The State of Video Marketing 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.

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!
01
Video marketing usage
Video continues to be used by an overwhelming majority of businesses.

86% of businesses use video as a marketing tool.

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...

- 2015: 78%
- 2016: 88%
- 2017: 82%
- 2018: 85%
- 2019: 91%
- 2020: 92%
- 2021: 93%
- 2022: 92%
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.)
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.
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

<table>
<thead>
<tr>
<th>Type of Video</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explainer videos</td>
<td>74%</td>
</tr>
<tr>
<td>Social media video</td>
<td>68%</td>
</tr>
<tr>
<td>Presentation videos</td>
<td>50%</td>
</tr>
<tr>
<td>Video testimonials</td>
<td>46%</td>
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<tr>
<td>Video ads</td>
<td>42%</td>
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<tr>
<td>Sales videos</td>
<td>41%</td>
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<tr>
<td>Product demos</td>
<td>40%</td>
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<tr>
<td>Teaser videos</td>
<td>37%</td>
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<tr>
<td>Onboarding customers</td>
<td>29%</td>
</tr>
<tr>
<td>Training staff</td>
<td>26%</td>
</tr>
<tr>
<td>Videographics</td>
<td>21%</td>
</tr>
<tr>
<td>Customer service videos</td>
<td>20%</td>
</tr>
<tr>
<td>App demos</td>
<td>15%</td>
</tr>
<tr>
<td>Onboarding new hires</td>
<td>12%</td>
</tr>
</tbody>
</table>

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

On average, most people 40% spend $0-500 on a typical video, with the overwhelming majority 97% spend less than $10,000.

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.

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

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

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

94% of marketers say video has helped them increase understanding of product or service.
86% of marketers say video has helped them generate leads.

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

49% of marketers say video has helped them reduced support calls.
93% of marketers say video has helped them increased brand awareness.

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

Marketers who've increased brand awareness with video

Marketers who've reported good ROI with video
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.

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

Video Marketing Statistics 2022
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)

**Video Marketing Statistics 2022**
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.)