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# THE NEXT PHASE OF VIDEO MARKETING

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Survey Report • May 2014



## ABOUT THIS REPORT

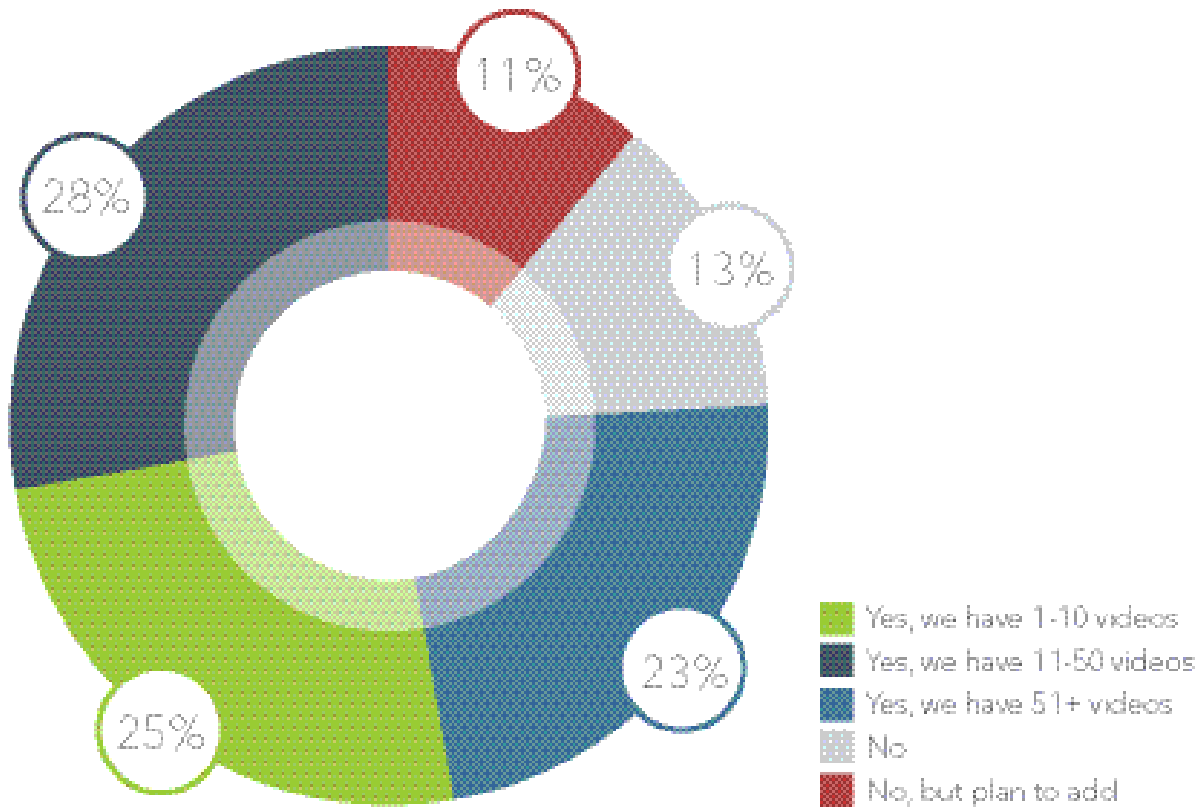
Video is now an integral part of retailers' marketing plans. But are you getting the most out of your video strategy? Find out in this exclusive survey report, titled: *The Next Phase Of Video Marketing*. This inaugural report includes responses from 66 retail executives.

Some key topics addressed in the survey include:

- Goals advanced with video marketing;
- Video compared with other marketing tactics;
- The use of interactive video elements;
- Tapping social channels for video distribution; and
- Measuring the success of video marketing strategies.

Study respondents included a variety of retail and manufacturer executives who are employing a diverse number of videos.

My company currently has a video program in place.



*The Next Phase Of Video Marketing* report is designed to help retailers gauge their progress against peers and industry colleagues, as well as implement successful new strategies.

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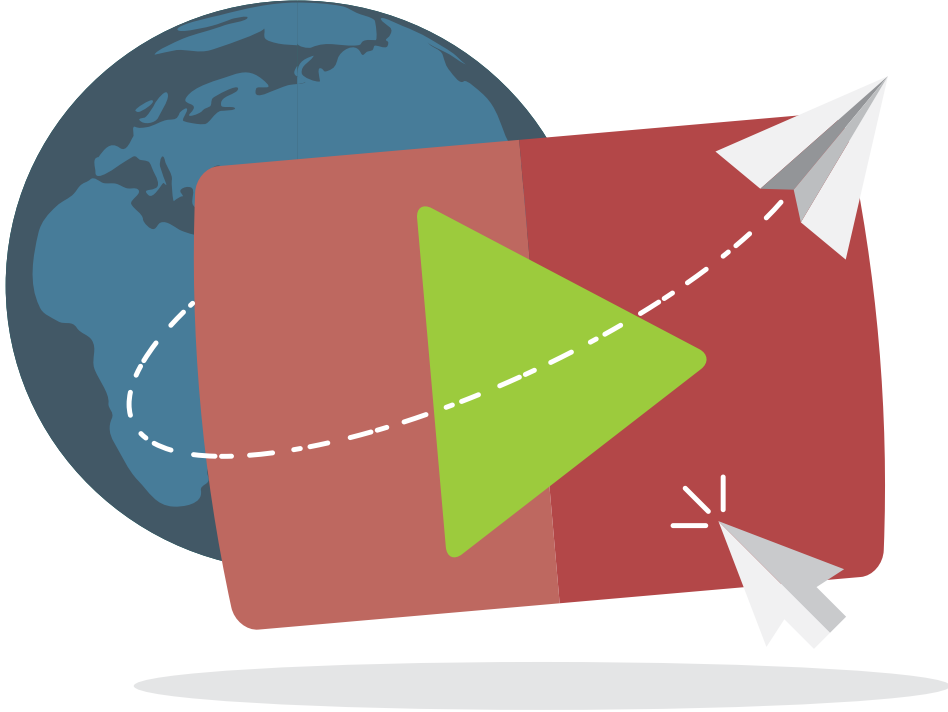
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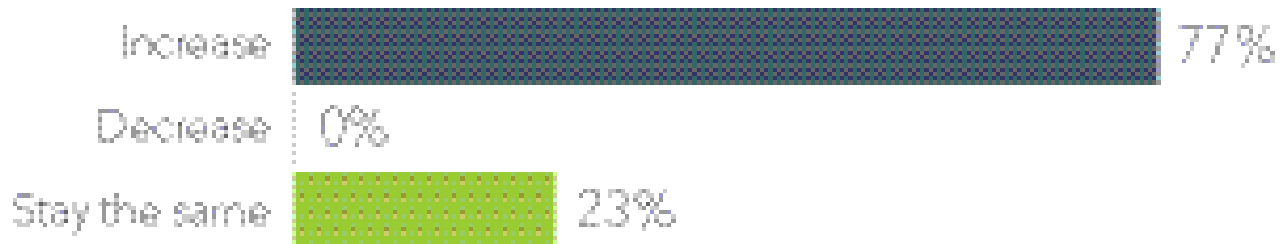


# EXECUTIVE SUMMARY

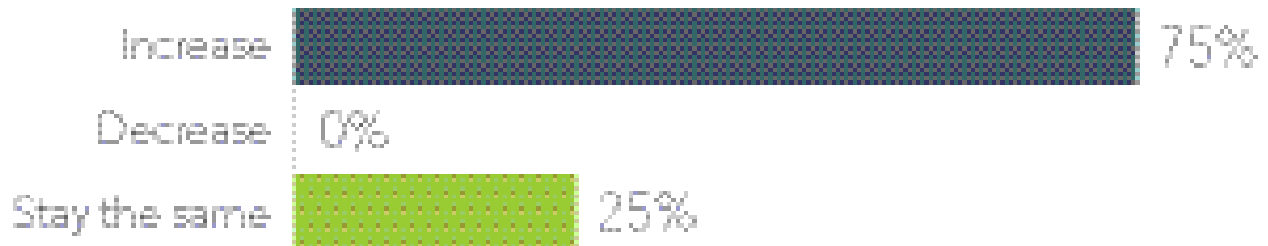
Video is becoming an increasingly vital part of retail marketers' strategies. Across the board for the next three years, more than three quarters of retailers and manufacturers are planning to increase their video budgets.

## Our video budget will:

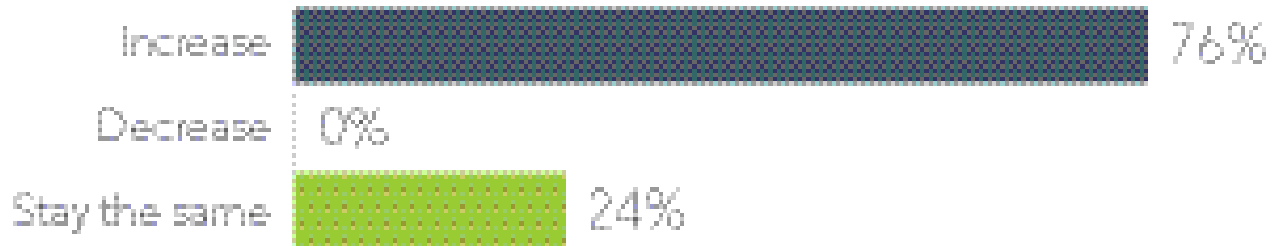
### In 2014



### In 2015

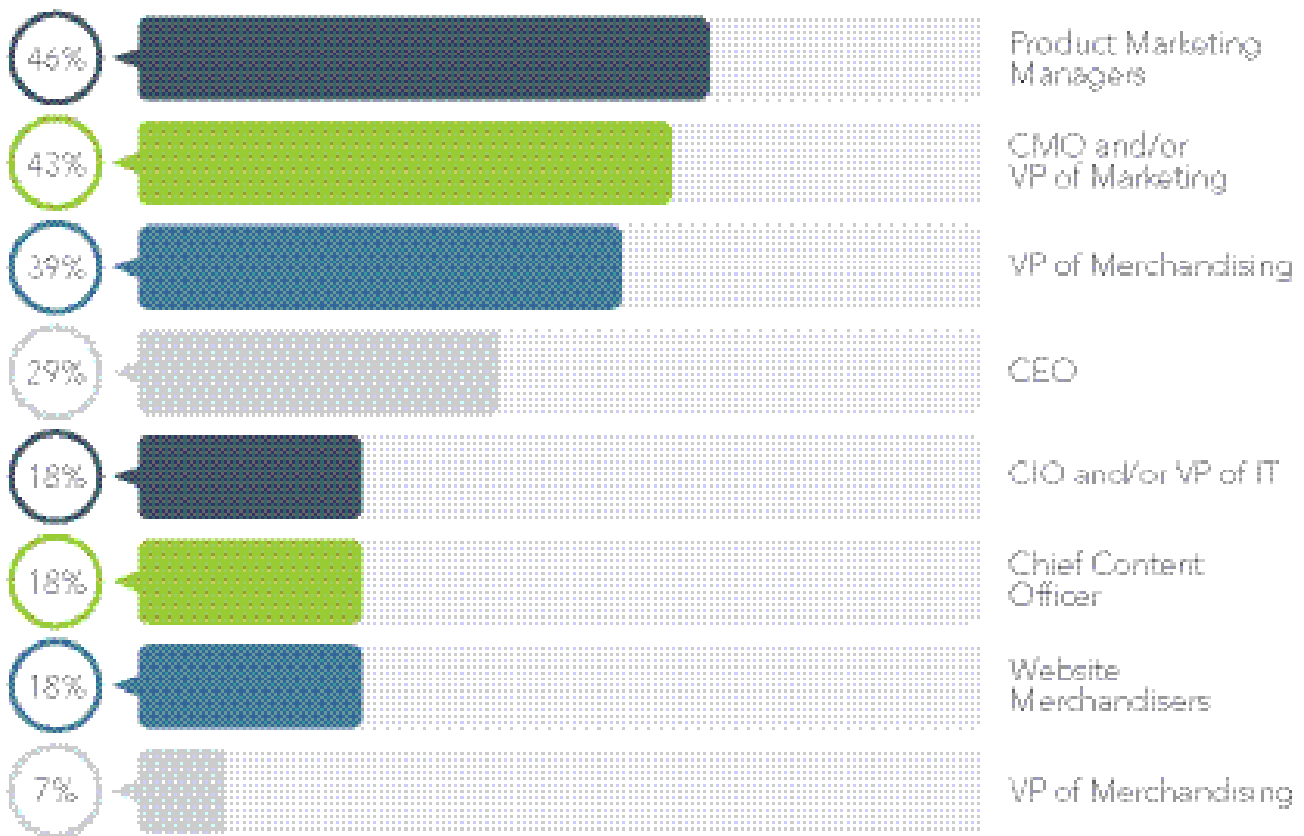


### By 2016



The focus on video is now spread far and wide across organizations. While the Product Marketing Managers play the most vital role in planning and executing the video strategy (48.4%), the CMO and/or VP of Marketing is typically involved (42.9%) as well. Other key executives that take part in video planning are the VP of Merchandising (39.3%), the CEO (28.6%) and the CIO (17.9%).

The executives involved in planning and executing our video strategy include:  
(Check all that apply)



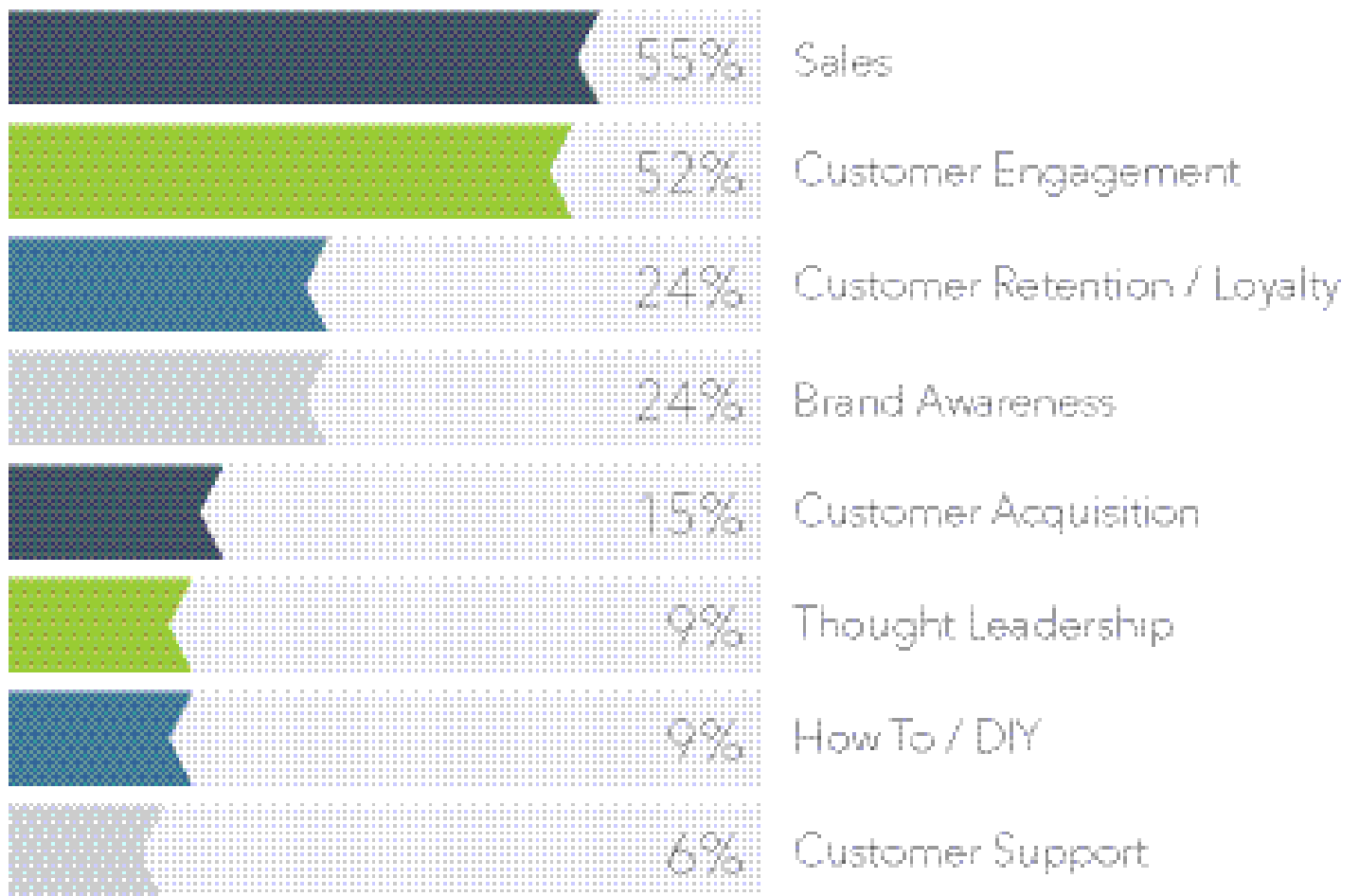
At *Retail TouchPoints*, we plan to continue to monitor and analyze the impact of video on retail marketing, as it continues to offer new ways for retailers to interact with consumers. We hope this report helps you and your organization improve your position and strategies within the retail marketplace.

*Debbi Hauss*

Debbie Hauss  
Editor-in-Chief  
Retail TouchPoints

Sales (54.9%) and Customer Engagement (51.5%) are by far the most important priorities for retail executives' video marketing strategies.

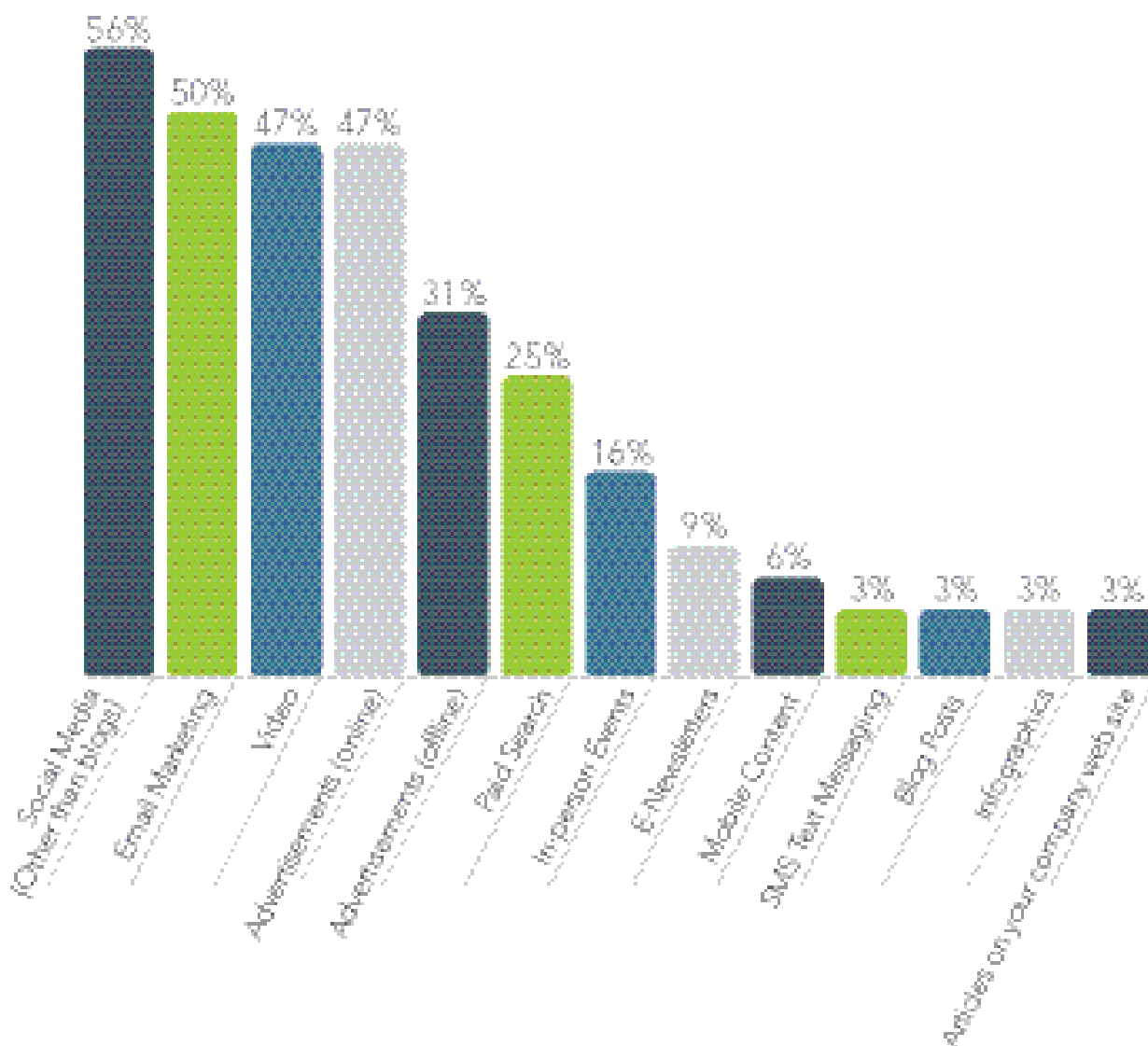
We use video to advance the following goals.  
*(Respondents chose 1 or 2 out of 9)*



Social Media (56.4%) and Email Marketing (50.9%) top the list of retail executives' marketing priorities, but Video comes in 3rd (46.9%).

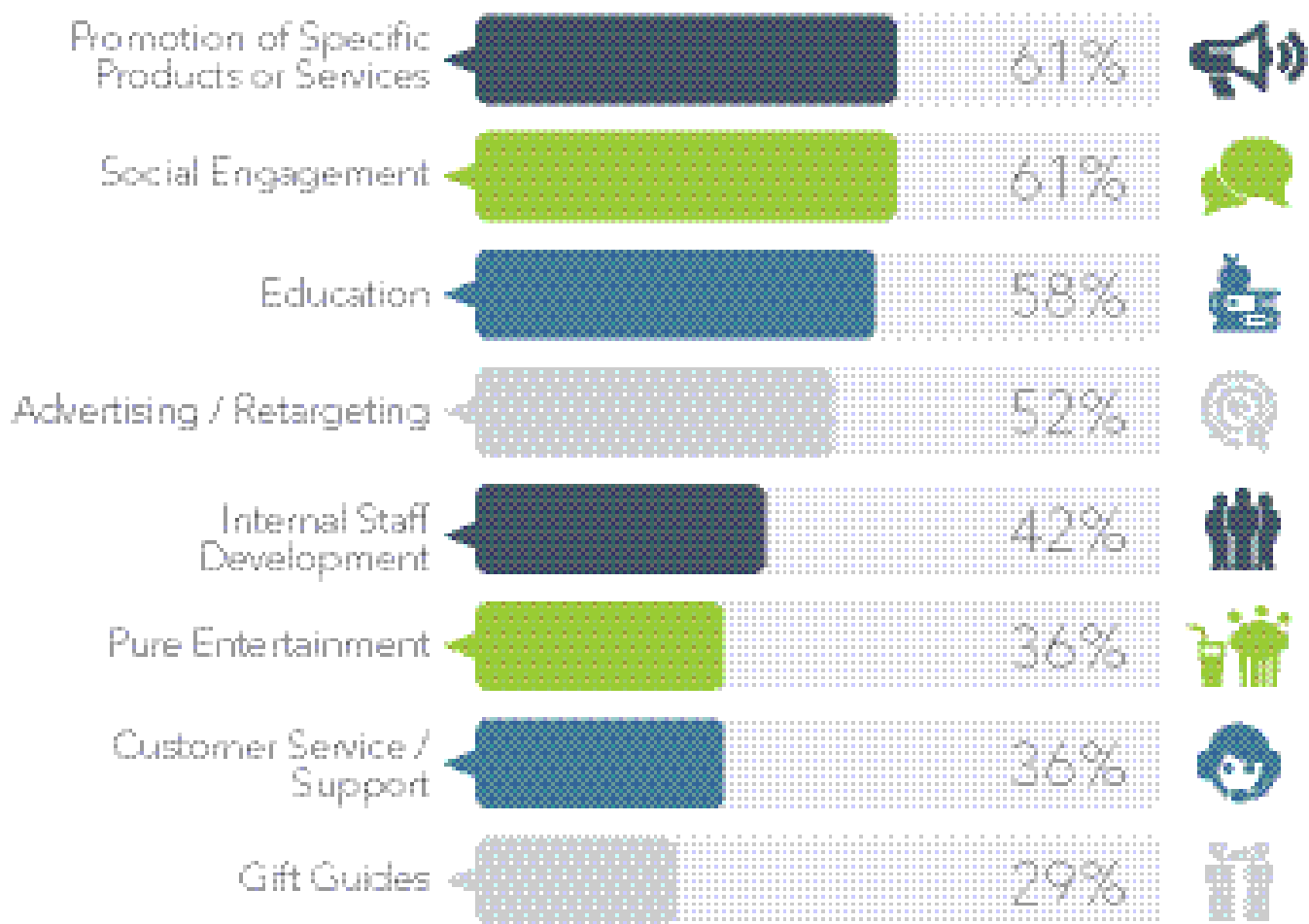
How does video rank in priority as compared to these other marketing tactics?

*(Respondents chose 1, 2 or 3 out of 11)*



Retail executives use video for a number of different strategies, including Promotion (61.3%) and Social Engagement (61.3%).

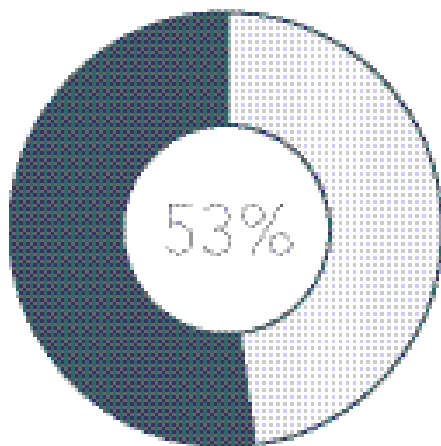
We use video for the following strategies.



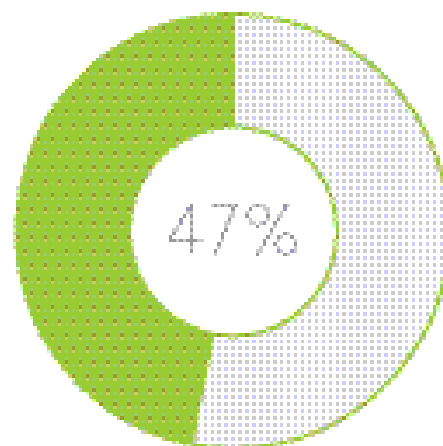


Most (58.8%) of retail executives are using interactive elements within videos; and 11.8% "plan to add".

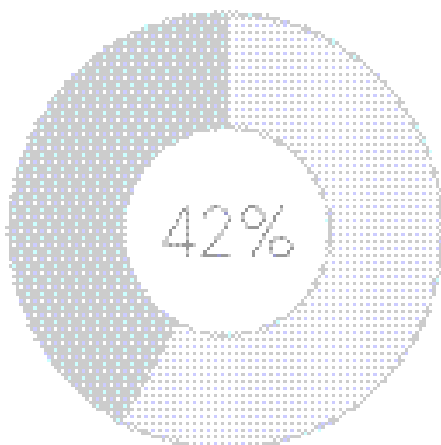
We are using interactive elements to allow shoppers to click through to...



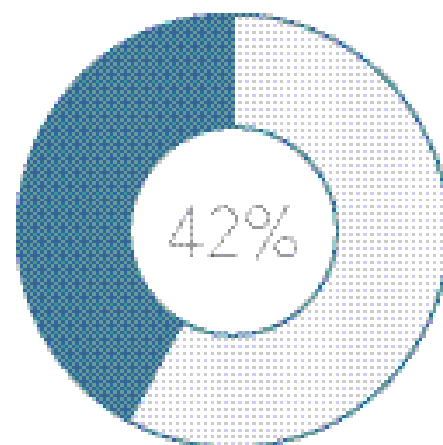
Campaign specific landing pages



Cart and purchase pages



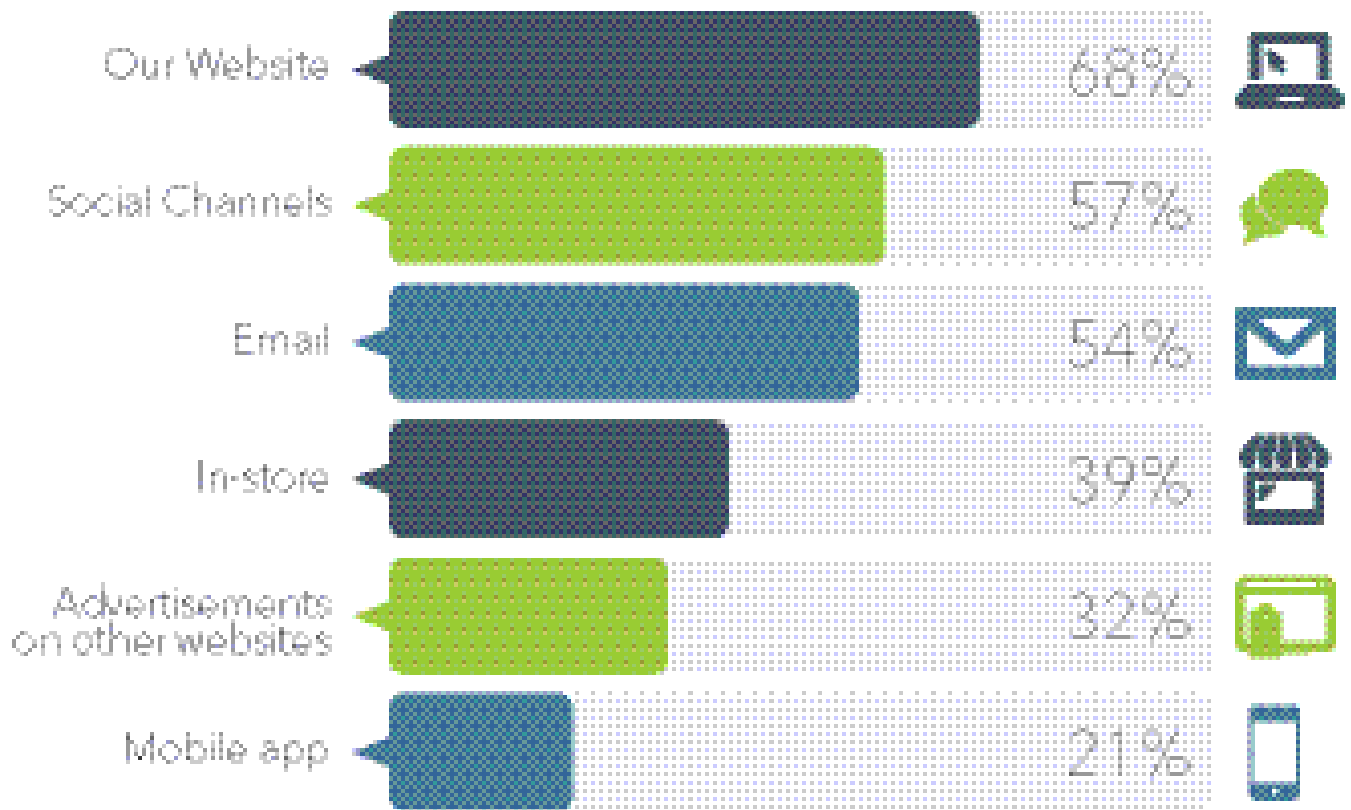
Product pages



Social sites

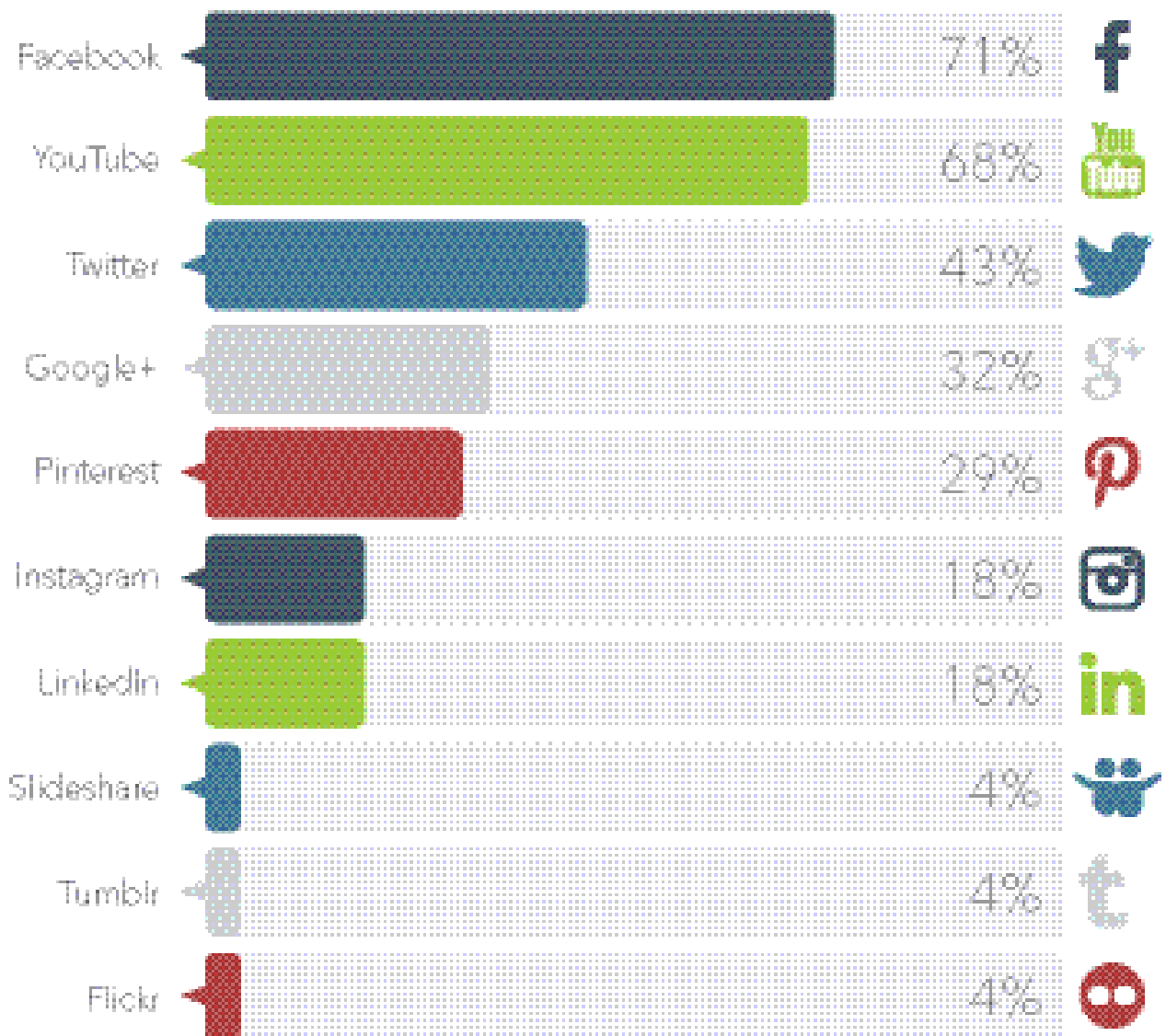
While the majority of retail businesses are tapping the web site for video use (67.9%), many also are using social channels (57.1%) and Email (53.6%).

We leverage video using the following channels:



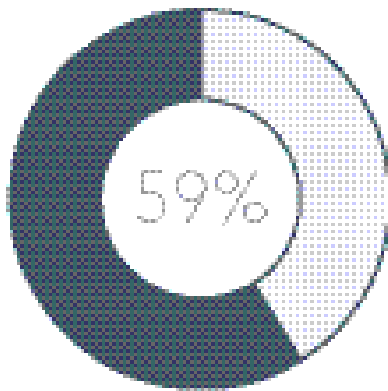
Retail marketers find Facebook (71.4%) and YouTube (67.9%) to be the best social channels for distributing video content.

We use the following social channels to distribute video content.

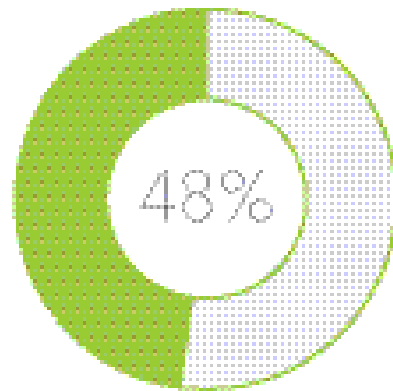


# The way to determine video success is up for grabs among retail marketers.

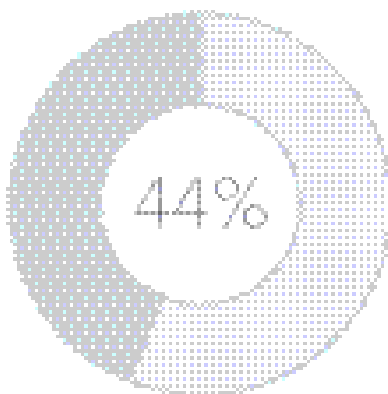
We measure the success of our video program by evaluating...



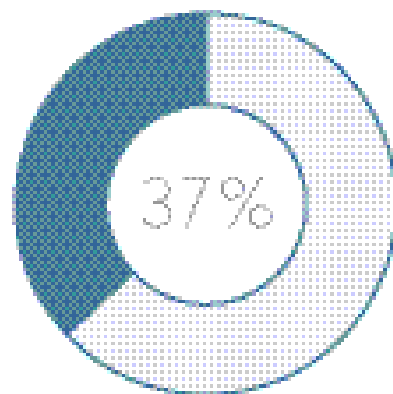
Video viewing time



Conversion / Dollar value of customers



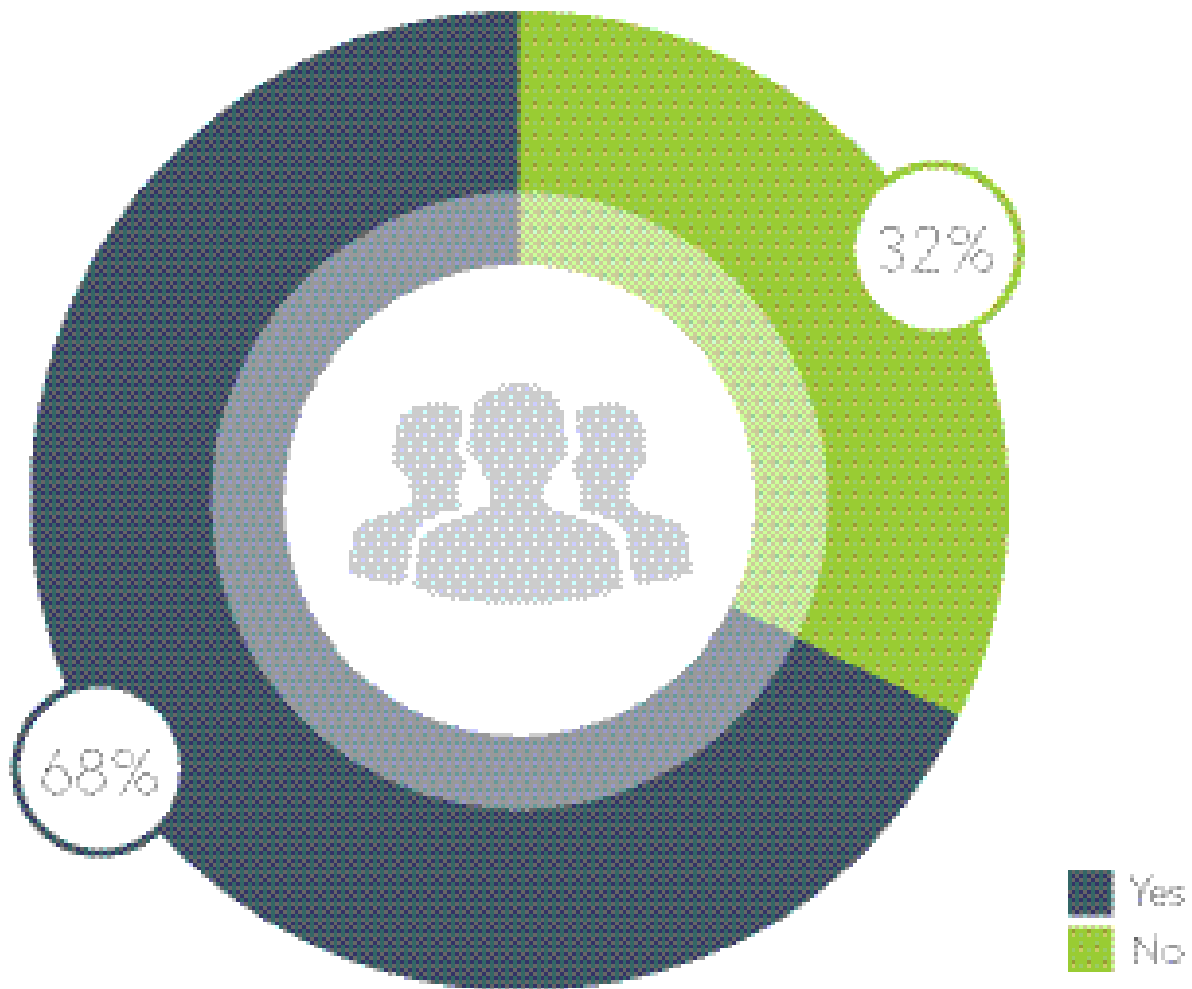
Video ratings and comments



Improvement in customer engagement

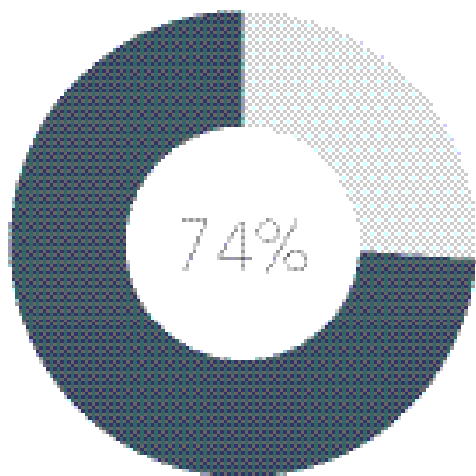
Most retail marketers (67.9%) are relying on in-house staff for video content creation.

Do you use in-house staff to create your videos?

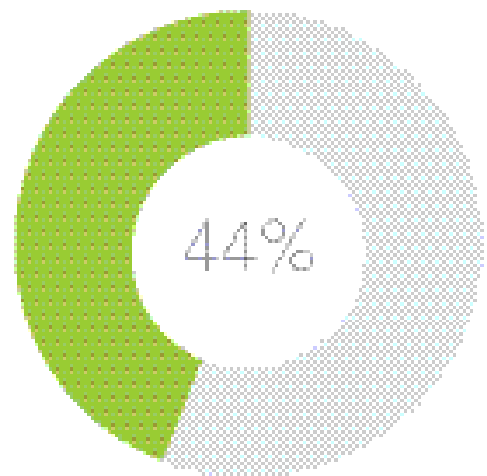


YouTube wins out on delivery of video to consumers (74.1%).

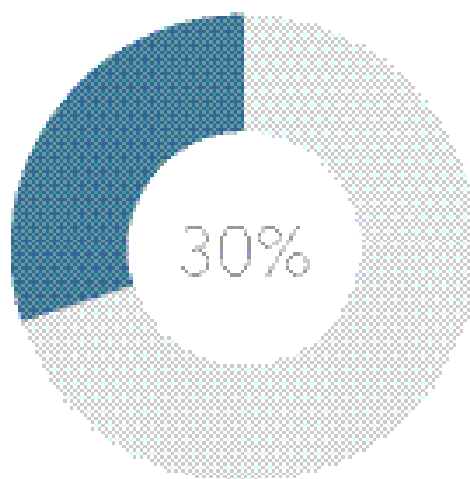
We utilize the following players for our videos.



YouTube



In-house created  
players



Third-party video  
platform company



## ABOUT INVODO

Invodo offers the expertise, production capabilities, and technology businesses need to develop and implement a revenue-driving video strategy. Invodo's closed loop video platform is proven to enlighten customers and influence behavior, leading to higher sales conversion rates, reduced returns and increased site traffic. The Invodo platform improves production workflow, enhances SEO, and collects integrated analytics to optimize ongoing video strategy. For more information, please visit [www.invodo.com](http://www.invodo.com).



## ABOUT RETAIL TOUCHPOINTS

Retail TouchPoints is an online publishing network for retail executives, with content focused on optimizing the customer experience across all channels. The Retail TouchPoints network is comprised of a weekly newsletter, special reports, web seminars, exclusive benchmark research, an insightful editorial blog, and a content-rich web site featuring daily news updates and multi-media interviews at [www.retailtouchpoints.com](http://www.retailtouchpoints.com). The Retail TouchPoints team also interacts with social media communities via Facebook, Twitter and LinkedIn.

## YOU MIGHT ALSO LIKE...

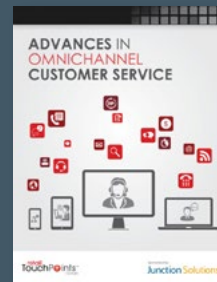
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