

Small Business Video Marketing Trends



The inside scoop on how SMBs are using video to grow their businesses.



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Introduction



The Promo.com Small Business Video Marketing Trends Study showcases the direct feedback of more than 500 marketers and small business owners from all over the world. Combined with our 2019 data of more than one million users, we found out exactly how marketers create videos and use them to reach their audiences and grow their businesses.

Now you can have access to all of the information and use it to do the same.

Let's dive into the data!

The power of video

What marketers are saying

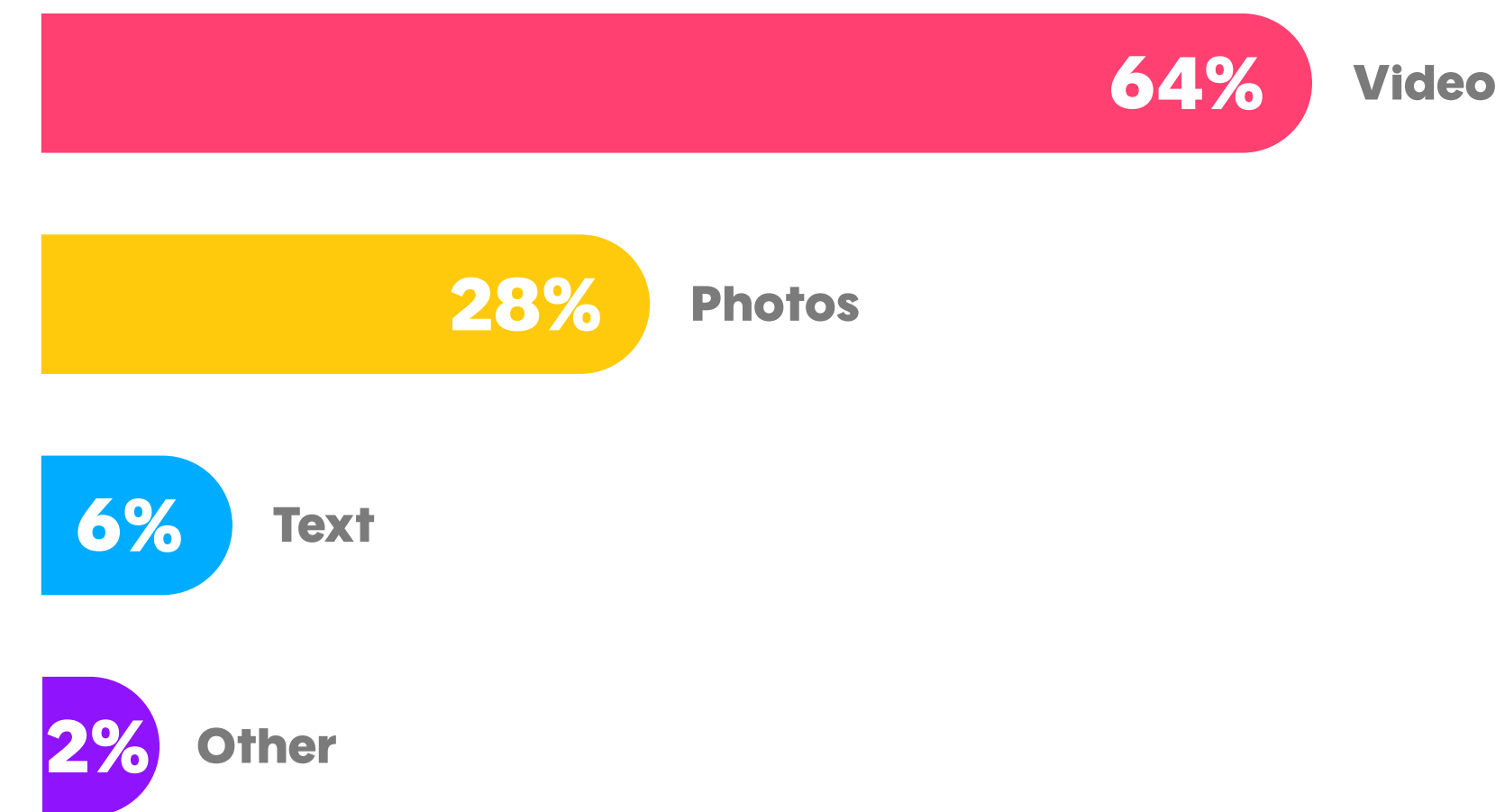
77%

of marketers surveyed strongly agree with this saying "Videos are an **important** part of my online marketing"

Video is the most effective form of online marketing content



Which type of online content is the **most effective** for you?



Video Creation Process



Video Creation Process



It has always been our goal to empower marketers, entrepreneurs, and small business owners by making it easy, affordable and simple to create amazing videos. That's why we provide a massive video footage library, a best-in-class editor, and even ready-made video templates so our customers can create videos quickly and efficiently.

But we wondered—how exactly do SMBs create their videos; the actual process? Which tool do they use, how long does it take, and who is involved?

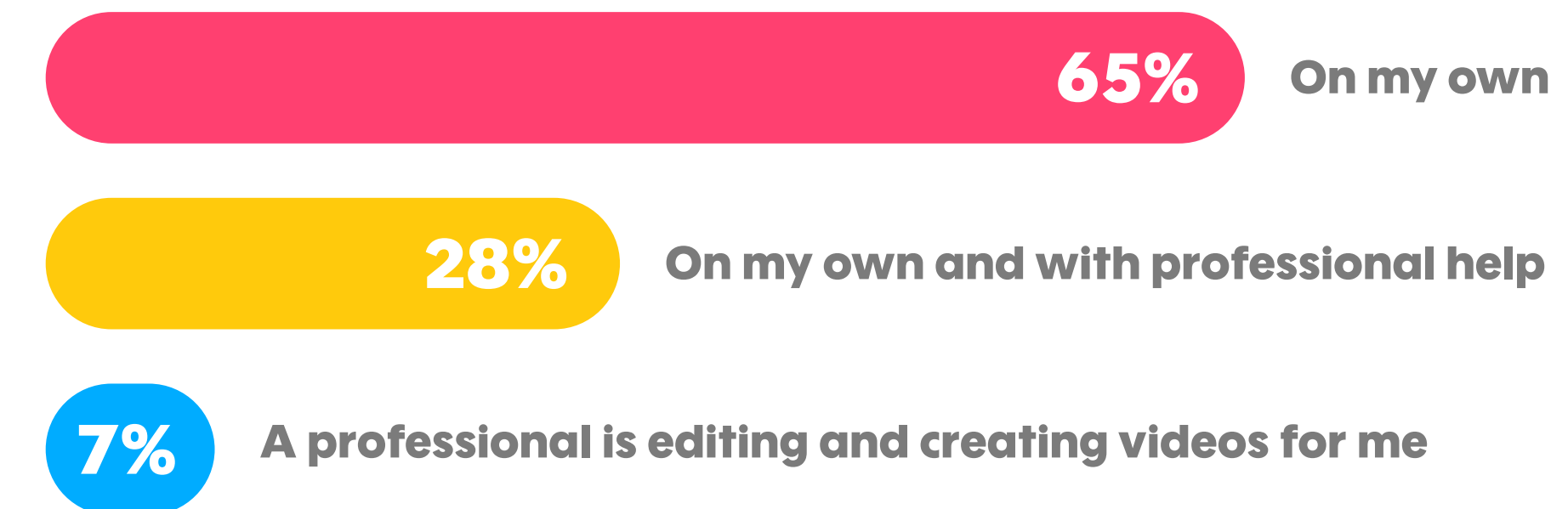




Do SMBs create marketing videos on their own?

While highly polished, professionally directed videos will always have a place, the modern marketer needs the ability to make video **now** for their social media and digital marketing efforts, hence the trend of DIY videos.

How do you make your videos?



82%

of participants use a **self service** video creation platform

18%

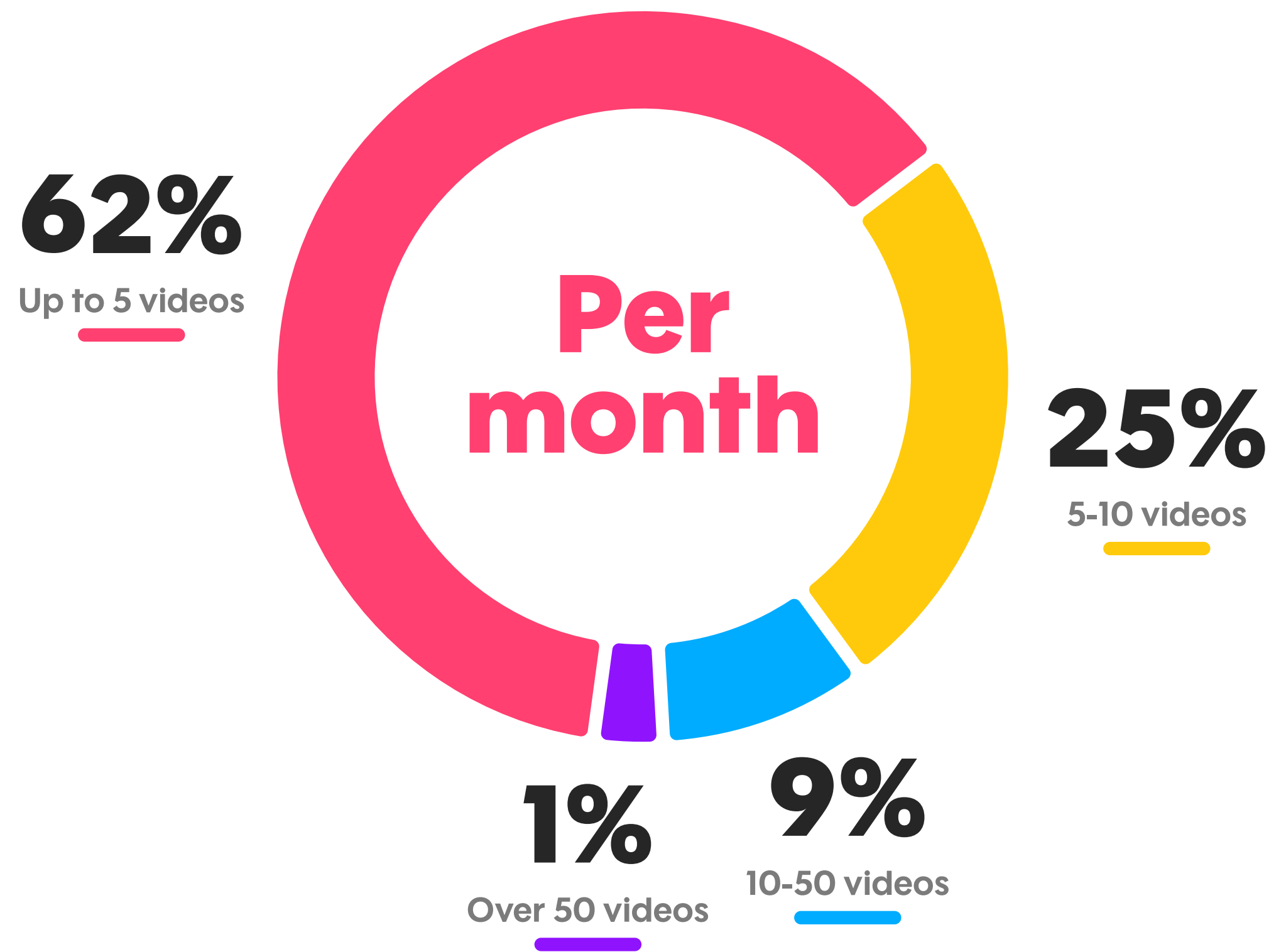
are **professional** editors

How many marketing videos do SMBs create?



In order to succeed, businesses need to create a lot of videos.

Consider the buyer journey—to grab their attention, use a fast-paced brand awareness video. To build trust, use a testimonial video. To close the deal, consider a video ad with a sense of urgency such as a sale or limited availability.



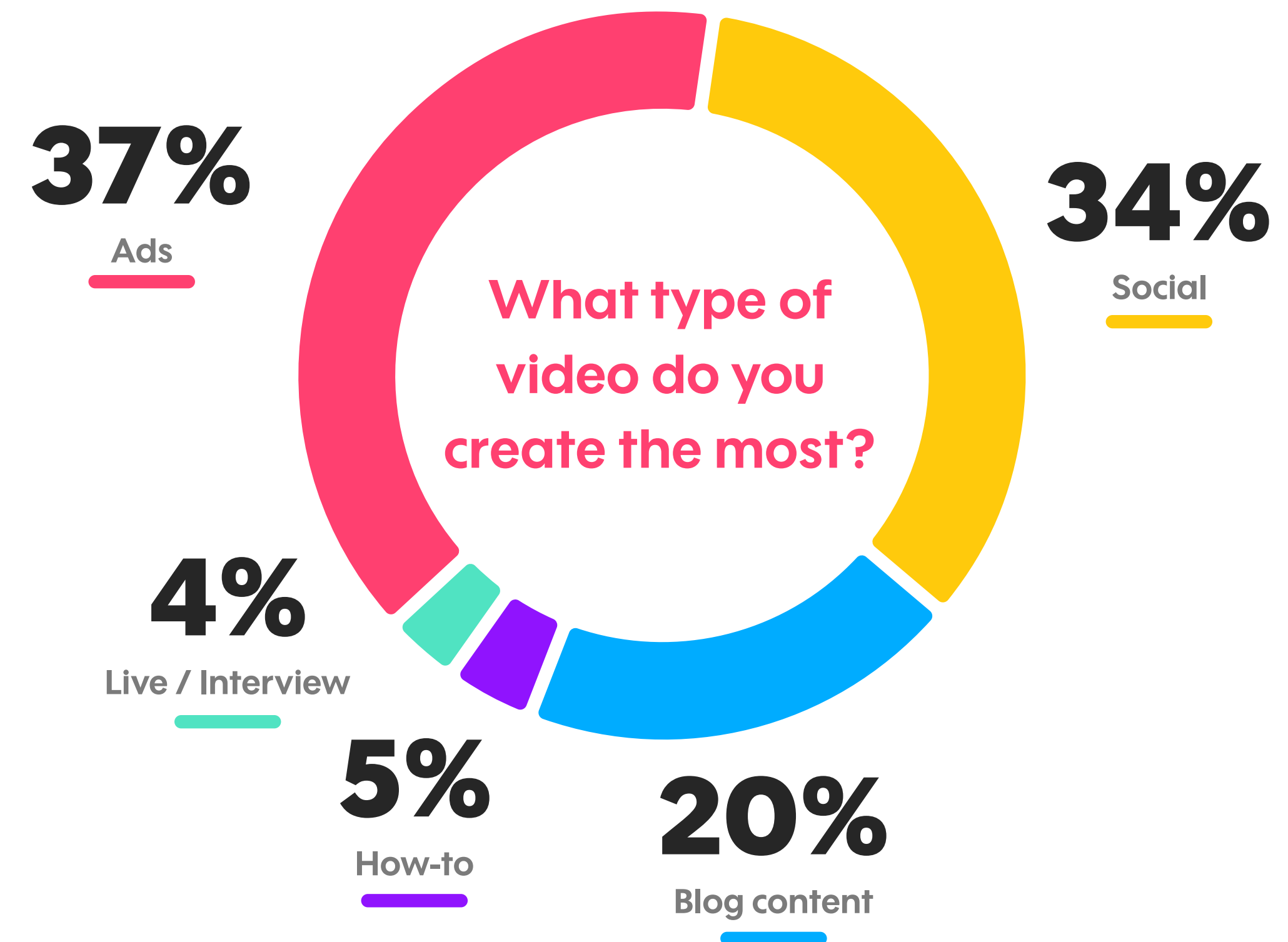


Video and blogging go hand-in-hand!

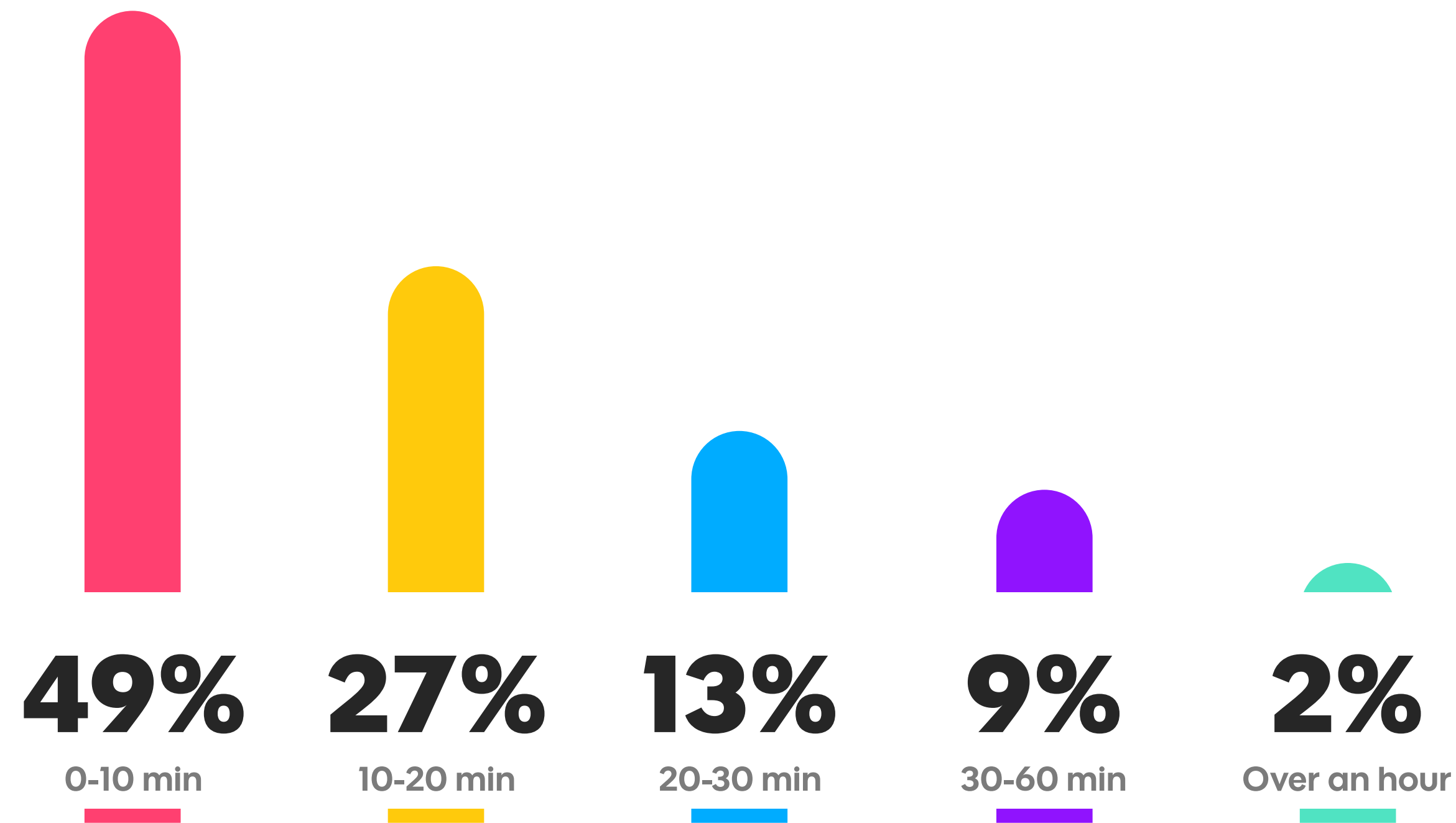
Repurpose your popular blog posts into videos that will garner more engagement when shared via social media. Or, add a video teaser to the beginning of longer blog posts to peak your reader's interest.

Video even has the power to boost your blog's SEO value!

What is the most popular type of marketing video?



How much time do **Promo.com** users spend on each video?

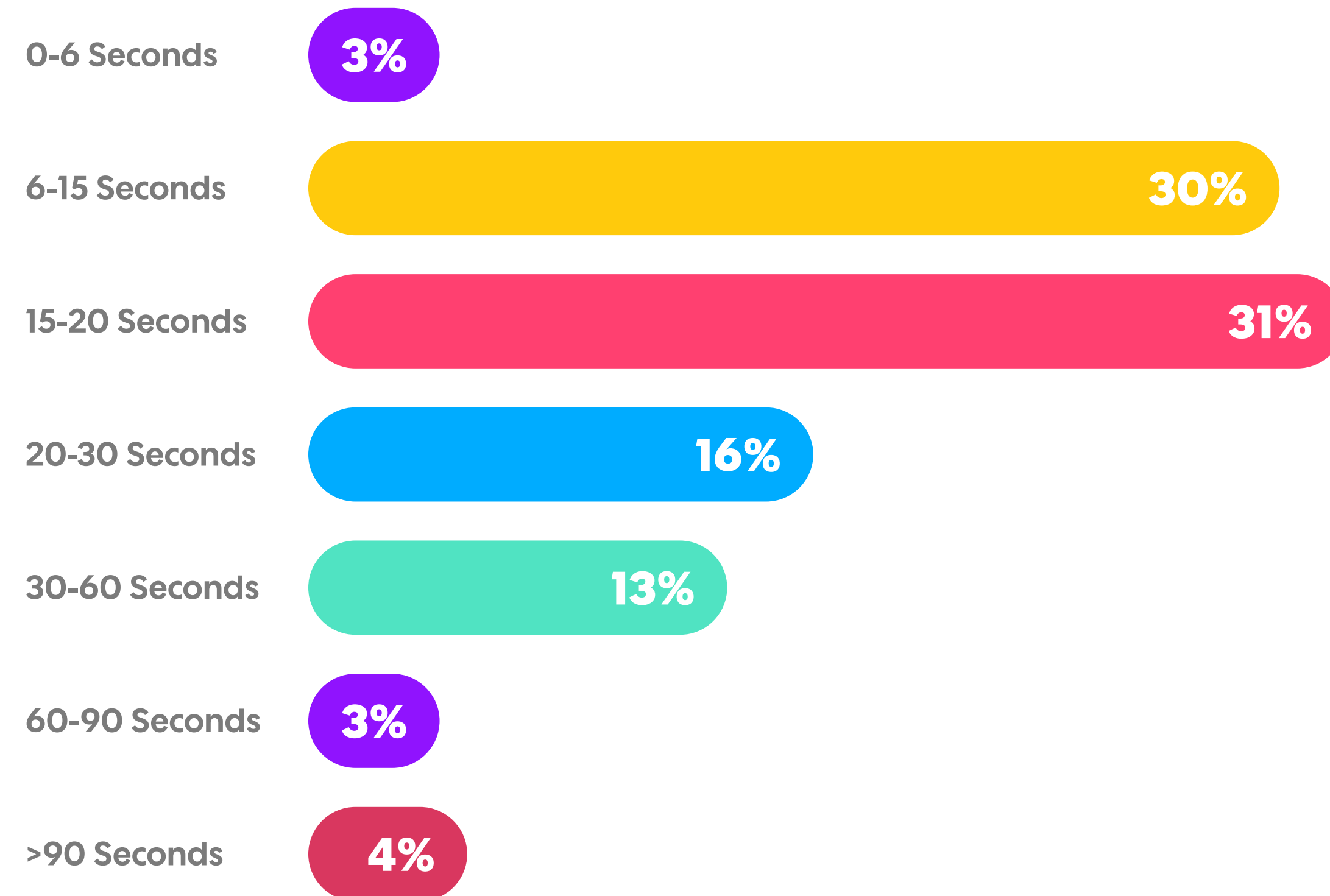


*Note: Based on Promo.com's data

The vast majority of our users (76%) spend **less than 20 minutes** to create a video

49% make their videos in **less than 10 minutes**

How long is the average Promo.com video?



*Note: Based on Promo.com's data

More than 60% of videos created on Promo.com are **6-20 seconds long**

Video Footage



Video Footage



With the introduction of innovative video tools like Promo.com, SMBs are no longer limited to shooting their own footage. By harnessing the power of premium stock footage to promote their brand and business, they can save money and time and achieve professional results quickly.

Here's how the marketers we surveyed compose their video clips.



Stock vs. original footage



It's no secret that top brands use stock footage for their campaigns, and it can work for you, too! Top photographers and videographers from all over the world are creating premium content on virtually every topic, so you can be sure to find something that works for your video needs.

59%

Combine my own photos and videos with stock footage



25%

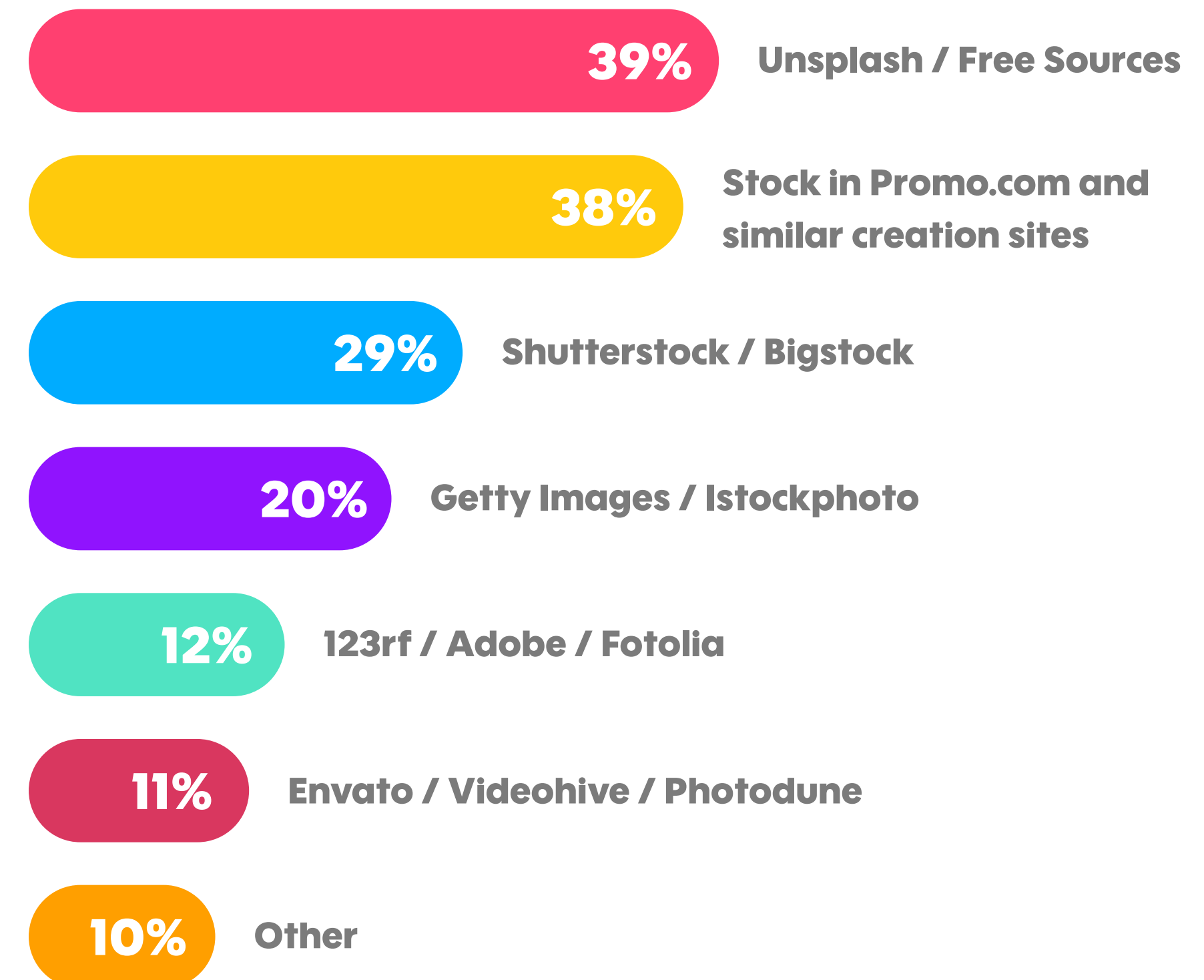
Use my own photos and videos

16%

Use stock footage

Where does the stock visuals come from?

Where do you get your stock videos and photos?



*Note: Respondents selected multiple answers

What kind of videos do **Promo.com** users make?

60%

of users like to use our **ready-made templates**

58%

of the videos created only feature **one video clip**

33%

of the videos created feature more than **three video clips**

40%

of the users include their **own content** in their videos (video, photo or audio)

22%

of videos include one or more **photos**

*Note: Based on Promo.com's data

Video Distribution



Video Distribution



Creating great videos is literally only half the battle—good results come from promoting them! Since video and social media go hand in hand, we thought it would be interesting to see where and how businesses are sharing their content.



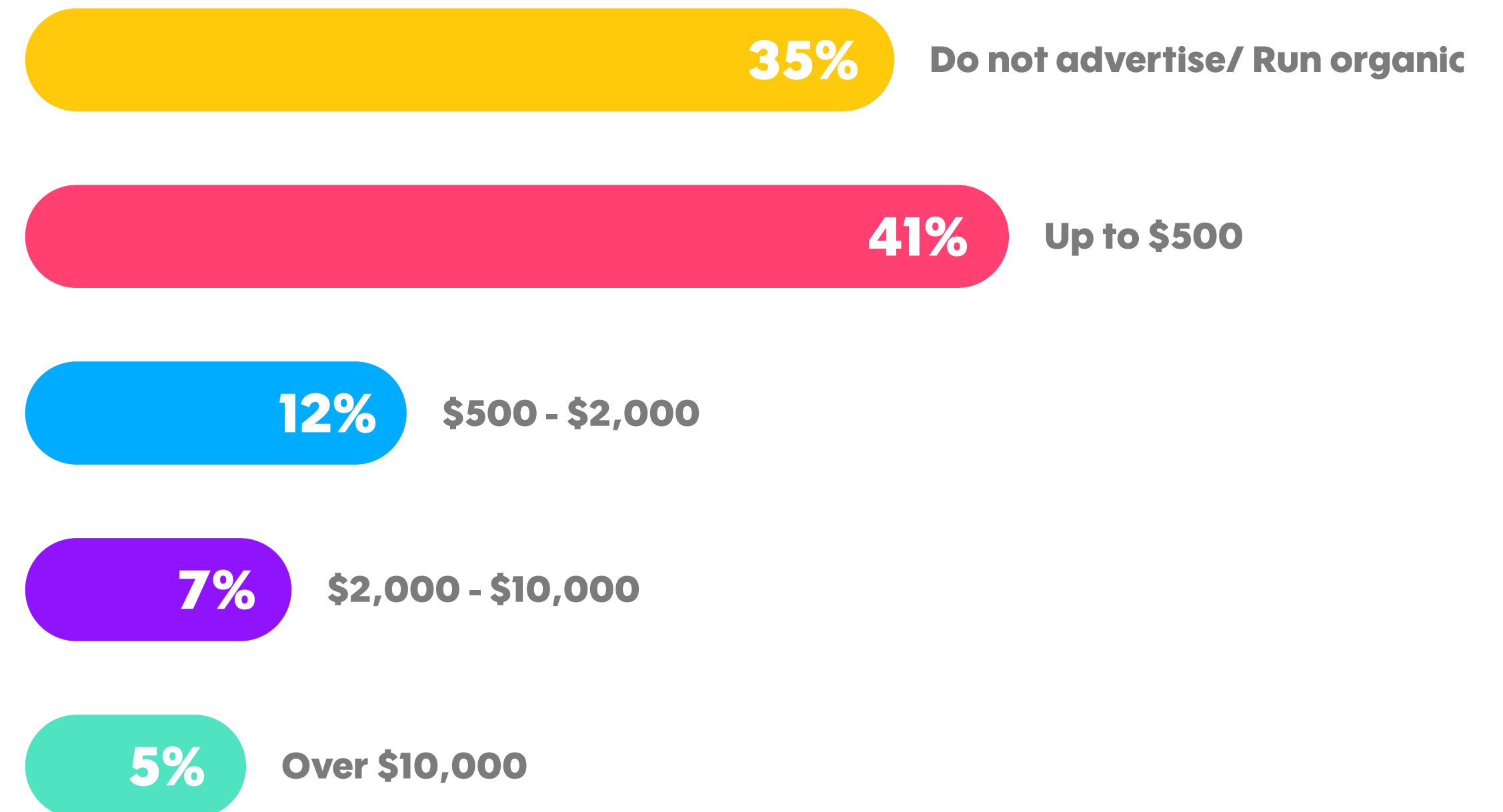


35% of SMBs do not boost their videos.

With the decline of organic reach, investing some advertising dollars can make a huge difference.

Even with a modest budget, you can expand your reach, target the right audience, and ultimately, achieve much better results.

What is your average monthly ad spend?

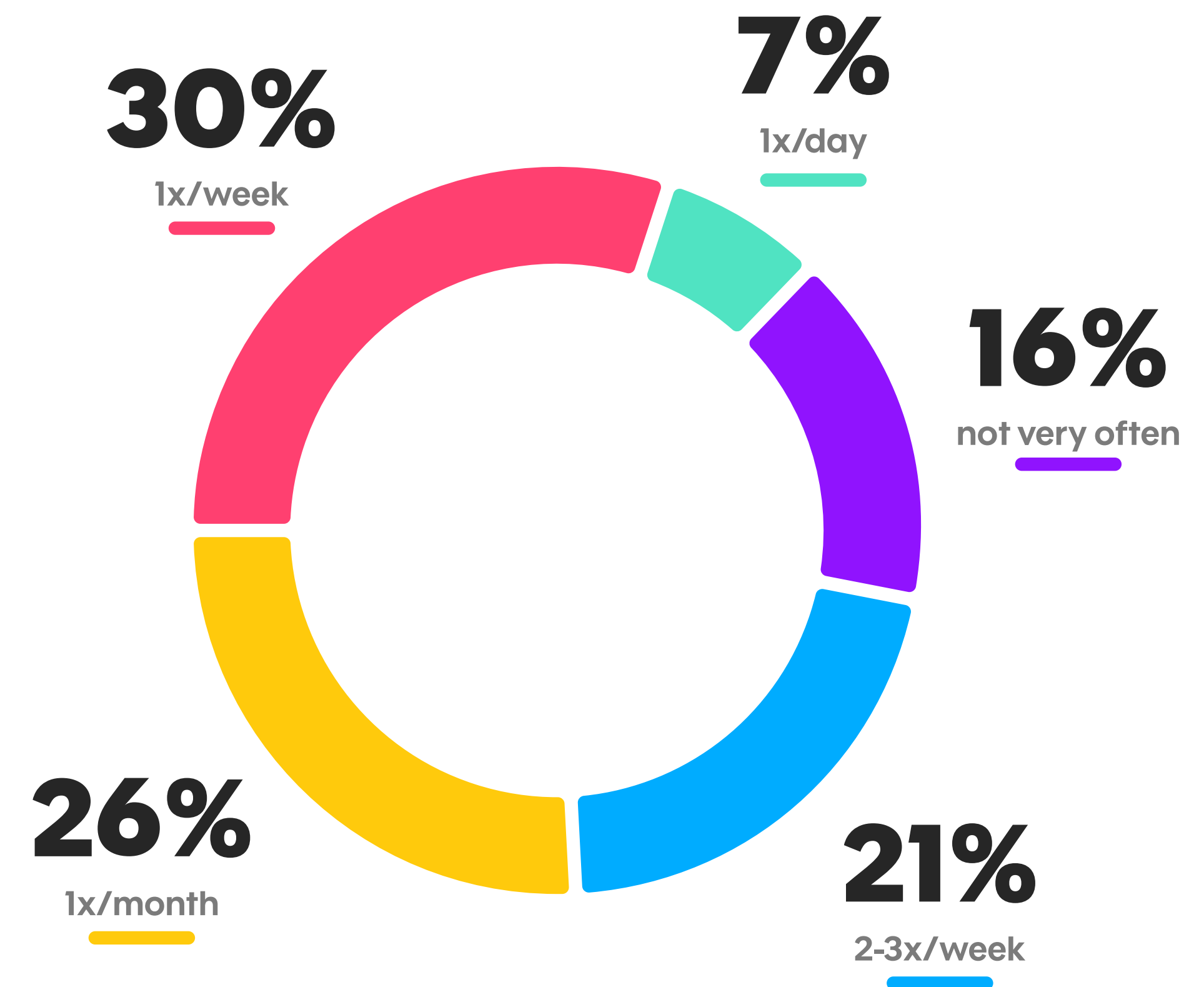




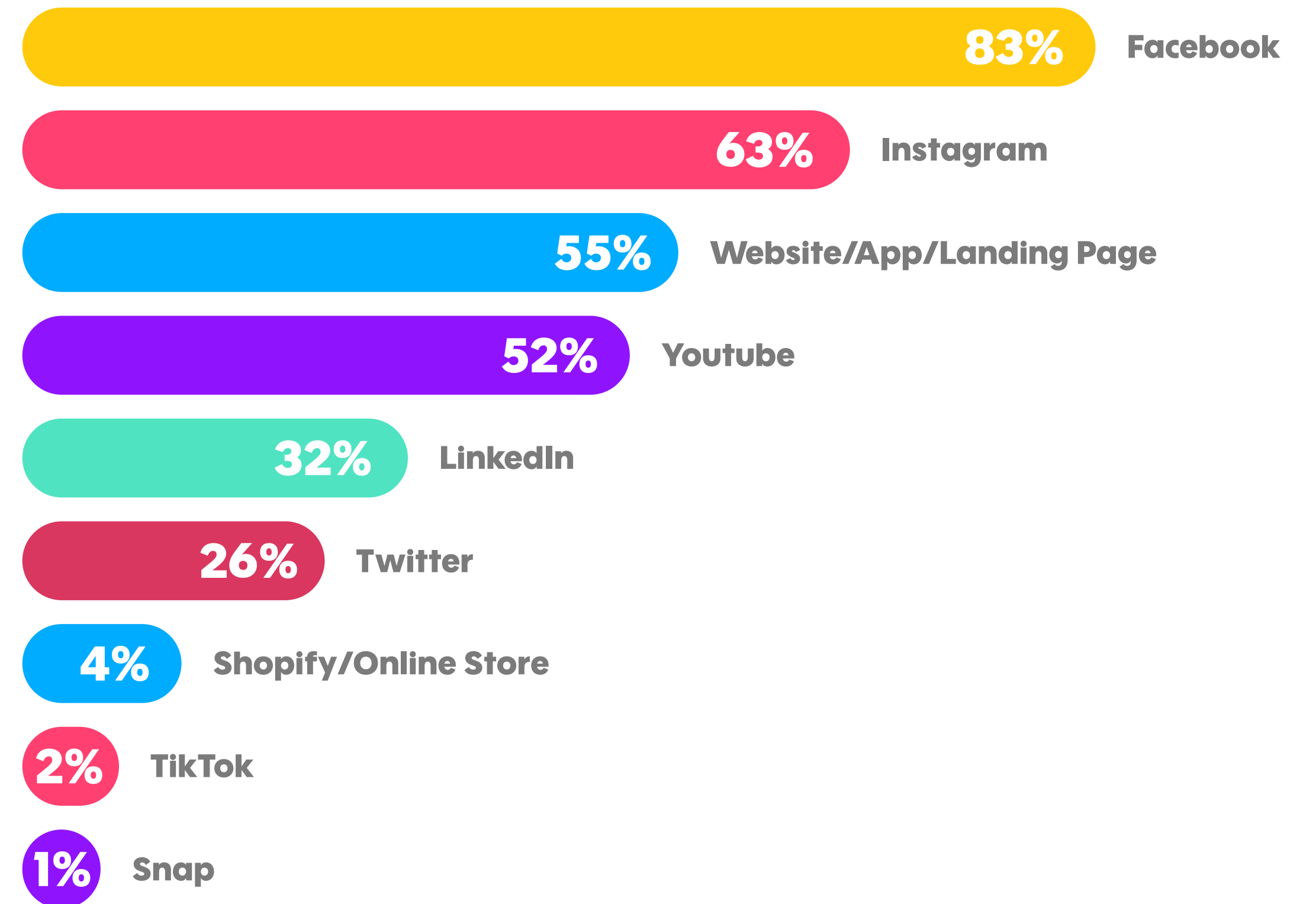
Even if you luckily find viral success with a single content effort, you can only sustain those gains if your content efforts remain consistent – meaning they are produced on an ongoing basis, delivered on a reliable schedule, and always aligned with the standards of quality, value, and purpose your audience expects.

The Content Marketing Institute

How often do SMBs publish videos?



Where do SMBs publish their videos?

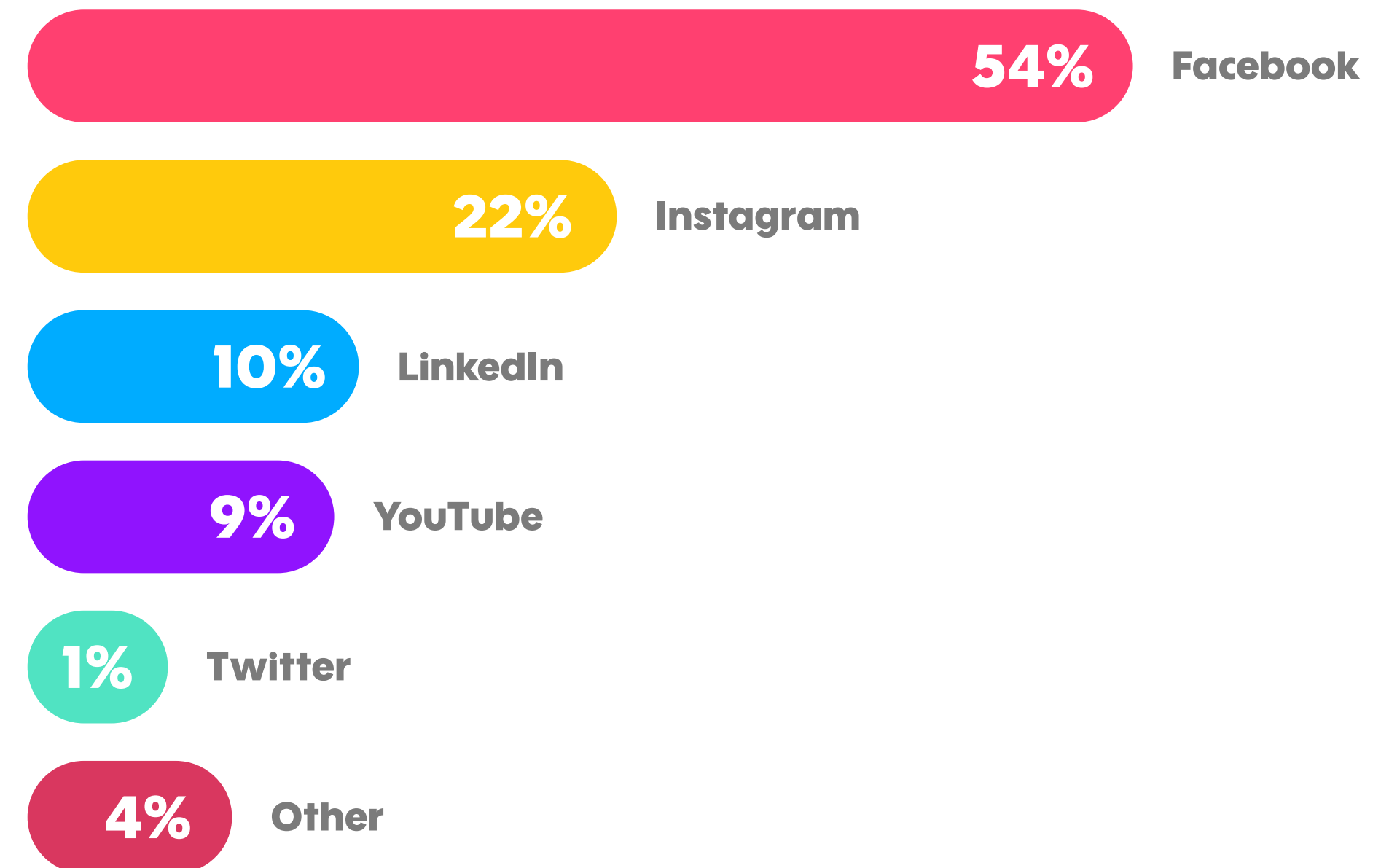


*Note: Respondents selected multiple answers



Marketers are extending the reach of their content by distributing it on multiple channels. However, it's important to remember that each platform requires a different [aspect ratio](#).

Which are the highest-performing channels for SMBs?



LinkedIn edges out YouTube in terms of perceived performance, likely due to the similar nature of organic posting to Facebook. Smart marketers shouldn't overlook the advertising capabilities of YouTube.

How satisfied are SMBs from each social channel?



*Refers to overall satisfaction

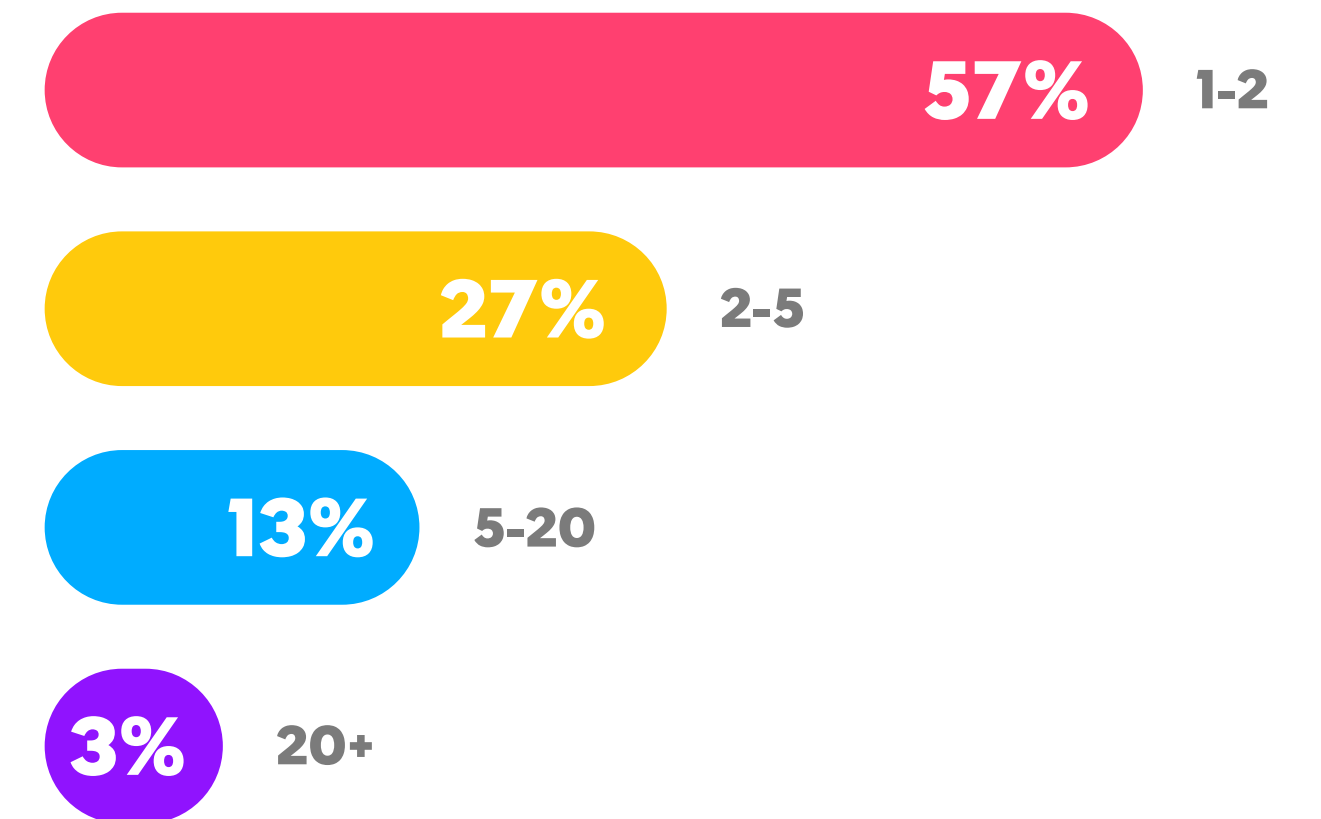
What's the story with Stories?



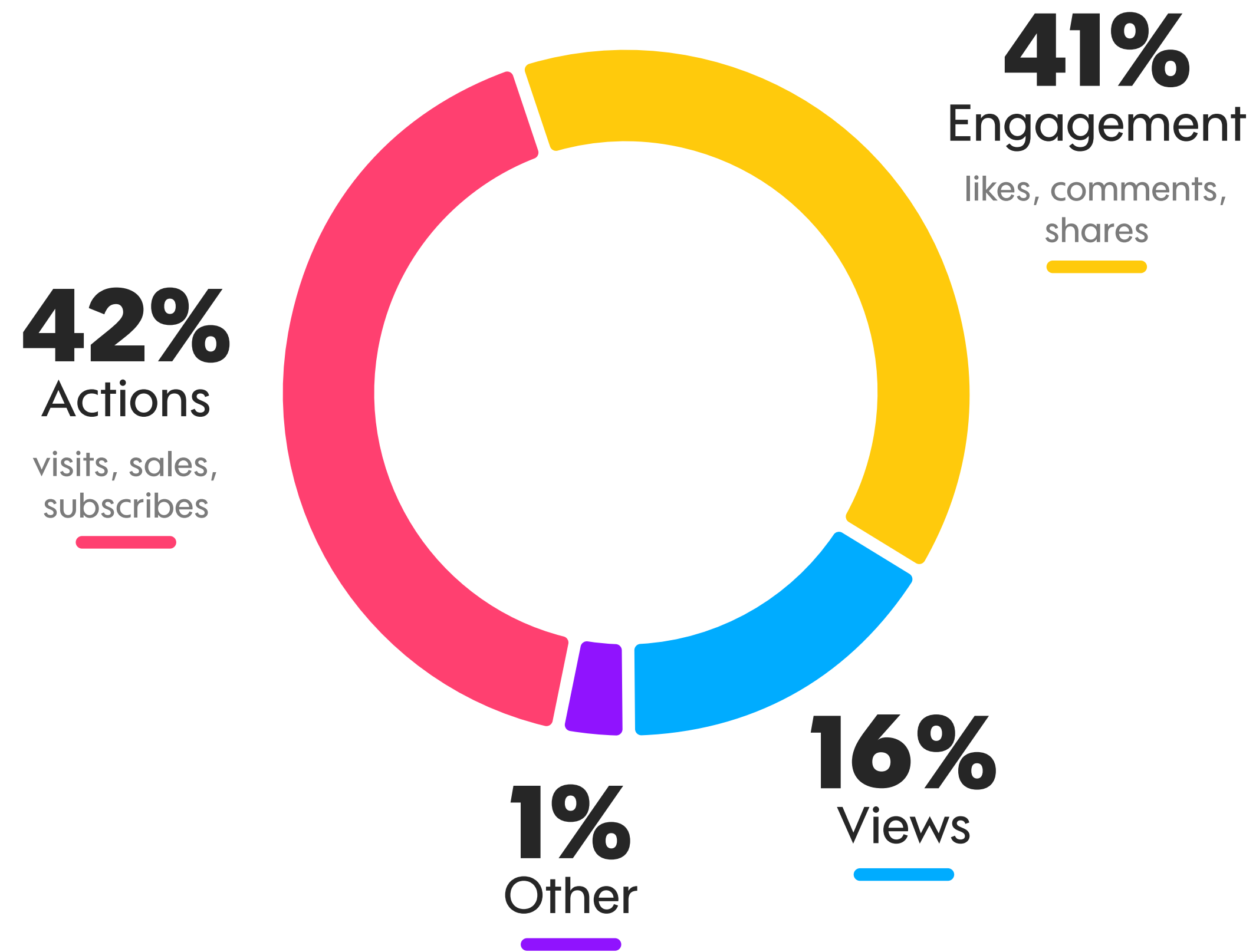
Stories are different than feed updates in how they look—vertical aspect ratios vs. square/horizontal—but more importantly, how they function. Audiences feel like they are seeing behind-the-scenes, off-the-cuff content, which helps them feel closer to a brand.



How many per week?




How do SMBs measure their videos' success?



About This Study



About our survey participants



This study features responses from 500 actual marketers, small business owners, and entrepreneurs.

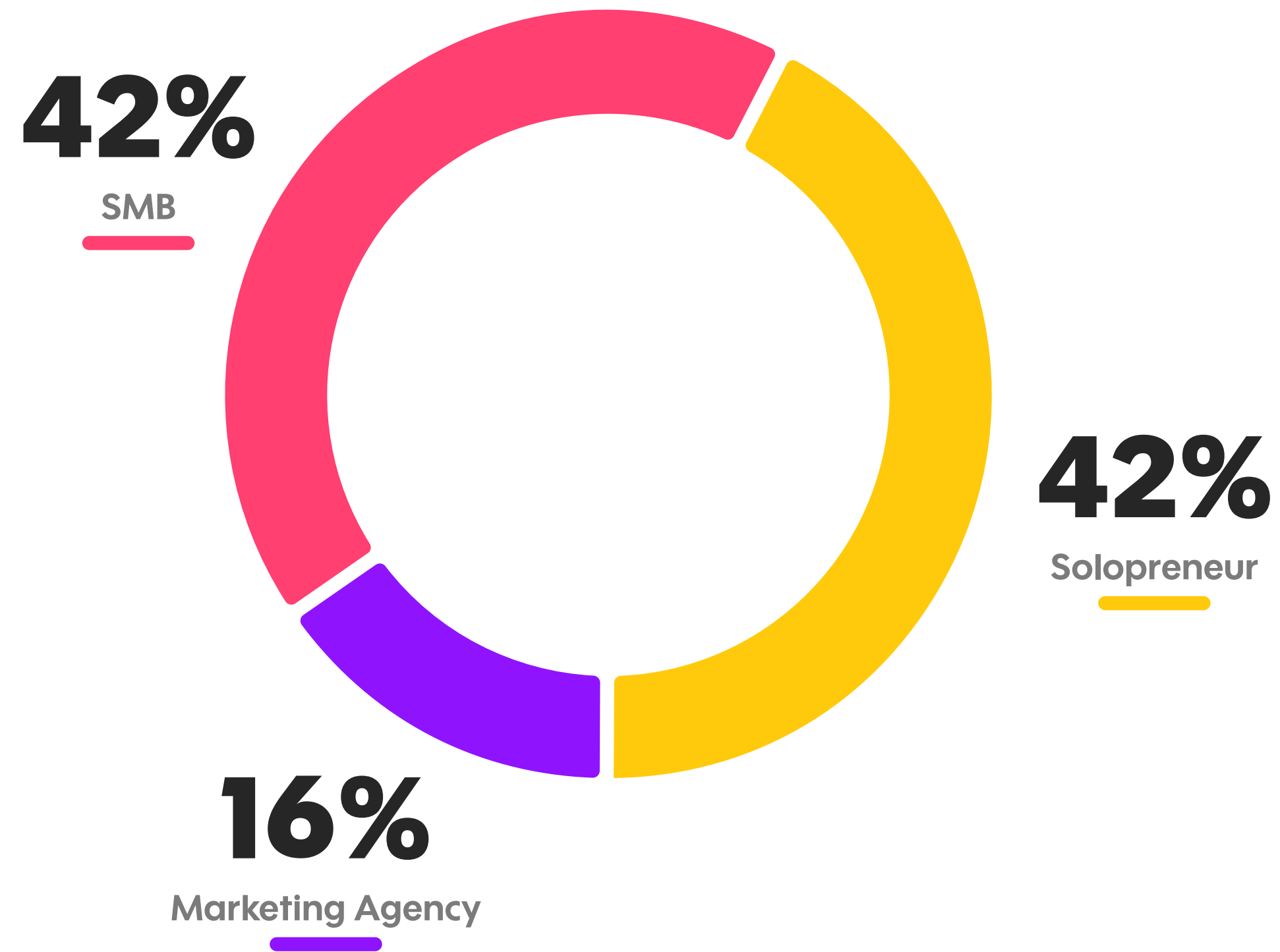
So who are they?

What type of businesses do they have?

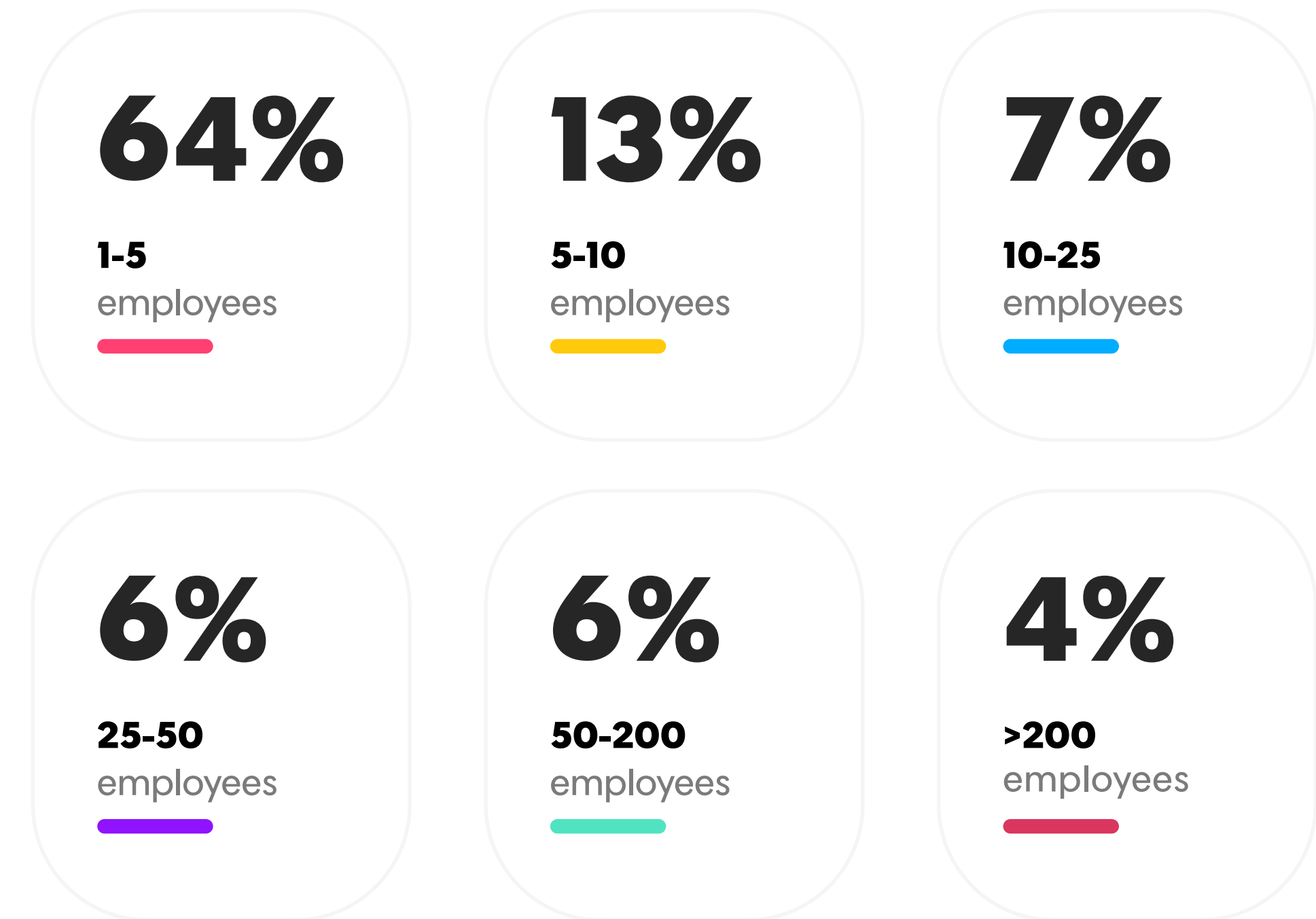
Let's find out!



Type of business



How many employees work at your company?



Final thoughts

At Promo.com, we've studied every facet of video marketing for years and we know two immutable truths:

1

Audiences want more video content

2

Businesses that produce videos have better results

Video marketing is the key to success for small businesses that want to reach more people while also increasing engagement, conversions, and sales. We hope you've enjoyed the insights from this report, but more importantly, we hope you do something with them.

Create. Publish. Promote.
#promoteanything

About Promo.com



Promo.com is the #1 video creation platform for businesses and agencies. Over one million businesses from all over the world use Promo.com to create video content to promote anything they want effectively.

Our video platform offers access to over 15 million premium video clips and images, ready-made templates, licensed music, and a user-friendly editor.

Try for free