts/articles and product pages..





05

Video marketing usage

What are marketers looking to achieve when they invest in video?

Which platforms do video marketers use – and which ones do they find most effective?

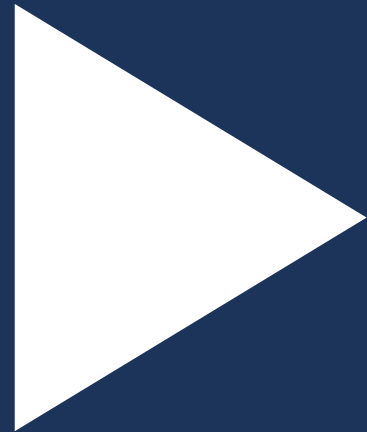
For the eighth consecutive year, YouTube remains the most widely used platform for video marketers – with **86%** of video marketers having used it this year (down from 87% last year).

83% of video marketers said YouTube had been an effective channel for them – down from 87% last year.

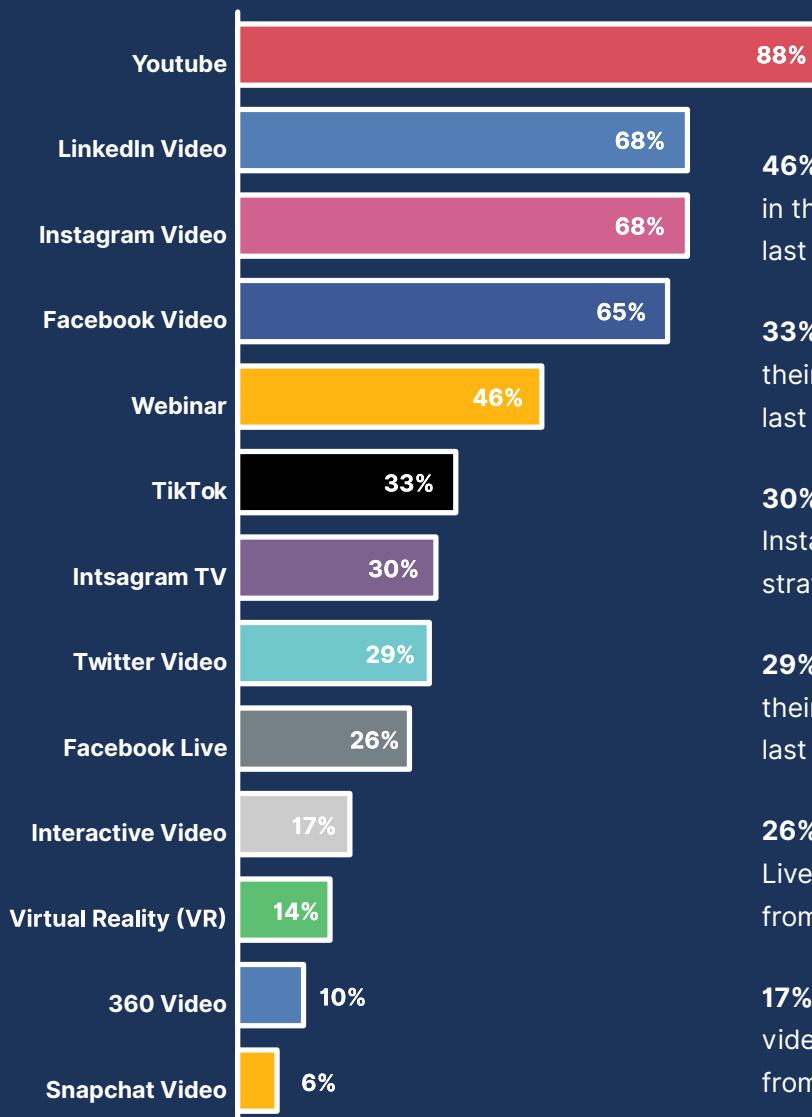
It was a breakout year for Instagram as a video marketing channel. Usage grew to **72%** from 60% last year, with an effectiveness rating of 85% up from last year's 82%.

The most effective video channel statistically was the webinar. Usage held steady at **62%** from last year (after a rise from 46% in 2019) but a whopping 90% of marketers who held a webinar said it was an effective tool, making it the most widely praised video marketing channel of all those listed.

For the third consecutive year, TikTok adoption increased by **10%**, this year reaching 30% (compared to 10% in 2019, and 20% in 2020.) There was also a 10% in the effectiveness rating of TikTok, which reached 77%.



Which channels do video marketers plan to use in 2022?



88% of video marketers plan to include YouTube in their 2022 video marketing strategy. (-1% from last year)

68% of video marketers plan to include LinkedIn in their 2022 video marketing strategy. (+5% from last year)

68% of video marketers plan to include Instagram video in their 2022 video marketing strategy. (+10% from last year)

65% of video marketers plan to include Facebook in their 2022 video marketing strategy. (-5% from last year)

46% of video marketers plan to include webinars in their 2022 video marketing strategy. (-7% from last year)

33% of video marketers plan to include TikTok in their 2022 video marketing strategy. (+13% from last year)

30% of video marketers plan to include InstagramTV in their 2022 video marketing strategy. (the same number as last year)

29% of video marketers plan to include Twitter in their 2022 video marketing strategy. (-2% from last year)

26% of video marketers plan to include Facebook Live in their 2022 video marketing strategy. (-2% from last year)

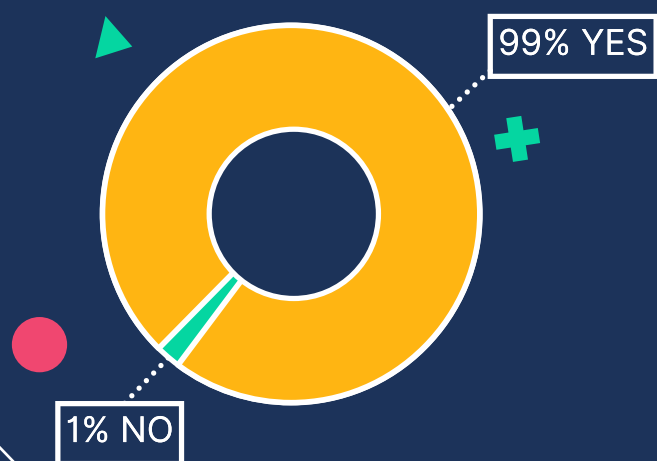
17% of video marketers plan to include interactive video in their 2022 video marketing strategy. (-7% from last year)

14% of video marketers plan to include VR in their 2022 video marketing strategy. (+2% from last year)

10% of video marketers plan to include 360 degree video in their 2022 video marketing strategy. (-2% from last year)

6% of video marketers plan to include Snapchat video in their 2022 video marketing strategy. (the same as last year)

Will you continue using video in your 2022 marketing strategy?



More than **99%** of people who use video for marketing say they'll continue using video in 2022.

Two thirds of marketers (**66%**) will either increase or maintain their spend.

88% of people would like to see more video from brands in 2022. (An increase of 3% from last year.)

