
Online Video Survey 2012

KLOK

ABOUT THE SURVEY

The purpose of the survey is to investigate the use of online video for marketing purposes in Finland. We wish to find out how many of Finland's marketers use online video, why they use it, and what challenges they are faced with when using online video.

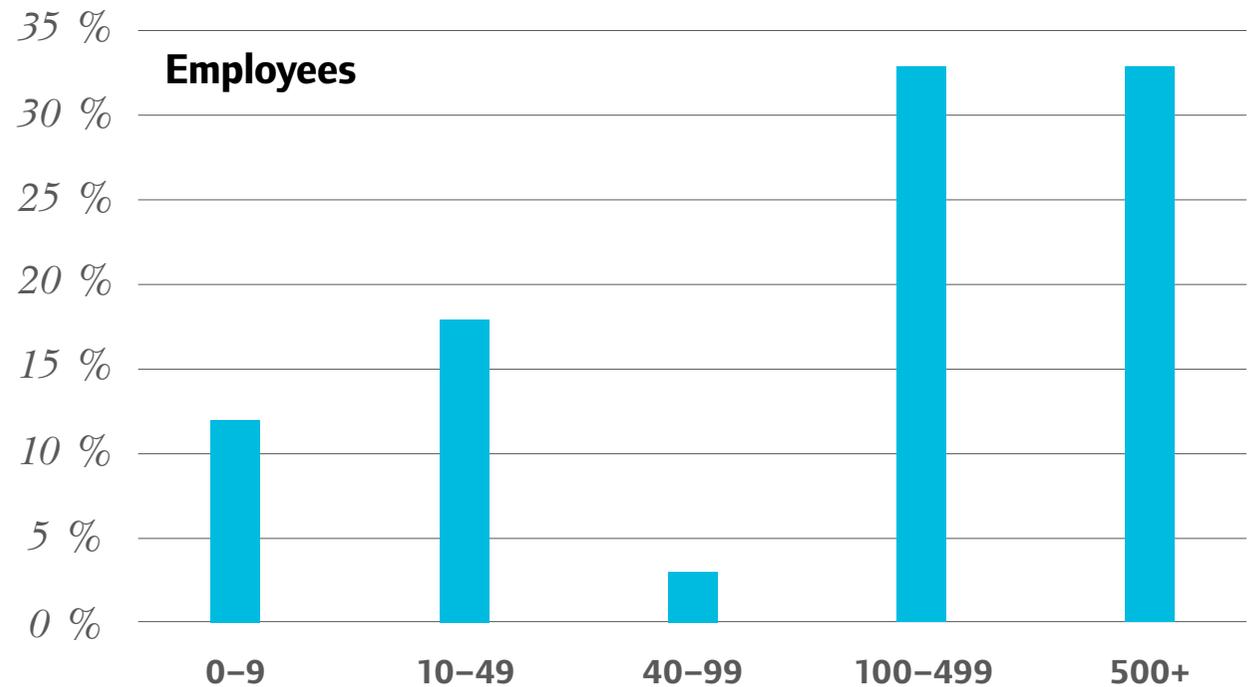
The survey was sent through e-mail to all Finnish companies with a turnover of more than 50 million euros. In addition several more replies were collected through phone.

SAMPLE

Our sample consists of 60 Finnish companies. 66% have more than 100 employees and 86% of the respondents use some form of online video. The respondents are primarily in marketing (25%), communications (25%) and executive roles (23%).

47% of the respondents use YouTube. In an out of sample comparison consisting of 100 Finnish companies, we find that 50% of them have a YouTube channel. This supports the assumption that our sample is representative of Finnish companies.

COMPANY SIZE



SAMPLE

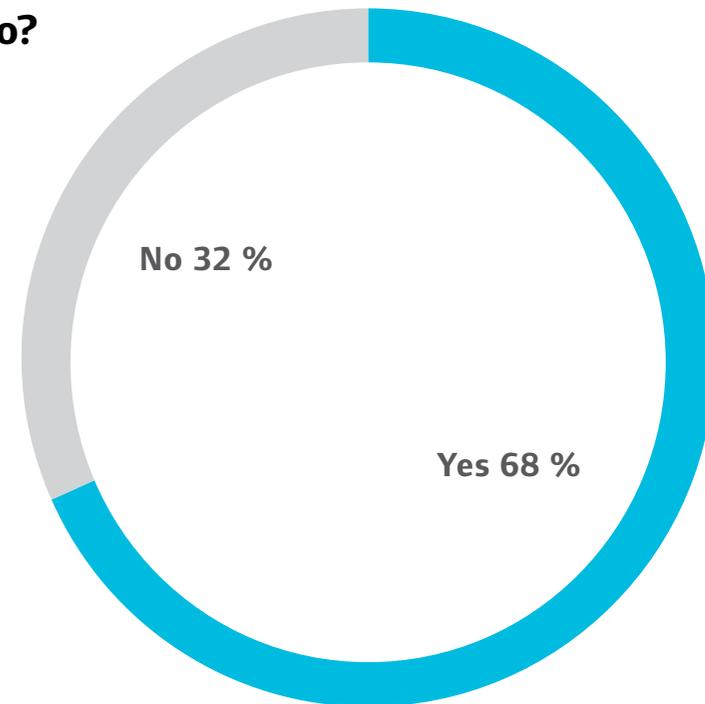
66% of the respondents have more than 100 employees. 32% reported that they don't use online video.

Out of the companies with more than 100 employees, 17% reported that they don't use online video.

Out of the companies with less than 100 employees, 15% reported that they don't use online video.

HOW MANY USE ONLINE VIDEO?

Do you use online video?

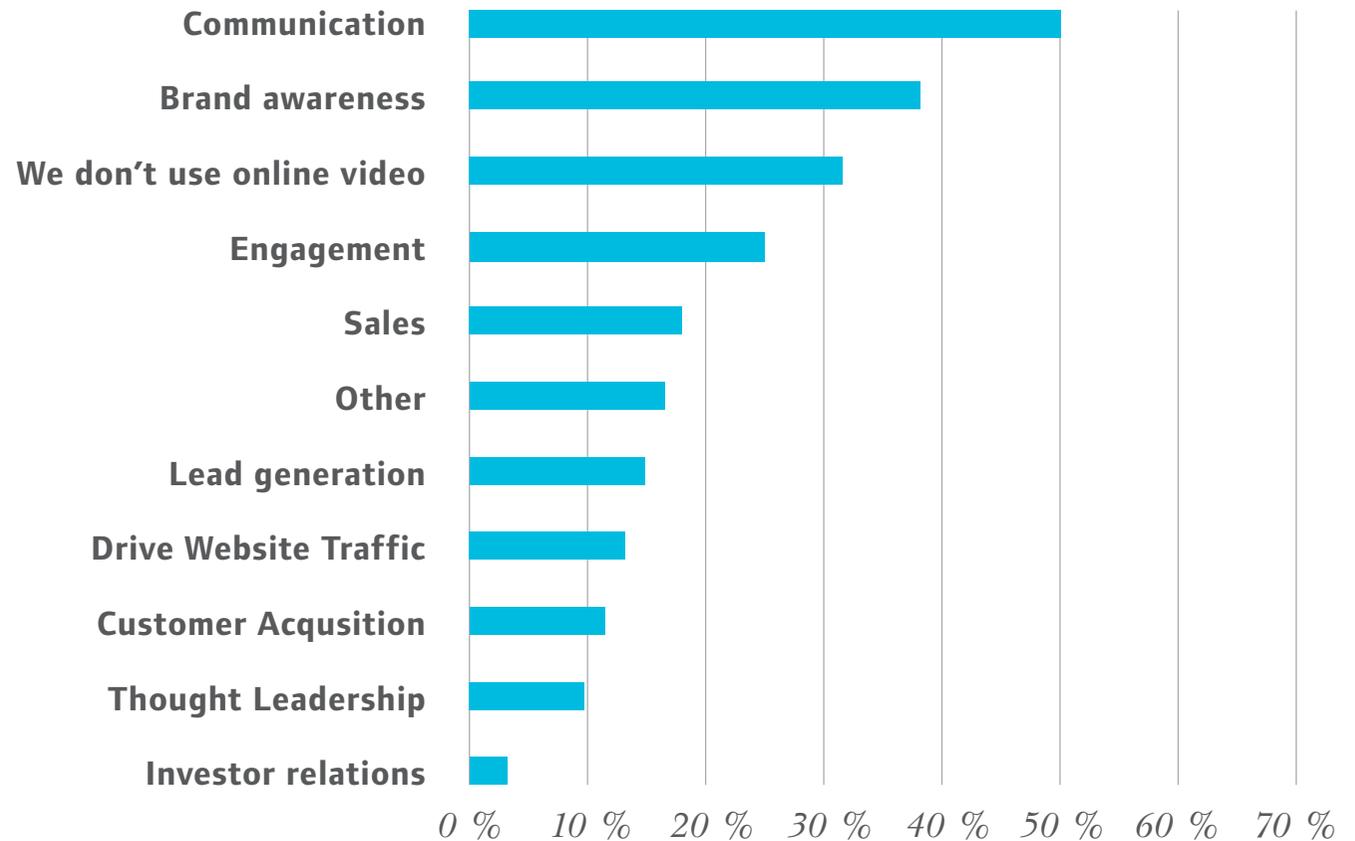


WHAT IS ONLINE VIDEO USED FOR?

Online video is used mainly for communications (50%) and brand awareness (38%). The number of respondents using video to drive sales is 45% (sales, customer acquisition, and lead generation combined).

Only two respondents use video for investor relations, implying that video is not yet a common tool in annual reports in Finland. 32% do not use online video at all.

PURPOSE OF ONLINE VIDEO



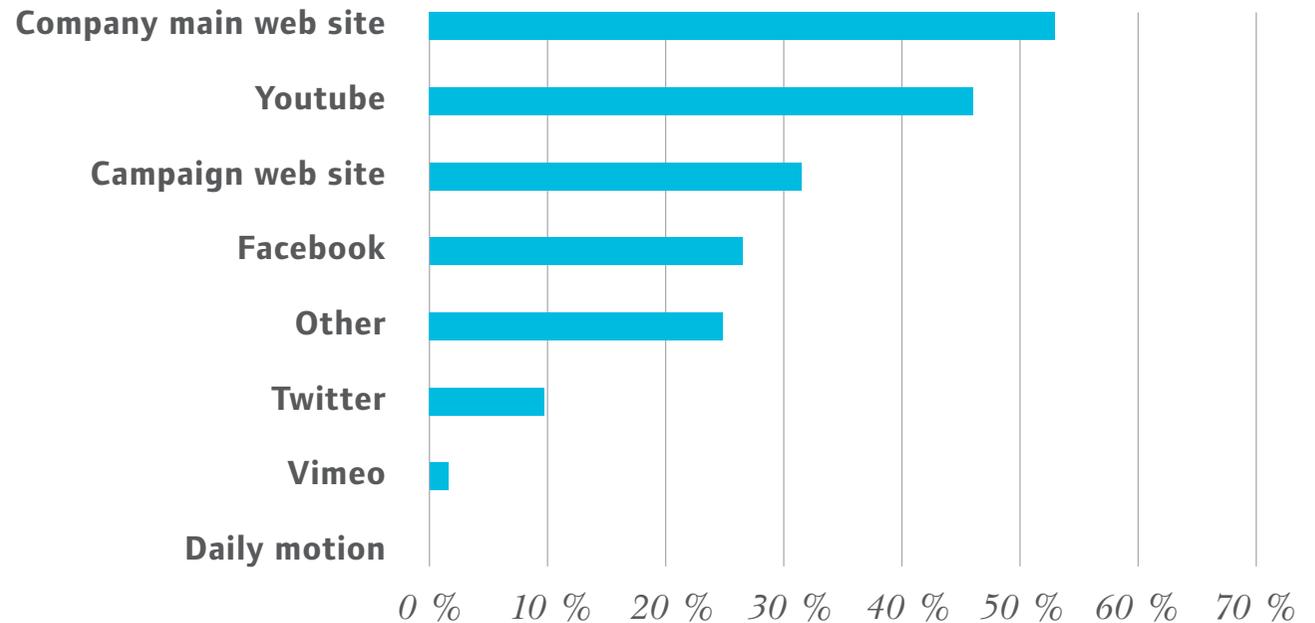
VIDEO DISTRIBUTION

The company's main website is the most popular distribution channel (53%) followed by YouTube (47%). Given Facebook's popularity among Finnish marketers, it is surprising to see that only 27% use it to distribute their videos. Out of those that use Facebook to distribute their videos, 100% also use YouTube and 94% use the company's main web site.

Those who use the company's main website to distribute videos, use YouTube as well in 81% of the cases, indicating that YouTube is a popular tool for sharing videos across different web sites.

In an international report by the Content Marketing Institute (2012) they find that 56% of their respondents use YouTube for marketing.

DISTRIBUTION CHANNEL

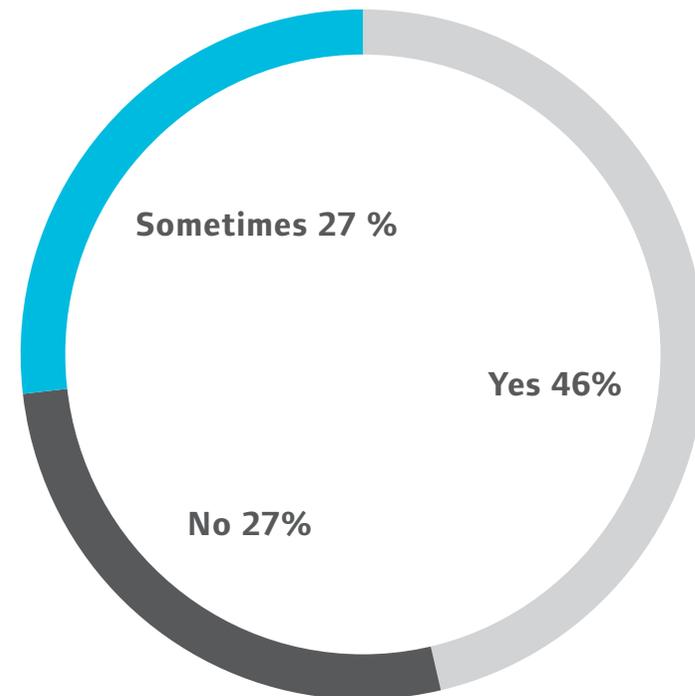


DO YOU USE AN EXTERNAL VIDEO PARTNER?

73% of all respondents that are already using online video say that they use an external video partner, at least some times. **27%** of the companies do all their video productions in-house.

Content Marketing Institute finds that **62%** of their respondents use a mix of insourced and outsourced material.

USE OF VIDEO PARTNER

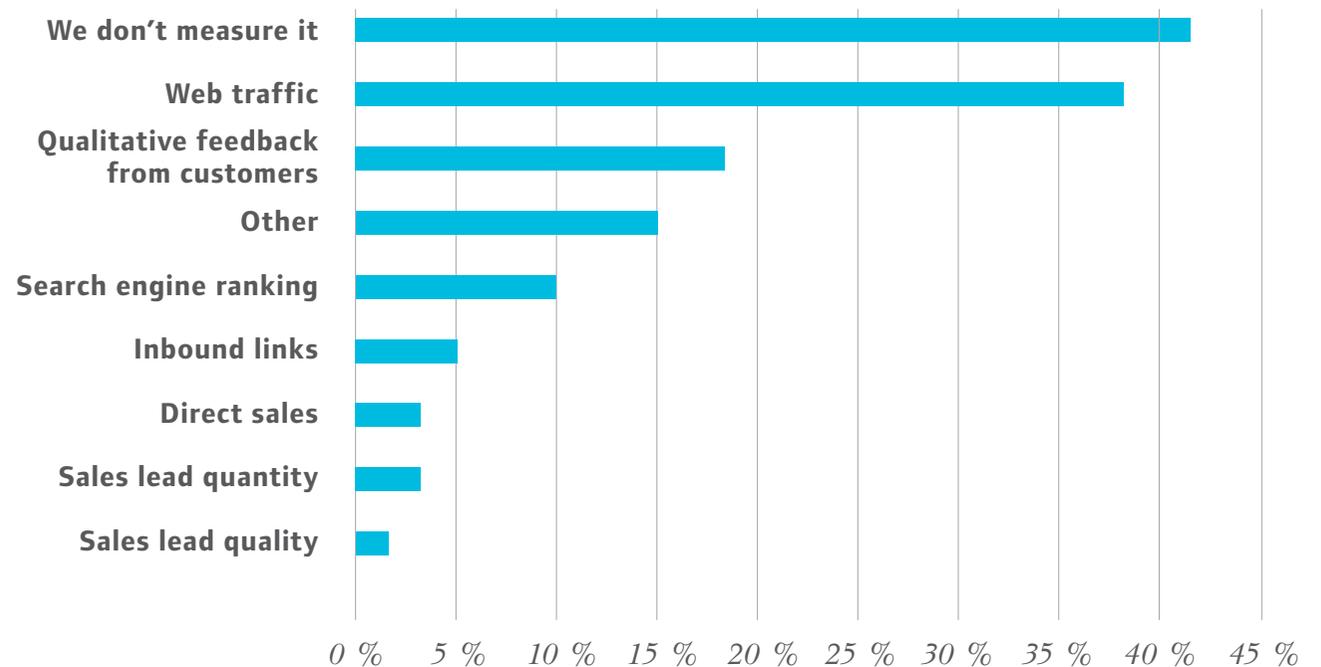


MEASURE OF EFFECTIVENESS

The most popular measure of effectiveness is web traffic (38%). It is surprising to see that sales lead quality and quantity is not important as video is used as a sales tool in some form by 45% of the respondents.

Given the accessibility to data that YouTube and Google analytics provides, it is surprising to see that 42% of the respondents don't measure the effectiveness of their videos at all. This indicates that online video marketing is still in its early stages in Finland.

MEASURE OF EFFECTIVENESS

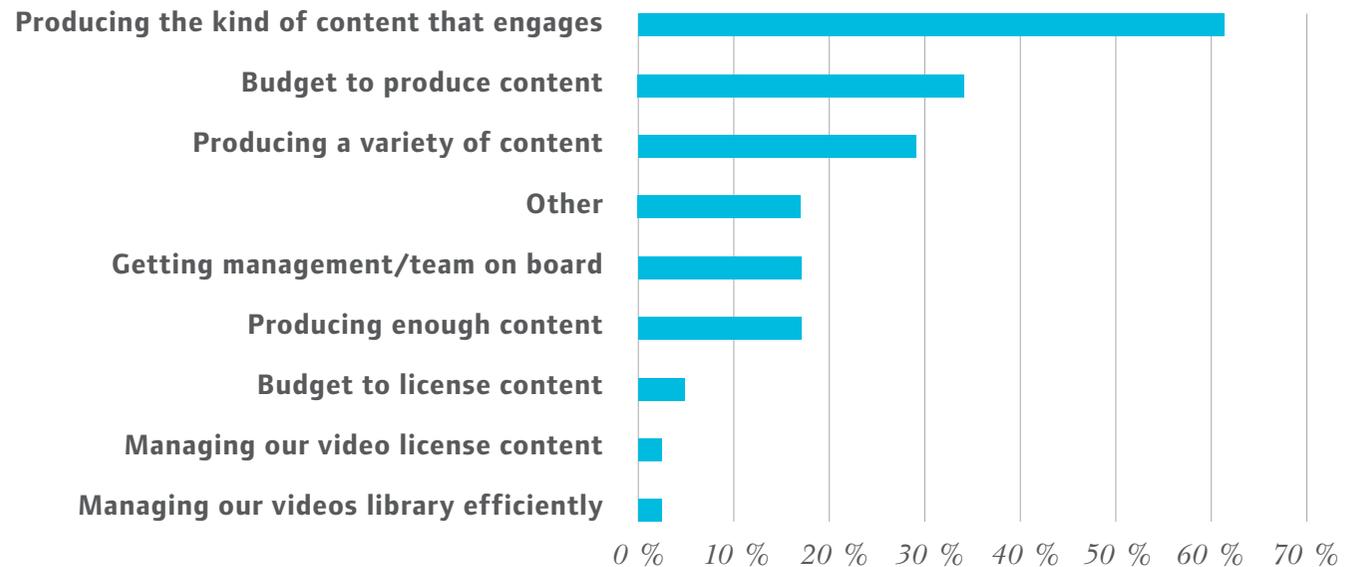


WHAT IS YOUR BIGGEST CHALLENGE WHEN CREATING ONLINE VIDEO CONTENT?

Out of the respondents that use online video, 61% reported that producing engaging content was their biggest challenge.

Having the means to produce video was the second biggest challenge, followed by producing a variety of content.

BIGGEST CHALLENGE



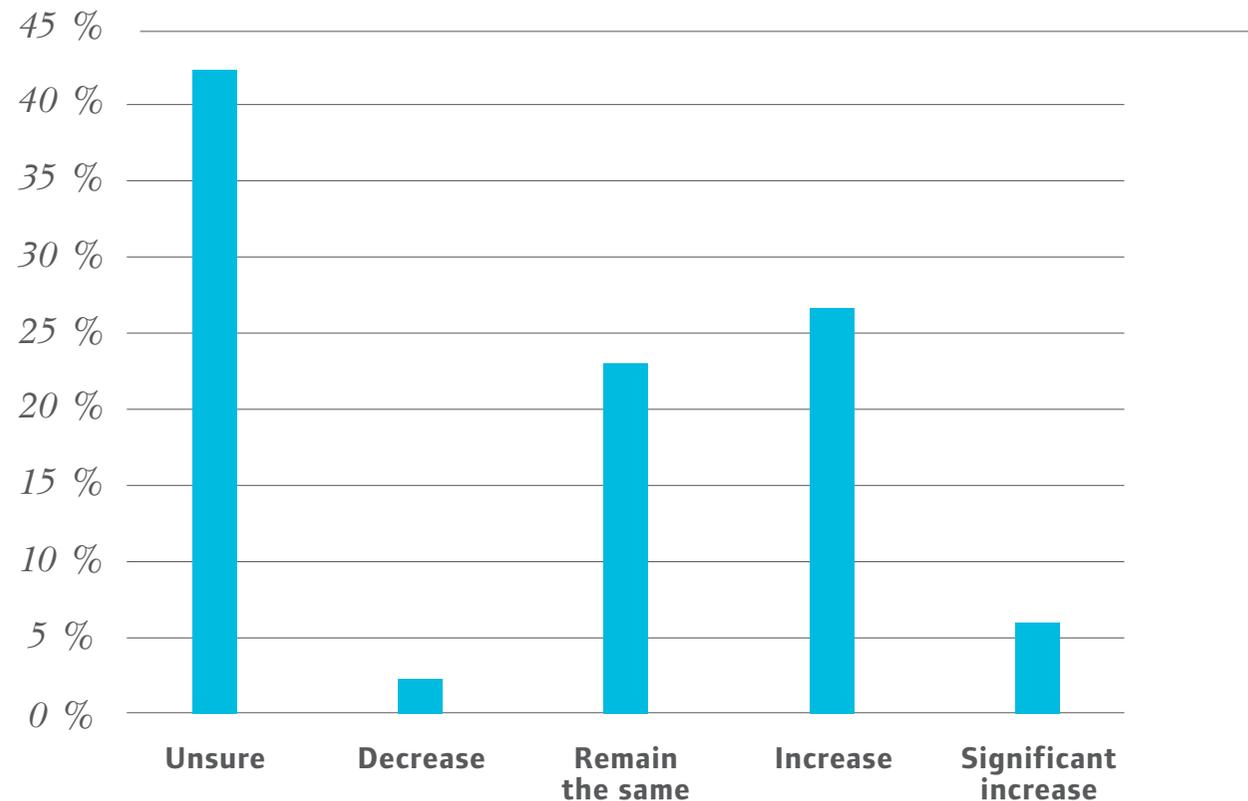
CHANGE IN SPENDING ON ONLINE VIDEO

One third of the sample reports that spending will go up in 2012. Only 2% are planning to reduce their spending while 42% remain unsure.

Among smaller companies, the uncertainty was higher (62.5%) compared to companies with over 100 employees where the uncertain respondents were only 33%.

In an international survey by the Content Marketing Institute, they find that 60% of their respondents are planning to increase spending on content marketing in 2012.

CHANGE IN SPENDING 2012

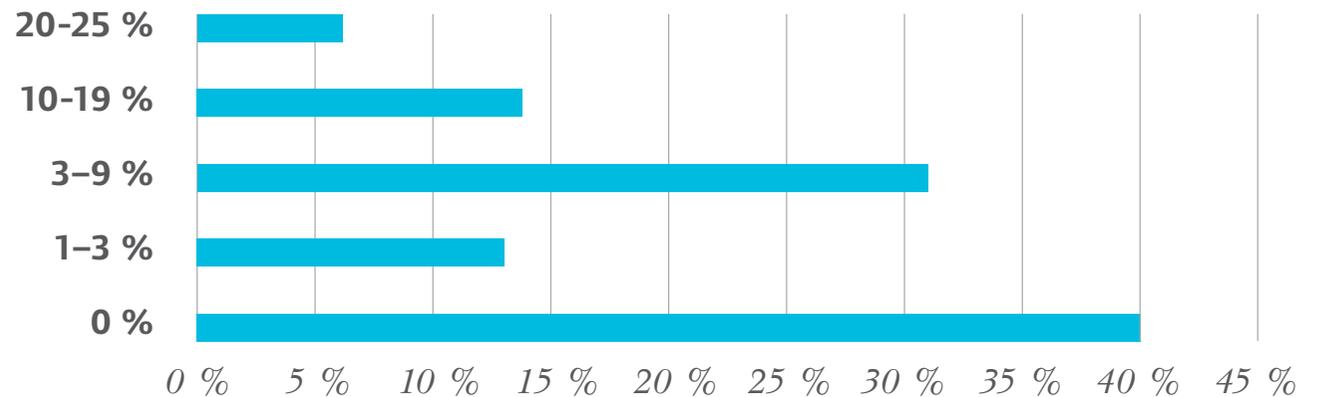


ONLINE VIDEO SPENDING 2012

40% of the respondents don't spend anything at all on online video, and 16% spend more than 10% of their marketing budget on video. The average spending among those companies that use online video was 6.7%.

SPENDING ON ONLINE VIDEO 2012

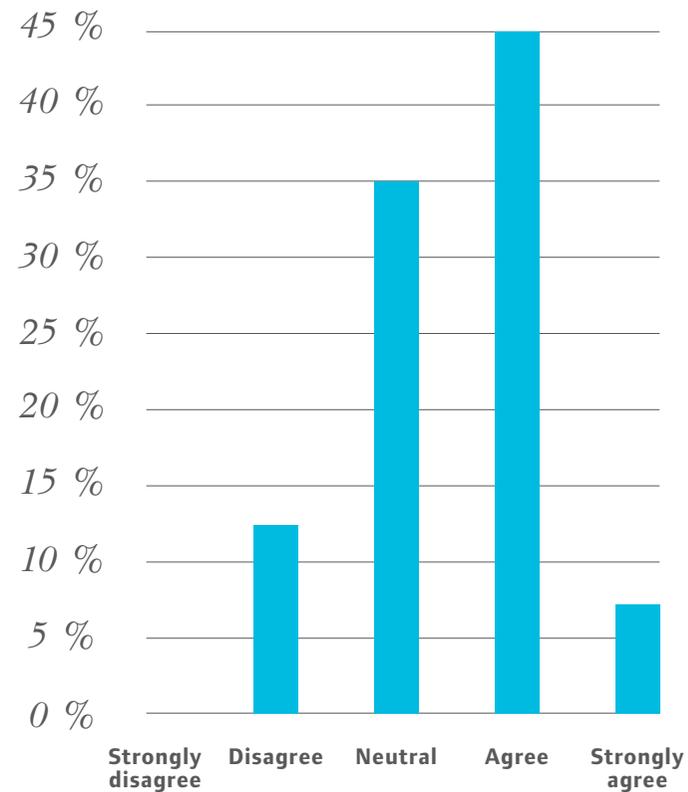
% of marketing budget



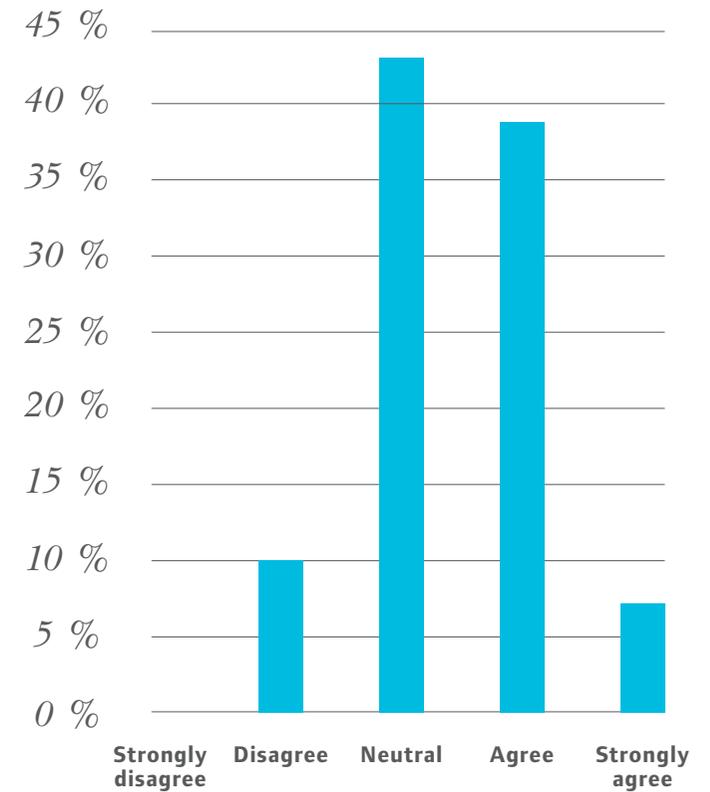
58% of the respondents agree with the statement “we are planning to use more online video in the future”. Only 12% disagree while 35% remain neutral.

46% agree with the statement “Our marketing is moving away from paid ads and towards content marketing”. Only 10% disagrees while 43% are neutral.

We are planning to use more online video in 2012



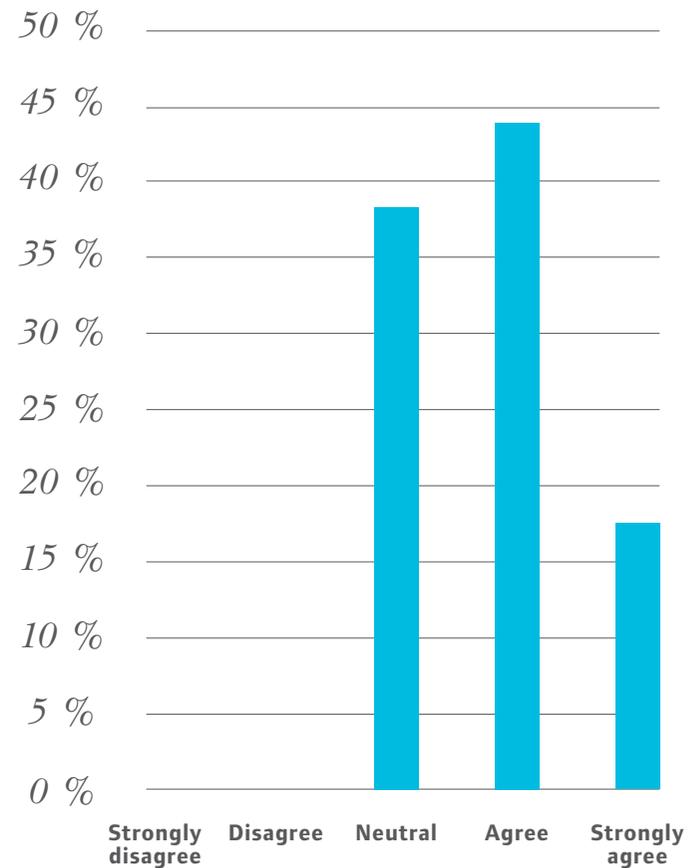
Our marketing is moving away from paid ads and towards content marketing



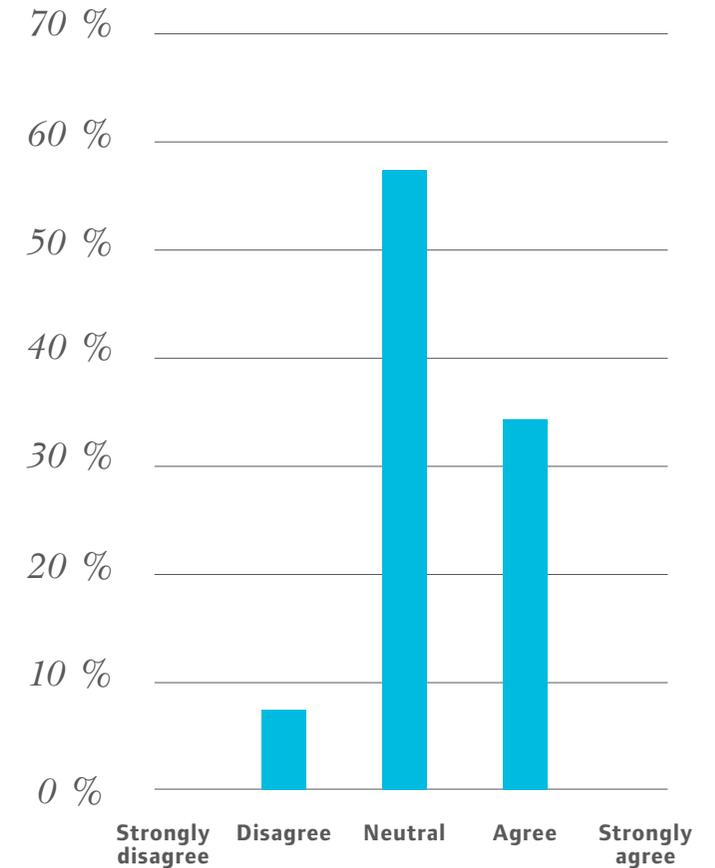
A majority, 62%, think that video is more effective than text for online marketing. No one disagrees and 38% are neutral.

Only 32% of the respondents are happy with their video ROI. 8% are not satisfied and 58% are neutral.

Video is more effective than text for online marketing



I am satisfied with the return on our online video investments



CONCLUSION

Online video is viewed as an effective marketing tool by Finnish companies and a majority is using online video for communication and brand awareness. Finnish companies still spend very little on online video, but a majority is planning to increase their spending on video this year.

A large number of respondents don't measure the effectiveness of their video marketing, pointing to an important opportunity for improvement. The biggest challenge was found to be to create engaging content, followed by budget constraints.

Creating engaging content requires a new way of thinking and it is clear from the survey that we have some way to go before Finland has fully embraced content marketing.

ABOUT KLOK

KLOK is an online video agency.

We create video solutions for visionary clients and their audiences. Our knowledge on how to use videos effectively, target audiences and benefit from online platforms makes us different. We discover new ways to use online video every day.

Our mission is simple. We redefine the capabilities of video by combining creative content with knowledge on target audiences and technology for visionary companies.

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