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Video Marketing Trends During COVID-19: All you need to know



Table of Contents

Introduction	2
Digital Transformation in Marketing	
COVID-19 Has Made Video Marketing an Absolute Essential in 2020 (and Beyond)	
How YouTube, Instagram, and Facebook Changed Online Consumer Behavior	4
Revitalize Your Business with Video Marketing	
Tips, Advice, and Trends to Make Video Marketing Work for You	7
Before You Do Anything, Read This...	
Video Marketing Trends to Watch Out for in 2021	
Move with the Times and Shake Up Your Marketing Strategy	11

Introduction

Digital Transformation in Marketing

We've all seen first-hand the effects of digitization in our daily life—from social connectivity to ordering your groceries online. This is a change that has been steadily happening over the course of the 21st century.



The playing field has changed, and this digital transformation we're seeing evolving year by year has made marketing more targeted and agile.

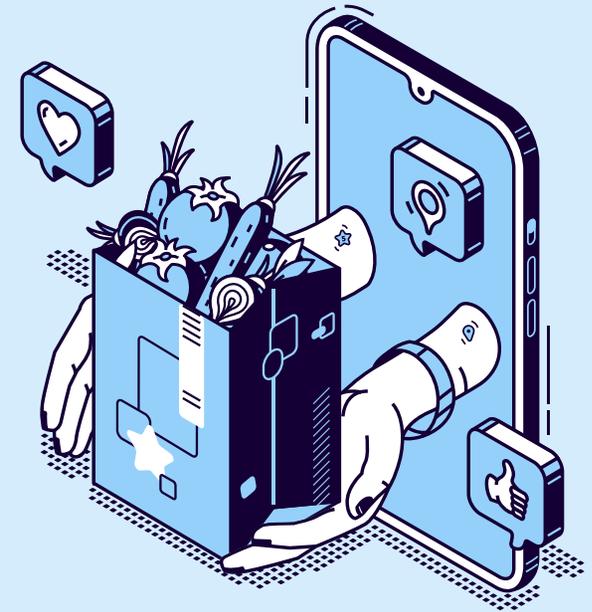
"Digital Transformation" is more commonly attributed to business structure and hierarchy. The recent trend for distributing information among team members and employees within an organization is to turn

these manual processes into ones that can be done online, or moving them to "the cloud."

In one way or another, this has also affected the way departments function within a company, and one of the departments that had been affected by this recent trend is marketing.

What was once a very direct, straightforward marketing funnel (awareness, interest, consideration, intent, and decision) has become both more diverse and versatile. Digital transformation has provided marketers with valuable data and consumer insights that allows them to better understand how target customers behave on the internet.

Marketers can now give their target customers the ability to give feedback, reactions (e.g. a thumbs-up), interact with businesses via social media accounts, share content, and get personalized recommendations.



The playing field has changed, and this digital transformation we're seeing evolving year by year has made marketing more targeted and agile.

The fluidity of today's marketing is paving way for more interactive and visual content. And with the world being more disconnected than ever with the emergence of the pandemic, visual content—particularly video marketing—is no longer an option, but a necessary marketing tool.

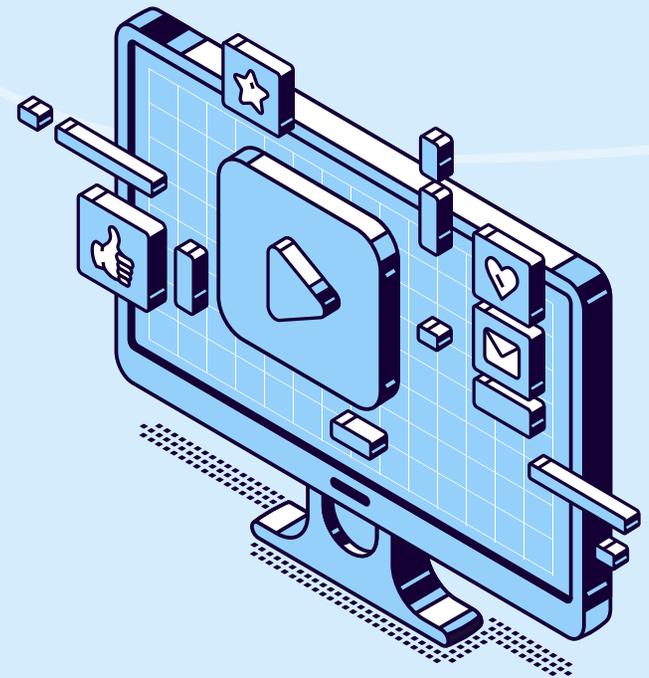
COVID-19 Has Made Video Marketing an Absolute Essential in 2020 (and Beyond)

In the initial months of the pandemic, the staff at Wistia decided to gather extensive data on video consumption and online engagement during the time WHO announced the COVID-19 outbreak as a pandemic.

There was suddenly a 42% increase in weekly video uploads and the average of weekly hours watched doubled from 2 million in March to 4 million in April. Now that people are working from home and sitting at their computers for longer hours, their video consumption had increased at an unprecedented level.

With COVID-19 forcing everyone to disconnect from the outside world and embrace the online world, it's no wonder why 59% marketers decided to take on videos as a marketing tool in 2020.

This is an important call for businesses all around the world to start considering – if they haven't already - adopting a video marketing strategy to help gain more company exposure.



How YouTube, Instagram and Facebook Changed Online Consumer Behavior



In 2005, YouTube created a video empire that would soon change online consumer behavior. This prompted Google to create a statistic in 2016 to see how video consumption had changed at that point. Astoundingly, the 2016 statistic from Google had shown that 6 out of 10 people actually prefer online video platforms over live TV. And as of 2020, [YouTube](#) is the second most popular social media network with about two billion monthly active users.

[YouTube](#) isn't the only online platform that hosts video content. Now you have

other social media sites like [Instagram](#), TikTok and [Facebook](#) that have entered the game. With so much online video consumption these days, Cisco predicts that by 2022 about 82% of the internet's traffic will come from online videos. As a result of these impressive statistics, 92% of marketers in 2020 have begun to view video marketing as an integral part of their whole marketing strategy (Source: HubSpot).

People want to remain connected with each other and engage with each other in ways we continually see on online

platforms like [Instagram](#). These videos are different because they're quick, fun, and efficiently get the message across to users.

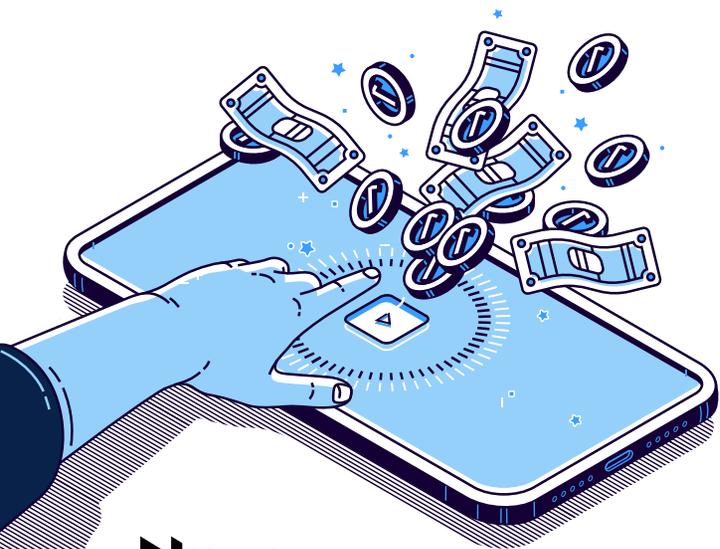
It's an effortless way for users to share their experiences with others and build a following based on mere human connection.

The digital world has made it possible for people—and businesses—to reach and interact with a whole new, diverse demographic.

Why Video Is More Effective Than Text

There isn't much to see or know about a business when you read words on a screen. While written content certainly has its benefits, videos can help to bring your brand to life in the eyes of the consumer.

Videos are a lot easier to manipulate in order to evoke the right kind of emotions, feelings, and reactions from your prospective consumer. It's easier to relate to a business when you watch a video demonstrating their brand, company mission, and product. It makes your business look more authentic, genuine, and trustworthy.



When you use videos to connect with your audience members, you're breathing life into your brand.

In fact, about 84% of internet users say that they've been convinced to buy a product by watching a brand's video. This is compared to 18% who say they would prefer to engage with text-based content (Source: Wyzowl).

A block of text written with a tone of excitement doesn't entice consumers as much as watching a video of someone speaking in a tone of excitement.

If you feel that your business has reached a plateau where online content is concerned, consider integrating videos into your blog, website, or landing pages. Fact of the matter is, videos have special qualities that texts don't—people can see your product, interact with it, and build an instant connection with your brand.

When you use videos to connect with your audience members, you're breathing life into your brand. Just like [Instagram](#) stories, videos serve as creative devices for storytelling and a way to speak to your clients directly.

Tips, Advice, and Trends to Make Video Marketing Work for You

Before You Do Anything, Read This...

Creating video content, uploading it, and watching the view count steadily go up sounds easy enough, but the hard part is getting people to actually want your product or service. With a pandemic on our hands, everyone has become warier about the ads and videos they see online.

With that said, keep these three things in mind before planning out your first video campaign.

Make Your Videos Valuable to Your Audience

It might sound like a no-brainer, but many people seem to misunderstand what “valuable” means to their customers.

You come across videos where all the speaker could talk about is “their” achievements and what “they’re”

doing right now. Have they ever stopped to think that it should be less about them, and more about their customers or clients? Added value is about serving your clients, not yourself.

What does your target consumer want to hear from you right now? Is it support? Encouragement? Reassurance? Solutions?

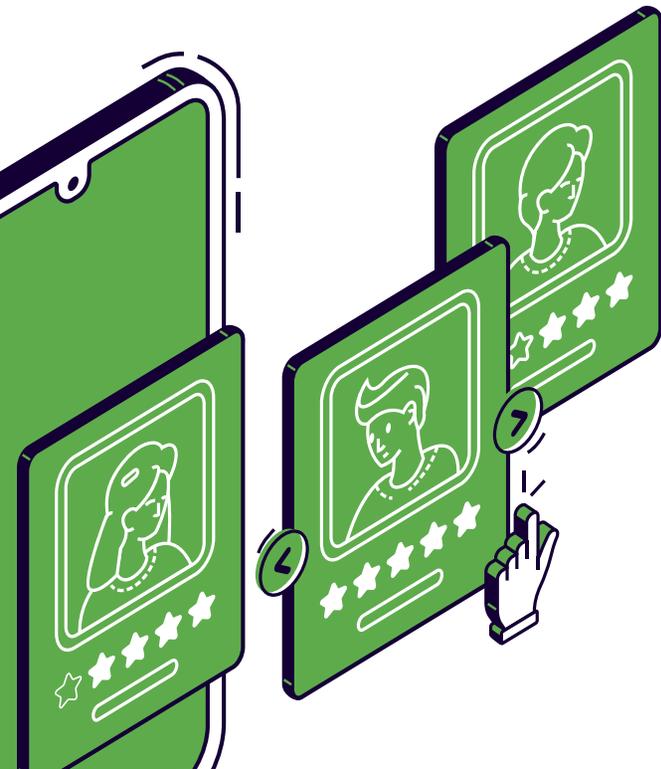
Address a pain-point or need in your videos and your clients will begin to trust you because you’re showing them that you understand what they’re going through, and you’re here to help them.

Clearly Define a Goal and Purpose

Like anything else in marketing, you can’t create a blog or marketing campaign when you don’t know its purpose. At the heart of every video campaign, there’s the goal or objective of the business, whether it be to increase sales revenue or exposure.

Before creating a video campaign, think about what you want to get out of it: Are you trying to hit a certain view count? Do you simply want to engage your clients? Is there an announcement you want to make about your efforts during the pandemic that you think might reassure your current customers?

Do whatever best suits your long-term objectives and goals, just make sure you keep those objectives in mind when creating video content.



Short on Staff? Hire a Freelance Video Editor or Animator

There's more pressure than ever on businesses to hire the right team for the job of keeping the company afloat during the pandemic. Right now, with the economy around the world possibly being dealt a mightier blow than America's Great Recession, business owners might not have the budget for new hires, especially ones who aren't relevant to their business' core operations.

But there's a solution, and that's to hire a freelancer to do the work for you. [Ureed.com](https://www.ureed.com) is a freelancing platform that hosts a number of different types of freelancers, including freelance video marketers, video editors, and animators.

Freelancers work with a flexible schedule and offer their services at a reasonable rate. If you're looking for someone who can handle the fast-paced environment of a workforce fighting to beat the negative effects of COVID-19, then head on to Ureed.com and hire a vetted freelance video expert.

Video Marketing Trends to Watch Out for in 2021

Live Streaming

Most marketers who've been in the industry for a while now know the age-old marketing trick that involves catching potential consumers' attention through social media. Regularly posting and replying to comments on social media posts is the most obvious way to establish a social media presence online. The problem now is getting those new consumers to stay.

Live streaming is one way to keep your existing customers engaged and to encourage them to purchase your product. A survey conducted by Vimeo, Livestream and New York Magazine shows that 67% of those surveyed have bought a product from a brand after watching a livestream.



When starting a livestream, enable comments and reactions so that your audience feels like they're contributing.

Educational Videos

Videos engage both the visual and auditory senses, so there's no wonder why people would rather watch a video than read an article.

The internet is already saturated with ads, commercials, and other types of promotional videos, so why not invest in more informative content? Have a professional staff of certified instructors discuss important industry-specific topic and share their expertise with the audience.

This is also another way to establish what is called "authority" in the world

of content creation. Establishing authority will make your target customers trust and listen to you more than they would your competitors.

Your audience will get to know you, your product, and your brand more, and will therefore, always come back to you for answers.

Short and Simple

[Instagram](#) stories have the ability to turn an average person into a social media influencer. The rise of 15-second-long videos—more commonly known as "stories"—has bred a whole new generation of online consumers that are even more impatient than the one before.

Many companies have decided to exploit the ephemeral, immediate nature of these videos and are using stories for product announcements and updates. Customers know that stories are usually gone within the next 24 hours, so they'll be rushing to view your content before it disappears.

And the best part about it is that you don't have to use any professional equipment. Businesses are now adopting a more "authentic" and "genuine" look for their brand, that involves taking videos and aesthetic pictures from the mobile phones in their pockets.

They're showing their target audience that, "hey! We're just like you," which has the potential for creating a more long-standing relationship with their customers.

Long and Immersive

We've talked about "short and simple" videos, but on the other end of the spectrum, there's also a ton of opportunities in videos that are lengthy, and provide immersive and interactive content for audiences online.

Take the make-up company Maybelline, for example, who decided to create an interactive tutorial for one of their newly

launched products. As a result, they earned around 6 million impressions, experienced a click-through rate that's 14x higher than the industry average, and set themselves apart from their competitors as the most digitally innovative.

Creating an interactive video could include clickable on-screen options, a mini game, or a 360° feature. It's a fresh, new way for your customers to interact with your product and brand, and like Maybelline, will help establish your business as the industry's digital innovator.

Cross-Promoting Videos on Different Platforms

What a lot of businesses want from their marketers is to increase online exposure. If you're only posting videos on [YouTube](#), imagine how many videos you would have to compete with to gain your target audience's attention?

This is why it's important to distribute your videos and to make them available to users active on different platforms. That way, you're actively



trying to reach your target market, who could virtually be anywhere on the internet. You would want to put your videos in front of them wherever they may be on the internet.

The most popular social media networks with over a billion active users a month are [Facebook](#), [Instagram](#), [YouTube](#), and [WhatsApp](#). Create a video marketing strategy that involves this powerful quartet and promote your video across these platforms.

Vlogging Will Become a Branding Strategy

We see people on [YouTube](#) doing the video equivalent of “blogging,” called “vlogging.” What started out as a way for YouTubers to create more engagement, has become a marketing tactic for people in the entertainment industry as well.

Even companies are on board with it.

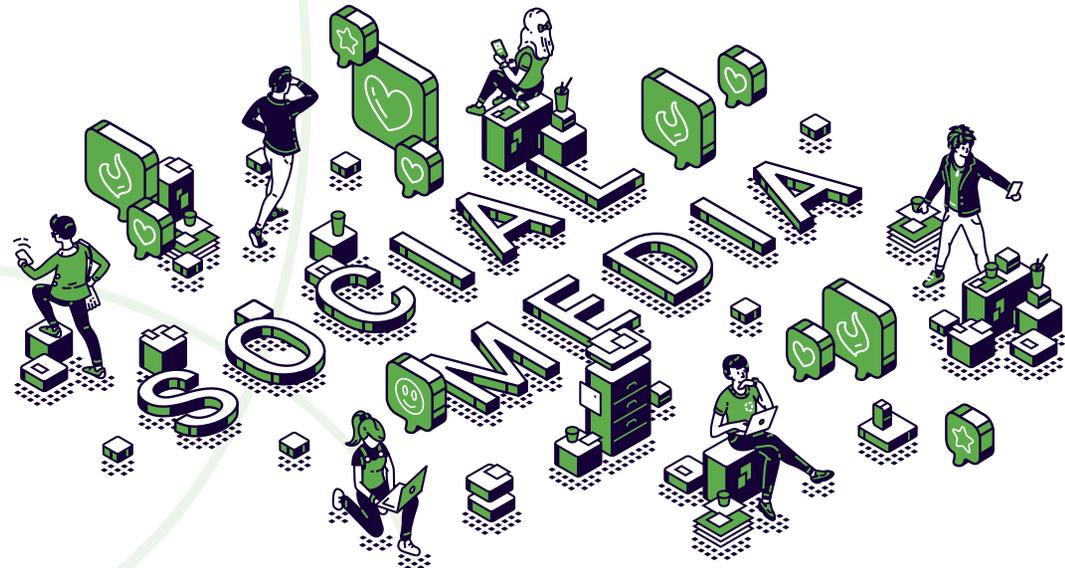


Build a connection with your audience on a more personal, intimate level.

Some are even bringing in people from their staff, customers, or big influencers to speak on behalf of their company.

Businesses like Adobe and food magazine Bon Appétit have been creating live events, behind-the-scenes specials, video tutorials, and inviting influential figures for interviews to talk about a particular topic.

Vlogs are real, raw, and unfiltered; you’re giving your customers an inside look into what makes your brand the business that it is today, which will build a connection with your audience on a more personal, intimate level.



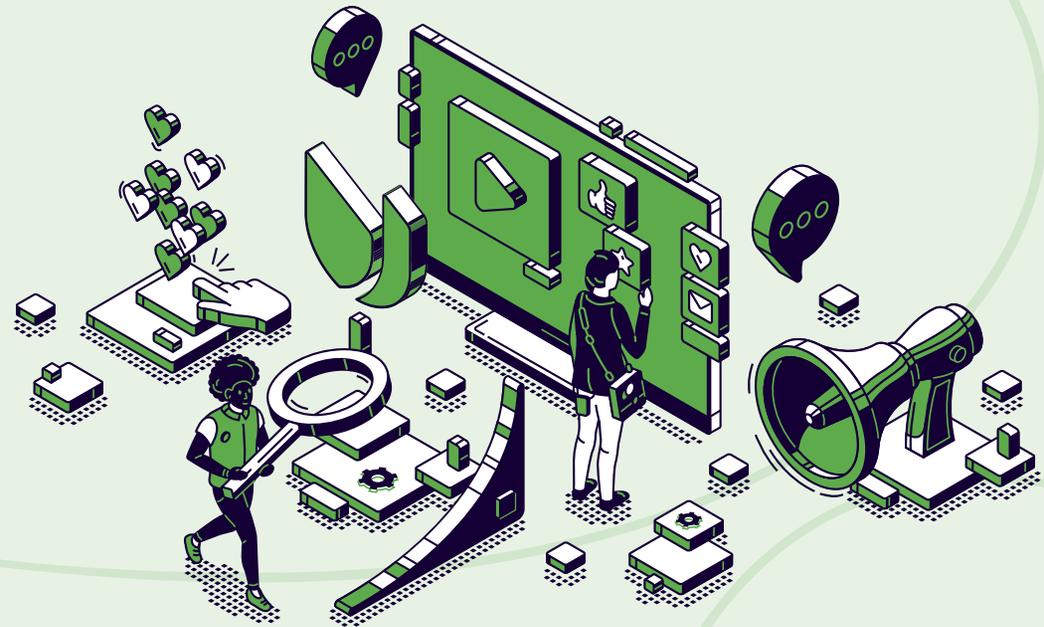
Move with the Times and Shake Up Your Marketing Strategy

The reason why so many companies have gone out of business in this age of COVID-19 is that they're so dead-set on the traditional way of running a business that they lose sight of their long-term goals.

People are going online, and the brand that appeals to them the most will be the one to ultimately seal the deal. This is the reality of the internet—it's a wild world where only the fittest survive. If you don't have the means to market your products the right way, your content, whether in text-form or video, will just get lost in the wide expanse of the internet world.

If you don't have a video marketer already and just don't want to go through the hassle of hiring one full-time, try hiring a freelance video marketer, editor, or animator on [Ureed.com](https://www.ureed.com). Since freelancers are usually adaptable and flexible, you can hire one anytime you need a video campaign launched or video content prepared.

But remember, video marketing isn't the one-and-only marketing tool for success, it's why they call it a marketing strategy. A combination of many forms of content, including blogs, social media posts, and videos will increase your impressions, click-through rate, and earn the trust of your online, internet-surfing clients.



About Ureed.com

Ureed.com is a freelance marketplace and a one-stop shop for all your sourcing needs. Whether you need a video marketing strategist, a video editor, or a videographer, you can hire a vetted expert from a global talent pool of over 50K freelancers in less than 20 minutes on the platform.

Ureed.com lets you be in charge and pursue your boldest initiatives with the right talents onboard, all while granting you full control and visibility over your projects.

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