



# NEW MEDIA INSIGHTS FOR LOCAL ADVERTISERS

## MAKE VIDEO THE HERO

Well before the days of the Internet, social media, smartphones and even personal computers, retailers and all advertisers knew that their target audiences dictated which were the major and most-effective media channels to reach them with branding and promotional messages.

Television became THE major media channel to reach consumers during the late 50's and into the 1960's, and continues that legacy and dominance today. The TV commercial was the visuals-in-motion message that captured consumers' attention. The TV commercial still works its magic, but it has a cousin that is quickly matching its status, the video.

While most TV commercials have been and continue to be a straightforward pitch of a brand or product or service, the video has evolved to become the darling of digital marketing content – and in various forms other than a standard pitch.

The reason, yet again, is that consumers are driving the bus. According to eMarketer, 4 times as many consumers would rather watch a video about a product than read about it. In fact, as the following table shows, small- to medium-sized businesses (SMBs) create many kinds of marketing videos – and none of these is a classic TV commercial pitch.

SMBs' Most-Popular Marketing Video Topics, August 2016	
TOPIC	PERCENT
How-to/Educational	50%
Product service/overview	43%
Brand storytelling	39%
Virtual tours	22%
Customer testimonials	21%
Event promotion/recap	19%
MarketingCharts.com (Magisto), June 2016	

### A Powerful Customer Acquisition Tool

In its 2017 Mobile Marketing Guide for CMOs, You Appi, a mobile growth marketing platform for premium mobile brands, reports that 81% of CMOs create videos for user acquisition; however, they are also used during every stage of the customer journey.

Stages of Customer Journey in Which CMOs Use Video, February 2017	
STAGE	PERCENT
Awareness (brand-centric content)	71%
User Acquisition (conversion-centric content)	81%
Engagement (training, introduce new features, etc.)	62%
Segmentation (specific content for high-value customers)	34%
Re-engagement (engaging with existing users via their social channels)	40%
You Appi, February 2017	



## Why Small Businesses Must Take Videos Seriously

The first compelling reason that small businesses should make videos a part of their digital marketing mix is that consumers spend so much time watching digital video.

Monthly Time* US Users Watched Online Video, by Age Group, Q1, Q2 and Q3 2016			
AGE GROUP	Q1 2016	Q2 2016	Q3 2016
18–24	24:48	25:22	25:04
25–34	28:52	26:12	26:19
35–49	18:12	18:17	18:43
50–64	12:15	13:25	15:15
65+	7:32	7:36	7:17

*Statista, March 2017* \* hours:minutes

Other reasons include:

- » Posting videos on YouTube provides small businesses with visibility on the second largest search engine in the world.
- » Adding videos to a small business' Website increases the likelihood of a first-page Google search listing by a factor of 50x.
- » Using the word "video" in the subject lines of emails can increase open rates by 7% to 13%, and including the video splash screen in the email can increase click-through rates to the actual video by 200%.
- » Websites with video content have an average conversion rate of 4.8%, compared to those without video content, at 2.9%.



## Videos Don't Have to Be Expensive

Because small businesses or retailers are apt to equate "a video" with a TV commercial, they often make the mistake of thinking that videos are expensive. They certainly can be, but they are also affordable with the right strategy.

Research has found that consumers often relate better to "low-budget, handmade" videos than sleek professional video production. They consider videos created with a smartphone or an inexpensive point-and-shoot camera as more authentic, especially if they feature the business owner and/or employees.

