

Understanding Audiences: Trend Report

*The Evolution of Video:*

# Live Streaming, Social Video & Video Marketing



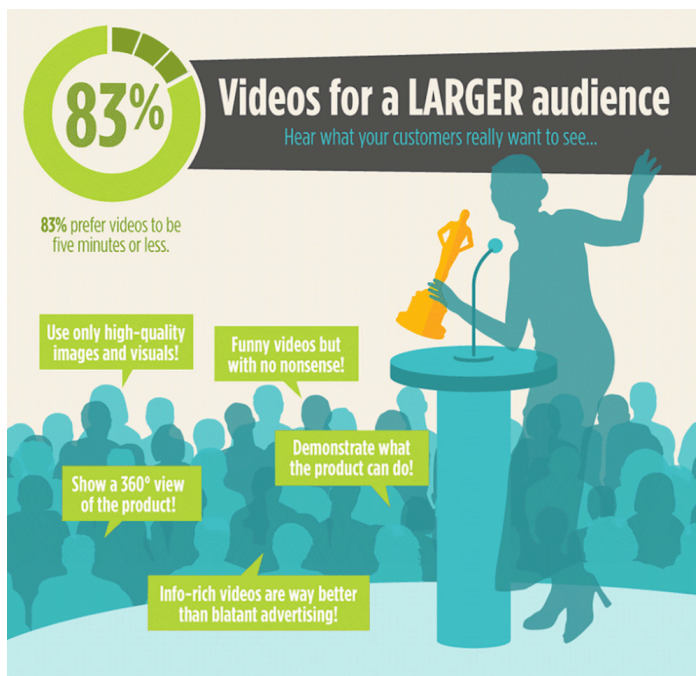
Leah Kay | November 14, 2016 | Professor Vincent

## Overview and Background

Media is frequently referred to as the “eyeball business” because of the importance it has on attracting attention so users are giving their time. Ensuring that users are consuming media and continuing to be engaged, media has to be unique, creative, and attractive. Media is becoming more elaborate and inventive daily, therefore increasing competition among how it is presented to grab audiences’ attentions.

Users typically find it easier to process information when it is through a video, as it is easier on the brain and the eyes. As people become more accustomed to scrolling on social media, constantly looking at images and processing so much information daily, they can only retain so much of it. That is why in the “eyeball business” consumers receive videos most effectively.

Video is becoming a more effective way to stand out and connect with audiences because it conveys meaning and emotion very well: it is eye-catching to most consumers. Brands are now recognizing the need to use video marketing more often. According to a blog posted on the Feedly Academy website, 69% of market, sales, and business professionals are currently using video marketing.



Social video is constantly increasing among users similar to video marketing. It is predicted that in 2017, 74% of all Internet traffic will be video related. With the word “video” in the subject of an email, the open rate increases by 19%. On Twitter, videos and photos get the most re-tweets because they are responded to the most positively. Similarly, on Facebook, video viewership is one of the most consistently growing aspects of Facebook currently.

Understanding how video marketing and social videos are utilized today is vital in the development of media and understanding audiences. This trend report will continue to mature as video marketing grows in media, and it is important to have a strong foundation of understanding before that.

## Analysis Frame of Video Marketing and Social Video

It is important to understand the growing need of brands to produce videos and why consumers want videos more than other vehicles to present information. As mentioned in the introduction, the “eyeball business” is a key component to the nature of media today. Video marketing is so important to analyze because it is a growing business. It is increasing audience and brand awareness through participation more than just a few years ago.

### Importance:

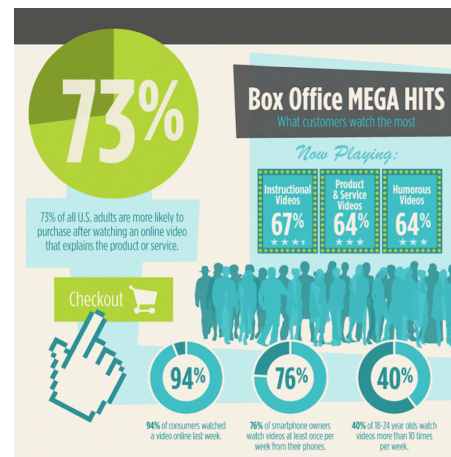
- SEO benefits – search engine optimization (SEO) results now feature videos because that is part of rich media and satisfies users
- Users typically find it easier to process information when it is through a video – it is easier on the brain and the eyes
- Videos usually go viral – more so than text posts or articles
  - “A great tool for businesses and professionals to showcase their vision, expertise, products, services, company news and announcements for maximum outreach” – Swati Joshi, *The Huffington Post*.



### Benefits of Understanding:

Animoto is a website that encourages users to create videos to communicate what they care about in the most powerful ways. They do extensive research on the importance of social video and video marketing that aid in the understanding of videos in media today.

- Animoto found that 96% of consumers find videos helpful when making purchase decisions online.
  - Nearly three quarters of consumers are more likely purchase a product or service if they can watch a video explaining it beforehand.
- About one third of all people using the Internet use YouTube, and brands are recognizing this.
  - From the Feedly Academy report, 31% of market, sales, and business professionals are planning on using video marketing in the future, while 69% of them are already using it.



## Approaches

The evolution of video has many different components. Between video marketing and social video, to live streaming, the video industry has many approaches to understanding its uses and audiences.

### Video Marketing:

Positives	Negatives
<ul style="list-style-type: none"> <li>• B2B and B2C marketers see video marketing as the “most effective social media marketing tactic”.</li> <li>• 93% of marketers use videos for sales communication.</li> <li>• Video stands out and connects with audiences in a stronger way than other vehicles</li> </ul>	<ul style="list-style-type: none"> <li>• Various platforms are unable to properly support video for consumers.</li> <li>• How to reach the lacking percentage of people who are not seeing the videos.</li> <li>• Spending too much money on videos that are not effective.</li> </ul>

### Social Video:

Positives	Negatives
<ul style="list-style-type: none"> <li>• YouTube viewership has increased 40% since March of 2014.</li> <li>• Social media platforms are creating video aspects to appeal to more consumers               <ul style="list-style-type: none"> <li>○ Instagram Video, Snapchat Stories</li> </ul> </li> <li>• Videos from people and brands on Facebook News Feeds have increased 3.6 times.</li> </ul>	<ul style="list-style-type: none"> <li>• Reaching specific segments of people with videos that are not using social media is a challenge.</li> <li>• Ensuring the video is engaging and people are encouraged to watch most or all of the videos.               <ul style="list-style-type: none"> <li>○ If they are not watching the whole video, they are still getting something out of it either way.</li> </ul> </li> </ul>

### Live Streaming:

Positives	Negatives
<ul style="list-style-type: none"> <li>• People are using smartphones for everyday activity – 50% of online video is from mobile traffic.</li> <li>• Live streaming apps are becoming more and more popular               <ul style="list-style-type: none"> <li>○ Periscope allows users to see events anywhere in the world through others’ eyes.</li> </ul> </li> <li>• Native advertising is becoming more important on smartphones to engage consumers</li> </ul>	<ul style="list-style-type: none"> <li>• Technical difficulties are more common; therefore users will have drawbacks to using live streaming vehicles.</li> <li>• There are many legal issues with live streaming such as copyright laws and illegally streaming videos.</li> <li>• Cost of live streaming is always an important factor, and sometimes to costly-ness of live streaming can prevent it.</li> </ul>

## Application of Video Marketing

Video marketing plays into the complex relationship of media and mass communication. Going viral is the measurement of success through not only the content of the message, but also how easy it is to share or perceive. Ensuring the message of the video remains true to the brand's identity can be changed over time while still maintaining the same message, and stays relevant and able to be spread.

### Framing Videos:

- The framing theory explains the influences of audience understanding – ensuring that videos are created properly for viewers to enjoy and receive the content and message.
- When utilizing video marketing tactics, the way the video is framed is the most important aspect to influence how brands can appeal to audiences in the most unique ways.
- Using the power of language and visuals establish a strong connection with audiences such as brand-exclusive video content and compelling takeaways.

### Gatekeeping in Live Streaming:

- As live streaming becomes more common, especially through news outlets, everyone can be a gatekeeper.
- On live streaming applications, anyone can post videos straight from events they are attending, but through their experience, which can create a variation of an individual gatekeeper.
- The interactive video platform, Brandlive, surveyed several brand executives and found that 44% of the companies said they held live streaming events in 2015 – 20% of them are going to test this gatekeeping approach in 2016.



#### Live Video

High-quality live video allows your product experts and personalities to bring their passion and knowledge directly to digital audiences.



#### Social Interaction

Real-time interactive chat allows you to answer audience questions, foster discussions between fans, and integrate social media to amplify the impact of the event.



#### Product Information

Showcase your products and convert traffic instantly with the "Buy Now" button, and other tools to convert your audience instantly.

## Implications

The use of video for curating content is constantly on the rise. It has almost exclusively shown success in reaching various audiences, and helping brands get their messages across effectively. These concepts align well with the concept of video marketing, ensuring that consumers are being drawn into the brand with valuable and relevant materials.

By understanding various theories side by side with video marketing, live streaming, and social video, audiences are affected in a unique way. A way in which they are encouraged to buy products, share the video, or even create video content on their own (live streaming). Making sense of a few theories show how the video industry is succeeding and trending upwards.

- The **Two-Step Flow** theory allows live streaming content creators to reach audiences and pass information on from their live experiences.
  - Audiences can be anyone, as the live streamers are not actively trying to reach a specific segment.
  - Live streaming videos also can become viral as they are being streamed - live videos on Facebook are constantly being shared.
- The **Medium** theory ensures that the nature of video marketing, not just the message, is affecting audiences' thoughts, beliefs, and actions.
- Brands are showing how in depth they understand audiences through the **Uses and Gratifications** theory.
  - Using video marketing, they are creating a more emotional connection with audiences.
  - Satisfying the visual needs of consumers and ensuring their understanding and involvement of a brand.

Brand-to-Brand (B2B) marketers are choosing to distribute their content through video because it has been found to be the most successful in reaching audiences. 70% of B2B marketers are using video, and of that group, 82% of them find success through their content distributions. Many of these marketers have three main objectives for their video assets:

1. Increasing brand awareness
2. Improving lead generation and nurturing – reaching more people
3. Increasing online engagement

Video spending is constantly rising, meaning there is more money being allocated for video production. With rising budgets, there are more success rates, and the video marketing is delivering a positive ROI (return on investment).

This trend of video marketing, social video, and live streaming provides a quick look into understanding audiences through unique media. Videos provide high exposure, ensuring audience participation. In turn, many consumers and brands have resorted to live streaming, where they are able to create their own video content during their experiences, where they are able to promote their own personal brand in an authentic way. Finally, videos are beginning to promote advocacy and change, showing that the video evolution is really making an impact as a vehicle and becoming more popular.