



Video Marketing Satisfaction – Does Online Video Marketing Work?

We are Video for Internet Experts with over 20 years experience in this space.

“Only a very small percentage, 5%, said they were NOT satisfied with online video marketing.”

Date Published: February 2, 2009

Author: Mark R Robertson

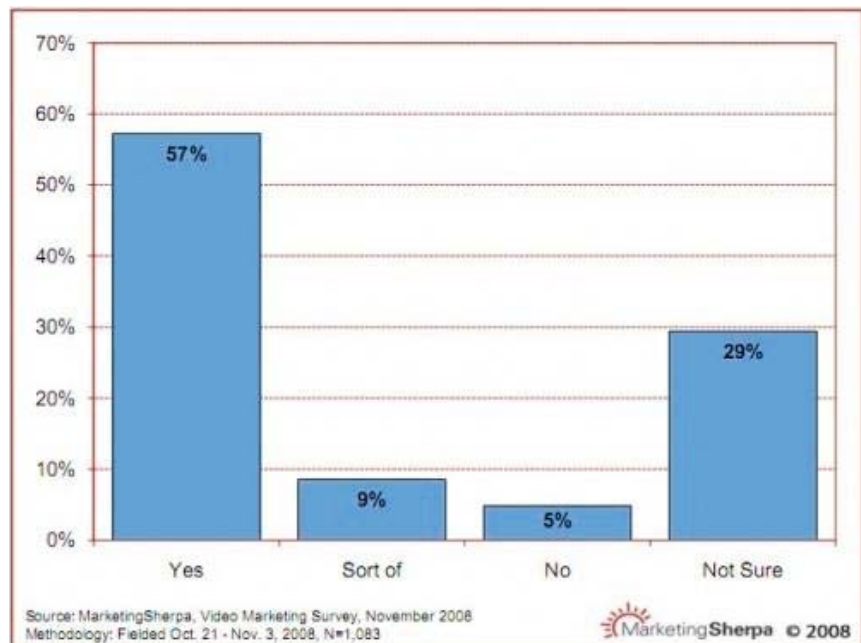


YES! People are satisfied with Video Marketing

Whether or not you are currently leveraging online video marketing, no doubt you have heard that marketing with video should be part of your strategy. But does online video marketing really work for businesses? Is it worth the effort that is required? Are those that currently leverage online video marketing satisfied with the results that they've achieved?

The vast majority of those surveyed (95%) for the report, who have utilized online video as a marketing tool, were satisfied with online video marketing and expect to use it in the future.

Back in December, Marketing Sherpa released what I would consider the most detailed and comprehensive video marketing report and guide for the industry, “Marketing with Video Report: Online, TV, and Mobile.” Research presented in this report indicates a resounding YES – marketers ARE satisfied with online video marketing.



Breakdown of Results:

Visual Jelly.com

We are the 'Video for Internet' Experts that specialize in online content creation and internet delivery systems

PHONE:
435-513-2201

E-MAIL:
matt@mattabron.com

We're on the Web!
See us at:
www.VisualJelly.com

57% of those that were surveyed indicated that they were "Satisfied" with the performance of their video marketing efforts. 29% responded that they were "not sure" and only a small portion of those surveyed, 9%, indicated that the results were not as positive as they had expected. None-the-less, those same respondents indicated that they would continue to utilize video marketing and felt optimistic that with a few modifications, future online video campaigns would perform better.

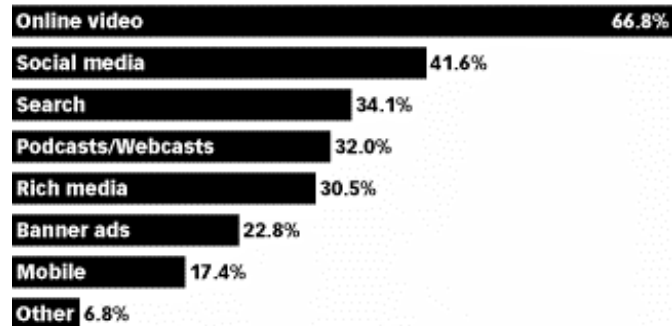
Only a very small percentage, 5%, said they were NOT satisfied with online video marketing.

In total, more than 95% of respondents expressed some level of satisfaction with their online video marketing efforts.

7. Syndication of content

Of course, this makes sense when you consider a recently released survey from PermissionTV, which stated that, more than 2/3rds of senior marketing and media executives identified online video as a primary focus of their 2009 digital marketing campaigns and budgets. **More than 50% stated that they plan to launch online video projects in the first half of this year.**

Tactics on Which US Marketers Plan to Focus Their Online Marketing Budget in 2009 (% of respondents)



Source: PermissionTV, "Online Video Survey Results," December 17, 2008

100583

www.eMarketer.com

"More than 50% stated that they plan to launch online video projects in the first half of this year."