

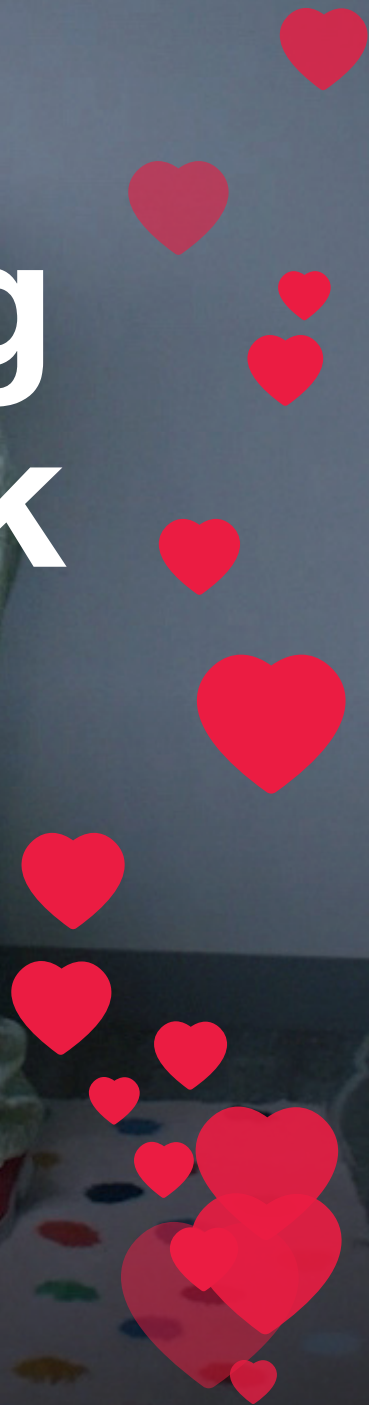
# Video Marketing Handbook



misspez32



garnekev



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## Introduction

Your marketing could probably use a hard refresh. Underperforming campaigns, static web pages, straight-to-spam emails, lengthy webinars, and outdated blog posts may be contributing to not-so-stellar results and a few sleepless nights. We know, we've been there.

At a time when every marketing dollar and deliverable needs to bring results, brands are only investing in channels and media formats that engage their audiences. Consumers are tuning out hyper-personalized (and expensive!) ads, and seeking out more authentic content online.



**2.6x**

more time spent on websites [with video](#)



**Videos**

is a top 5 reason [why people use the internet](#)



**66%**

of consumers [watch video content to learn about a brand or product](#)



**91%**

of businesses are using video as a marketing tool

So if your brand isn't keeping up with video content, you may be falling behind. Look at engagement across all marketing channels. If product pages, blog posts, and email acquisition and nurture workflows are underperforming, it might be time for a content strategy refresh.



**76%**

of marketing leaders agree that video helps them reach their goals more effectively than other media types.

[HubSpot State of Marketing](#)

### **So how is your marketing team leveraging video?**

While stunning videos can take time to produce, marketers now have more accessible tools to tap into their creativity, collaborate cross-functionally, and speed up production to create more engaging brand content.

When videos are easy to make, repurpose, and measure, your team can iterate and optimize to hit performance goals faster — all while streamlining marketing budgets.



Videos can live many different lives, and creating a video workflow that plans on repurposing helps your creative go further.

**Robyn Showers**

Director of Content Marketing,  
Vimeo

If you've hit a wall with your marketing strategy, don't fret. This guide spotlights all the ways video can drive business impact, without stretching marketing budgets or resources.

# Brands are taking a media-first mindset to content marketing

Step away from the marketing dashboards for a second and think about the last time you were truly entertained. Was it a new TikTok trend? An episode from the latest binge-worthy show?

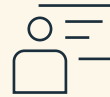
HubSpot found that a few of the top reasons [people watch videos](#) are to relax and unwind, be entertained, and to learn something new. Marketers are rethinking how they plan and produce marketing content and creating more that resonates emotionally with their audience and helps them grow.

Marketers are adding funny GIFs rather than long blocks of text, building more short-form videos, and layering [interactive elements like quizzes](#) in long-form content to keep audiences on their toes.



**47%**

increase in viewing time from interactive video ads, [compared to traditional video.](#)



**650%**

[more information is retained](#) when it's delivered through storytelling vs. on its own.

Consider all the ways your brand can use video to make a splash while calling attention to an important storyline, branded catch phrase, or differentiating point of view.



Vimeo is allowing us to be nimbler and more flexible in our approach [to video]. We're just scratching the surface on what the possibilities are.

**James Falik**

Visual Design Team Lead,

[International Food Policy Research Institute](#)



## Trends in live streaming, virtual events, and webinars

Virtual and hybrid events remain popular as people gradually return to the office and in-person events, or have [adopted a hybrid schedule](#). Live streaming and virtual event solutions have made it easier for professionals across the globe to connect with industry peers and thought leaders. Virtual events are:

- Inclusive
- Cost-effective
- Effective at connecting brands with audiences and speakers
- Lead drivers
- Sales generators
- Great brand awareness campaigns

Historically, marketers have earmarked pretty hefty budgets for in-person events and experiential activations. Today, a little can go a long way when producing webinar series, hybrid events, product launches, or virtual summits.

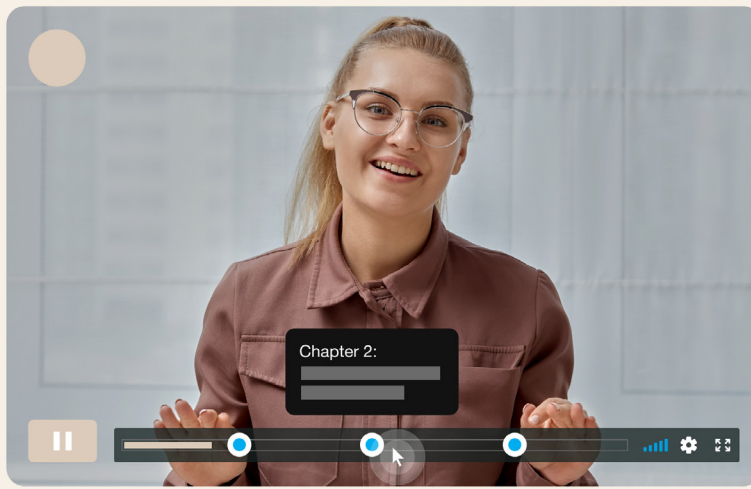


Two weeks after we came up with the concept, we produced the Zendesk Morning Show, using Vimeo to bring it to life. We were surprised how easy it was to make fourteen episodes that people liked so much. I couldn't believe we could create something from our bedroom that went worldwide.

**Alvin Mudun**

Senior Web Project Manager

[Zendesk](#)



## Extend the shelf life of live events by repurposing content

For brands looking to maximize resources, events like webinars, fireside chats, and any industry-related content can be edited and reshared for a longer lifespan and higher ROI. Repurpose your virtual event video content by creating highlight reels, testimonials, and even [interactive, on-demand sessions](#).

### Ways to repurpose event content

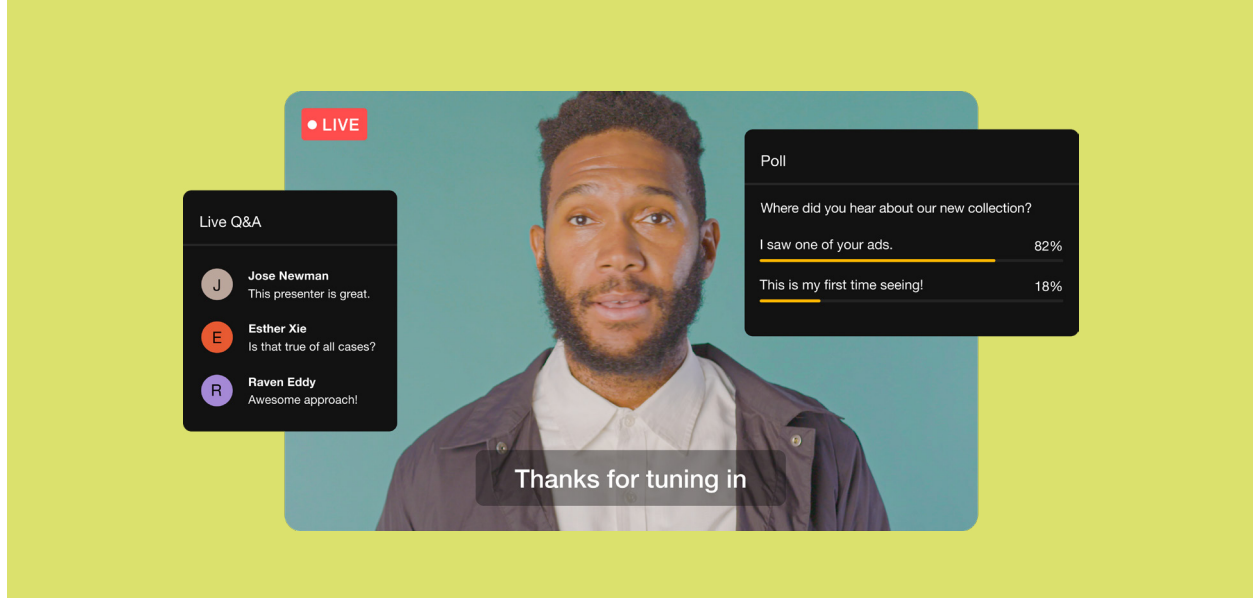
- ✓ Remix event content using video editing, hosting, distribution, and management tools. Don't forget to include captions!
- ✓ Trim your recording and add chapters to break down the on-demand clips of content into bite-sized segments that you can post on various marketing channels.
- ✓ Take the results of polls and convert them into content for future events, blogs, or tutorials to help promote your on-demand library, or even use the info for product development.
- ✓ Organize your events, alongside other marketing videos, in one central, easy-to-search hub making it easier to archive, share, and repurpose content.

Live video is not ephemeral; we optimize it to post in other places. When you're able to do that successfully, that's really rewarding.

#### **Lyanne Alfaro**

Supervising Product and Social Media Content Director,

[Nasdaq](#)



## Going live isn't going anywhere

Many businesses may have pivoted their event strategy to offer a live streaming component. And it's a smart investment. 90% of [Gen Z uses apps with an interactive live video component](#). With benefits like lower in-person event costs and reduced environmental impact, we can expect live streaming and virtual events to remain a mainstay for increasing brand awareness and ROI.

## Turn up the production value

- Only 53% of brands with on-demand content have “watch later” content and playlists, and only 43% offer personalized recommendations based on likes, past views, or attendees’ networks. [Skift Virtual Event Tech Report](#)
- 57% of viewers will leave a stream after a less than one second interruption. [Penthera U.S. Video Streaming Behavior Survey](#)
- 64% of consumers feel that production value is “somewhat important” or “very important” when choosing to watch a video. [HubSpot](#)

## Engage hybrid audiences using tech

Each type of event calls for different types of content. While a lengthy keynote presentation may suit an in-person event, virtual events require presentations to be a more digestible length. Opting for shorter presentations with visually appealing content keeps your audience captivated.

Encourage audience members to connect via platforms like Slack or LinkedIn before, during, and after the event and set up Q&A prompts and branded hashtags for further engagement.





## Social media and video advertising

Including social media videos in your marketing strategy can be one of the most effective methods for generating brand attention. More importantly, social media video builds trust between your brand and prospective customers.



Once we had a tool like Vimeo, the focus on content became much, much easier. It boosted our creativity. Because we could share content in HD, we were sharing marketing ads, commercials, and Q&As to build engagement and have a dialogue.

**Joel Basa**

Creative Services Manager

[Paychex](#)



**91%**

of consumers want [more online videos from brands](#)



**89%**

say [watching a video convinced them to buy](#) a product or service



**17 Hours**

the [average amount of video content](#) people watch weekly

## Best practices for video marketing on social media

- ✓ **Be authentic.**  
Audiences can sense a transparent promotion a mile away, particularly in videos. Be true to your brand and your audience.
- ✓ **Build community.**  
Collaborate with creators, influencers, and clients. Partnerships with strategic brands can further build awareness (and business).
- ✓ **Keep it short.**  
Social feeds are infinite, attention spans are not. For most video channels, short videos work well.
- ✓ **Diversify distribution across platforms.**  
Make the most out of the content you create by sharing it with different audiences across social platforms.
- ✓ **Offer calls to action to convert viewers.**  
Be clear about the next steps they should take and provide ample opportunities for engagement.
- ✓ **Maintain quality.**  
Prioritize quality, always. Viewers will tune out if content is poorly produced, laggy, or inaccessible in any way.

## Optimal lengths for social media videos

Channel	Length
Facebook	Under 60 seconds
Instagram: Reels	7-15 seconds
Instagram: Stories	1-10 seconds
Twitter	44 seconds
LinkedIn	30 seconds or less (make the first six seconds count, <a href="#">according to LinkedIn</a> )
Pinterest	15 seconds to one minute
YouTube	8-15 minutes
<a href="#">TikTok</a>	24-30 seconds



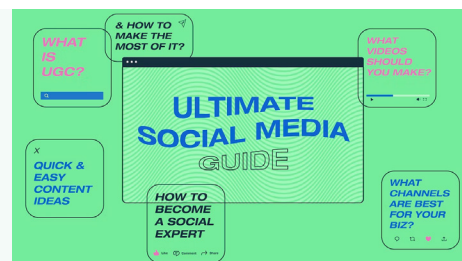
Social media video lengths are not 100% prescriptive. Your video's length should also be influenced by user preferences, your goals, and the story you're telling

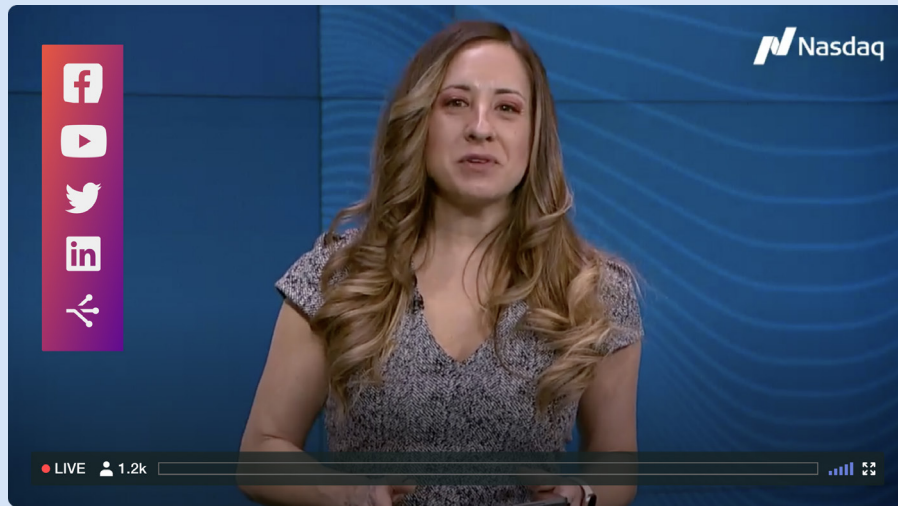
### Alexis Nash

Sr. Manager, Social Media  
Vimeo

### Free guide

Get the [social media superguide](#) for all the latest specs, tips, and best practices





## Live streaming on social media

While much of the inner workings of social feeds are a black box, we do know that live streaming is a [prioritized format](#) for most algorithms.

First determine your audience's preferred platform. Then, drum up some ideas for an engaging live stream, like an upcoming product launch or an interview with a thought leader. Assign a moderator for comments and address questions as they trickle in to boost engagement.

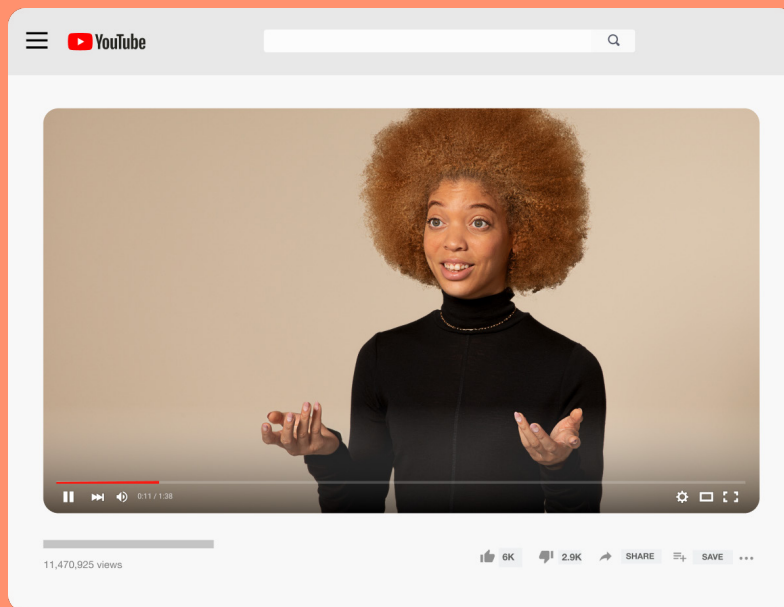
When Nasdaq needed an innovative way to streamline video production and connect with wider audiences outside of their physical HQ, they turned to Vimeo. Now, Nasdaq brings industry insights around the world through live streaming and fresh new shows they simulcast to social media.



Using Vimeo's video and event tools, we are engaging with our customers in new and powerful ways.

### **Zef Nikolla**

Associate Vice President,  
Nasdaq



## Social media advertising

Social media advertising is extremely powerful, and not just for the direct results it provides. Brands are predicted to spend over [\\$260B on social media advertisements in 2023](#). Why? Social ads have quick results, can be optimized for targeted audiences, and provide advanced analytics, so they can serve as pilots or tests for new marketing campaigns, ultimately saving hundreds of thousands, or millions on future campaigns.

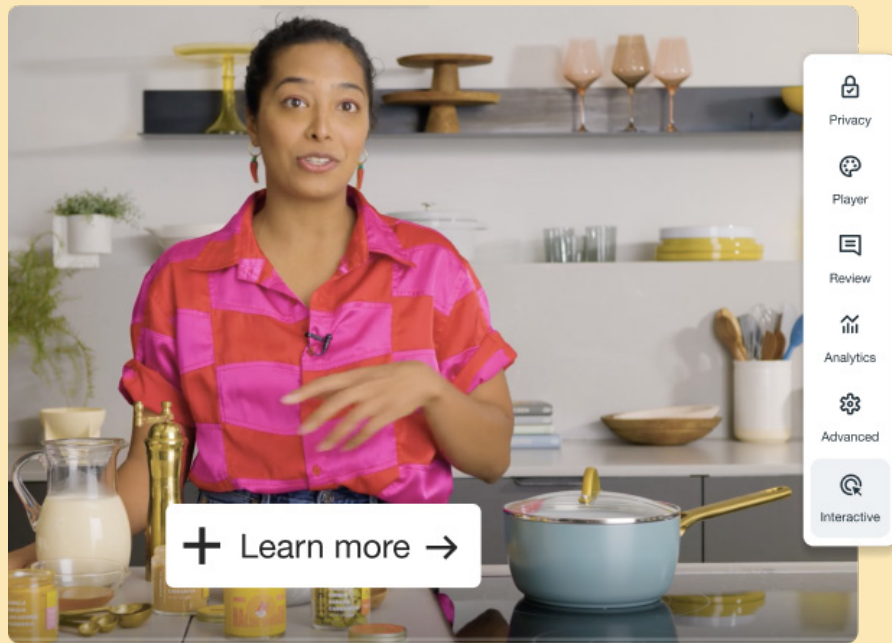
Create a social media video ad, then build out different variations. Review results, cut low performers, and refine your messaging until it sticks, and you reach a sustainable customer acquisition cost (CAC). Keep in mind social media video advertising best practices and monetization strategies.



The ideal length on YouTube can shift significantly if the video is an ad. Longer videos at a minimum of 10 minutes have been more popular lately, possibly because that's when creators can insert ads.

### Alexis Nash

Sr. Manager, Social Media  
Vimeo

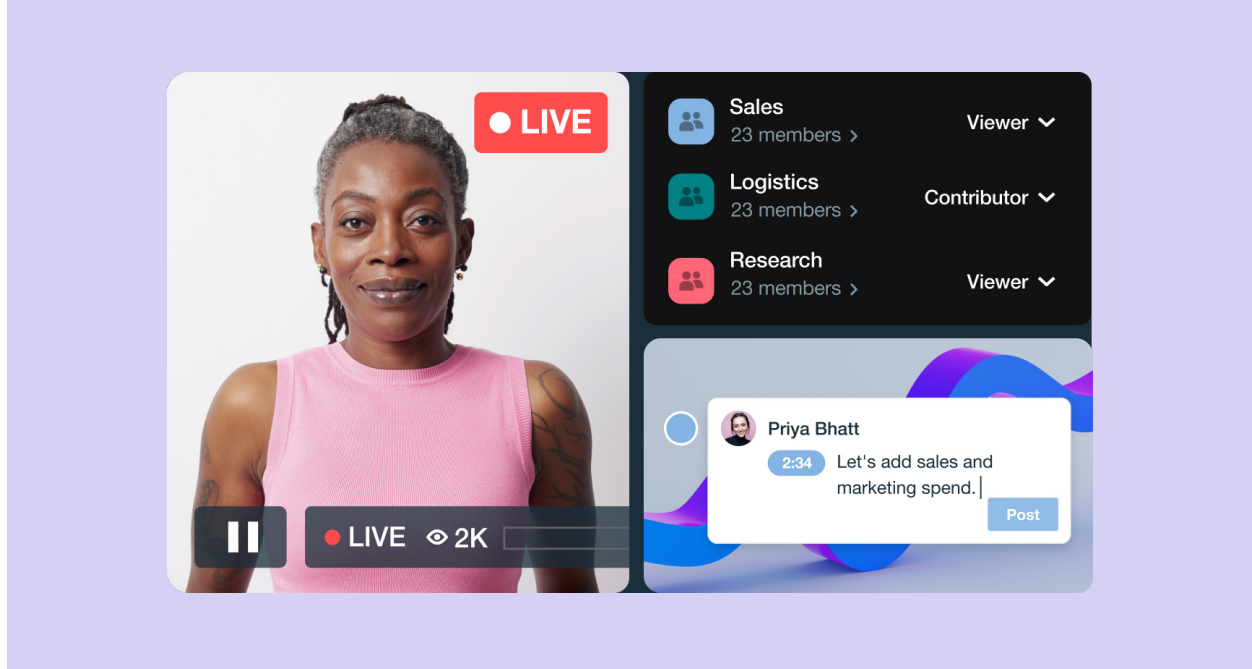


## Using interactive video for rich content experiences

While embedding video on your brand's website is a great way to provide rich content and context to customers, marketers are taking it a step further with [interactive video experiences](#).

Different industries and brands can leverage interactive to provide more engaging experiences and bring content to life. For example, a non-profit can use interactive video to bring their partners and donors deeper in their research in an engaging way. Similarly, consumer brands can add an extra layer of interactivity to video with clickable elements. Clickable elements can add more context, offer ways to shop, or help showcase partnerships with other brands or sponsors — all within an existing library of video content.

Adding interactivity to your video experience with hotspots, overlays, and branching elements can be an easy and impactful way to pull your customers in, engage with content, create memorable moments, and offer opportunities to shop all within a single video.



## Creating and managing branded video content

Collaborating on creative projects like video content can create challenges, especially considering the multiple moving parts of video production. And hybrid teams have even more to consider when it comes to organization and task management.

Having a dedicated library for all of your marketing video content in one place helps [centralize all your creative assets for better project management](#). An organized system streamlines the team's workflows, and makes it easier for all stakeholders to search, find, share, and update content at scale. Plus, you can free up more of your creative team's time for complex brand projects by leveraging intuitive video tools that the whole team can use.

Here's how to create (and repurpose) professional brand videos at scale at a fraction of the cost of traditional video production — without sacrificing quality.

### Seamlessly collect real-time and asynchronous feedback

Having feedback tools built natively into your video production workflow — that anyone can access — cuts out the back-and-forth and lessens the chance for miscommunication. Vimeo videos offer content [collaboration tools](#), allowing stakeholders to leave specific, timestamped feedback as a video makes its way through versioning.



## Store, organize, and share content with the right people

Video platforms for teams should allow you to:

- Create and move folders.
- Provide efficient feedback and view revisions (sans tracked changes or email to video feedback translation).
- Use tools for engagement and conversion, like adding a built-in form to your video, or the ability to publish natively to any social platform.
- Manage user permissions and approvals.

## Build brand kits and templates that enable more people to create approved video content

Survey data from [Lucidpress](#) shows consistent branding can lead to up to 33% more revenue. **Brand consistency builds trust**, and a strong brand can help companies build communities around their products.

Brand owners — take the time to build branded kits with logos, color palettes, intros, outros, and more to empower other team members to create up-to-standard video content. Templating content speeds up production between content marketing teams and video and creative teams, helping everyone hit goals more quickly. An added bonus is that creative teams can focus their time and prioritize resources around more complex projects.

There is an incredible team of creatives that collaborate to make [video content] happen, and I partner with them to bring their vision to life. We serve up content to over 350,000 partners around the globe. Vimeo is the center of that when it comes to hosting and deployment.

**Eric Pokorny**

Media Content Manager,

[Starbucks](#)



## **Regularly audit and optimize video content**

Host and embed videos on websites and emails, and optimize video content for search with titles, descriptions, closed captions, and chaptering. More than half of marketers (53%) optimize photos or videos for visual search engines, and 49% of marketers find it to be one of their most effective strategies.

## **Repurpose existing video content**

- ✓ Add consistent branding to existing video assets with a brand kit that includes your logo, colors, and custom fonts.
- ✓ Keep content up-to-date with easy-to-use editing tools.
- ✓ After hosting an event or webinar and editing the content, add a watermark and lead form.
- ✓ Increase consistency with custom intros and outros, and develop custom branded assets to share with your audience.
- ✓ Breathe new life into existing assets by layering in interactive elements. Provide a richer experience post-event or post-video production by adding links to product features or live demos.
- ✓ Turn long-form videos into short-form videos, and share video content as social media posts.
- ✓ Use video clips in social media ads.



## The future of video AI

Everyone's talking about generative AI, and there's a place for it in video marketing. So let's talk about it. Creative teams should have full control (and ownership) of the (100% unique) content they produce and edit, but might consider AI to support simpler tasks that can be automated.

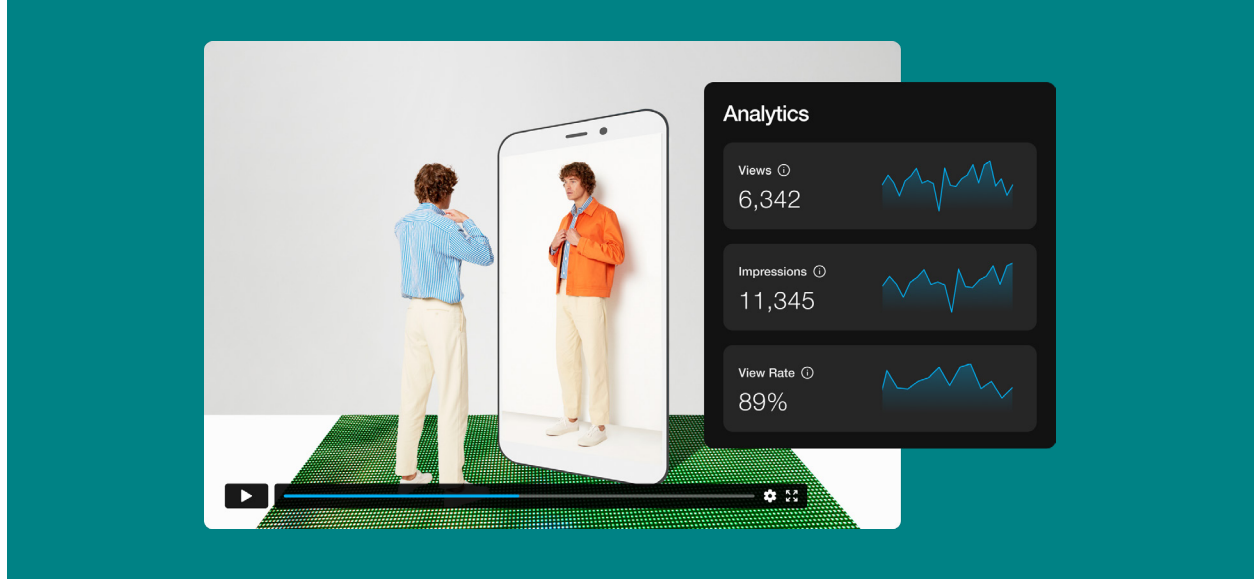
Here are a few of our predictions on the future of AI in video marketing:

- Generating concepts for videos and scripts
- Identifying images and sounds
- Removing backgrounds
- Finding and replacing videos or images
- Optimizing brand videos and suggesting ideal lengths

## Martech integrations for video marketing

While analytics on individual platforms are useful, leadership teams want to know how campaigns are impacting growth on a larger scale. As your marketing strategy grows, your systems need to grow with it.

Vimeo integrates with major marketing platforms like Marketo, Mailchimp, Constant Contact, and Splash. When your tools work well together, your team works well together, too.



## Tracking ROI and video performance

ROI is the key performance indicator (KPI) that executives and team leads love to track, because it answers an essential question in marketing: What impact did this campaign have on the business?

With the right video analytics tools, you can closely monitor each [video's impact on your marketing strategy](#). And it's not as painful as you think to get it set up.

### Essential video analytics

There are a number of key metrics marketers should pay close attention to when evaluating the effectiveness of their videos.



#### View count

Views indicate your video's reach to its audience. It shows [how many times](#) your video has been played and is especially important if raising awareness is one of your main marketing goals.

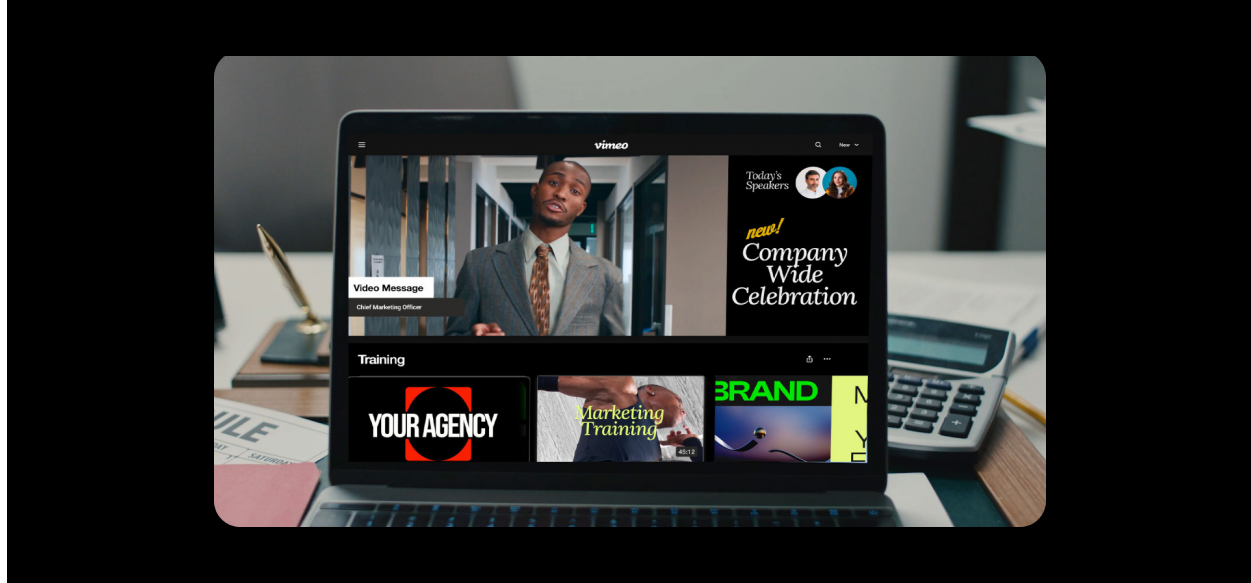


#### Impressions

Impressions show your brand reach or awareness and can be used to measure your video's effectiveness. These are measured by how frequently your video is shown on social media are important for evaluating [videos in ad campaigns](#).

More video metrics that marketing leaders look at to evaluate effectiveness include: likes or comments, lead generation rates, subscribe or follow rates, social sharing, click-through rates, purchase conversion rates, and watch time or drop-off rates.

Vimeo provides each of these analytics for every video and breaks out engagement by social channel. What's more, you can customize each report to show data during a given date range.



# Let's Vimeo Your Marketing

Grow your business with polished, branded videos. They're easy to create, highly effective, and all in one place.



## Stunning videos at scale

Whether you're a first-time creator or a seasoned pro — Vimeo makes it easy to quickly build high-quality videos, increase engagement with interactive elements, and ensure your branding is consistent across the board.



## Get more out of every video

Repurpose your existing videos and boost ROI by adding new enhancements. Boost your SEO with descriptions and auto-generated captions. Then, embed them anywhere on the web, or in email.



## Smoother collaboration. Better results.

Gather feedback from your team with time-coded comments directly on each video. Track and share performance data (views, impressions, interactions). And keep all your projects organized in one centralized hub.

## About Vimeo

Vimeo (NASDAQ:VMEQ) is the world's most innovative video experience platform. We enable anyone to create high-quality video experiences to connect better and bring ideas to life. We proudly serve our growing community of nearly 300 million users — from creative storytellers to globally distributed teams at the world's largest companies. Learn more at [www.vimeo.com](http://www.vimeo.com).