

How to incorporate video into your digital marketing strategy



Videos can influence buying decisions, increase brand loyalty, and show customers the value of your products and services. But marketers worry that creating videos requires more resources than the value they will provide.

Is the juice worth the squeeze?

Videos are easily shared and viewed on mobile devices. And when customers see your products and services in action, they trust your brand and purchase your offerings.

93%

of consumers say a product video convinced them to buy.¹

Videos are proven, plus, they are easy to create

Marketing videos used to be expensive and time-consuming. You needed special equipment and a skilled crew to shoot, edit, and provide the effects. But today's smartphones are powerful, handheld cameras anyone can use to capture content. Video editing tools have gotten much more intuitive, so you don't need special training to edit the footage.

51%

of marketers say video is now easier to create in-house.²

39%

of marketers make videos in-house; only **17%** outsource it.³

So why aren't more marketers using video?



17% of marketers still say they don't use video because they don't know where to start.² **We can help with that.**



Steps to crafting a video marketing strategy

1

Identify your audience. What type of video will appeal to them and where are they most likely to access it—on YouTube, social media, or your website?

2

Set goals. Do you want to increase awareness, build pipeline, or drive website traffic? These goals will determine video content and format.

3

Establish a publishing calendar. An editorial calendar will help you publish regularly and stay on message.

Five video content ideas to get you started



Spotlight an industry or internal thought leader.



Interview happy customers.



Create how-to videos to help customers solve a problem.



Highlight the personality behind your brand with employee interviews.



Build an animated or white board explainer video.

Measure and optimize

Here are the fundamental key performance indicators to monitor.



Play rate:

The percentage of visitors who clicked play and began to watch.



Viewer duration:

The amount of time viewers spent watching the video.



View through rate:

The percentage of viewers who watched the entire video.



Engagement/interaction:

Shares and viewer comments show how your video resonates with viewers.



Conversion rates:

The percentage of video viewers who converted to subscribers or customers, or who completed the intended conversion activity.

Do more with video

Learn more about the advanced video creation capabilities in Oracle Content Management.

[Explore Oracle's Advanced Video Creation Capabilities](#)

1. "How Social Video Is Transforming the Consumer Experience in 2021," Animoto, March 22, 2021, <https://animoto.com/blog/video-marketing/how-video-is-transforming-the-consumer-experience-in-2021>.
2. "Report: State of Video Marketing 2021," Wyzowl, December 2020, <https://www.wyzowl.com/state-of-video-marketing-2021-report/>. (gated)
3. "Video marketing statistics: The state of video marketing in 2021," Biteable, 2021, <https://biteable.com/blog/video-marketing-statistics/>.