

The 2019 Marketing Conference

We don't need no education
...or do we?

Multimedia & Design
Low Cost/No Cost Resources





Multimedia

Speaker



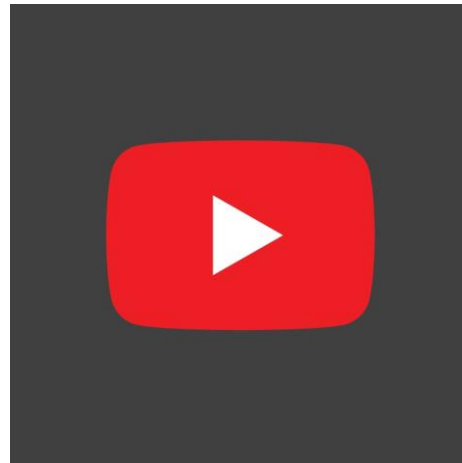
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LIMRA



The State of Video



**82% of all
traffic by 2022**



**300 hours uploaded
per minute**



**2 billion .gifs a
day**



The State of Video



Wyzowl gathered these stats by surveying 613 unique respondents in December 2018. Wyzowl sample included both marketing professionals and online consumers. Wyzowl separated these groups with a preliminary question, ensuring that respondents were only asked to answer the questions relevant to them.



The State of Video

2019



13% increase in marketing adoption
84% say it's been successful



6% increase in marketing adoption
71% say it's been successful



16% increase in marketing adoption
85% say it's been successful



marketing adoption remained flat
80% say it's been successful

2018



Video Content Types

Awareness

- Round-ups
- Company culture/meet the team video
- Behind the scenes
- Interview

Engagement

- Humorous video/skit
- Nobel cause – brand message
- Vlog
- Video emails

Education

- How-to/explainer
- Product review
- Q&A
- Announcement video
- Case study/testimonial
- Product tour
- Feature explainer
- Live talks/presentations



Video Content Types

LONG FORM

Webinars

Tutorials

Episodic Series

Keynotes

Product Demos

“State-of-the-Unions”

SHORT FORM

Personalized/Targeted Sales Videos

FAQ Video

Content Marketing Teaser Testimonials Commercials

Social Moment Video

MICRO

Pre Roll Ads, Snippets, Snapchat Stories

Gifs, Cinemagraphs, IG Stories,

Any Video Content Under 30 Seconds





The State of Video

48% of people said they'd be most likely to share video content with their friends



Barriers

REASONS MARKETERS DON'T USE VIDEO



23% lack time



21% didn't know where to start



14% unclear of ROI



12% too expensive



9% felt they didn't need it



Barriers
















“THE FINANCIAL MINDSCAPE”

- intellectual space used to deliberate financial concerns

Barriers

05 Apr 2018	80751870		Purchase	People (Video Media (Single Use) License) Invoice: IVIP24764428	\$7.00
04 Apr 2018	80749138		Purchase	CT Scan of Human Brain (Video Media (Single Use) License) Invoice: IVIP24763531	\$22.00
04 Apr 2018	80749138		Purchase	Human Brain MRI Scan - Slow Version - Alpha Channel (Video Media (Single Use) License) Invoice: IVIP24763530	\$30.00
04 Apr 2018	80749138		Purchase	Brain (Video Media (Single Use) License) Invoice: IVIP24763528	\$9.00
04 Apr 2018	80749138		Purchase	Brain MRI Scan (Video Media (Single Use) License) Invoice: IVIP24763527	\$17.00
04 Apr 2018	80749138		Purchase	Psychodiagnostic Inkblot Test (Video Media (Single Use) License) Invoice: IVIP24763526	\$8.00
04 Apr 2018	80749138		Purchase	Black Ink Blots on Paper (Video Media (Single Use) License) Invoice: IVIP24763525	\$7.00
04 Apr 2018	80749138		Purchase	Black Ink Blots on Paper (Video Media (Single Use) License) Invoice: IVIP24763524	\$7.00
04 Apr 2018	80749138		Purchase	Ink Blot On Paper (Video Media (Single Use) License) Invoice: IVIP24763523	\$7.00
04 Apr 2018	80749138		Purchase	Brain MRI Scan (Video Media (Single Use) License) Invoice: IVIP24763522	\$9.00
04 Apr 2018	80749138		Purchase	Doctor Examining a CAT Scan (Video Media (Single Use) License) Invoice: IVIP24763521	\$7.00



Video Creation

So what do you actually need to create video?





Video Creation

Video Assets:





Resources

Marketing Forward:





Resources

Production Forward:





Tools





Thank you!

The adoption of video as a marketing tactic continues to soar.

Businesses are feeling pressure to make themselves heard 'above the noise,' with spend expected to increase in 2019 as a direct result