

Online Video as a Marketing Tool

A quantitative survey on video marketing habits

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Abstract <p>The rapid development of high-speed mobile networks and mobile device technology have led to an immense growth of online video content. As consumers spend more and more time with online video, marketing of goods and services has naturally caught up with the medium.</p> <p>The aim of the research was to examine the online video marketing habits and attitudes of small and medium-sized enterprises in Jyväskylä for RecOn Productions Oy, a local audiovisual production company. The findings of the research provide RecOn Productions Oy with an understanding of what type of businesses would be interested in their services and what are their video marketing needs, but also serves anyone who is interested in the video marketing trends in the area.</p> <p>The research was conducted by gathering a theoretical foundation, which lead to choosing a quantitative research method on the topic. The quantitative survey was based on the Google Forms platform and it was conducted over email, telephone as well as face to face in the Jyväskylä area. From 450 contacts 78 answered the survey. The gathered data was organized and analyzed with the help of Microsoft Excel. The survey data was then analysed according to the research questions and reflected against the theoretical framework.</p> <p>The results of this study offer an insight on if, how, and what for businesses in Jyväskylä conduct video marketing. As it was found, most of the local businesses do use, or are interested in using video as a medium for their marketing. However, the major challenges of video marketing are costliness, time-consumption and the inability to create engaging content. Nevertheless, businesses in Jyväskylä perceive their video marketing efforts as useful in reaching their goals.</p>		
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Tiivistelmä <p>Mobiiliteknologian sekä nopeiden langattomien verkkojen suunnaton viimeaikainen kehitys on johtanut valtavaan videomateriaalin määrän kasvuun verkossa. Koska kuluttajat viettävät yhä enemmän aikaa internetin videotarjonnan parissa, tuotteiden sekä palveluiden markkinointi on luontaisesti saavuttanut saman median.</p> <p>Tutkimuksen päämäärä oli tarkastella jyvaskyläläisten pienten ja keskisuurten yritysten onlinevideomarkkinointitapoja sekä -asenteita. Työ toteutettiin toimeksiantona RecOn Productions Oy:lle, joka on paikallinen audiovisuaalinen tuotantoyhtiö. Tutkimuksen tulokset auttavat tuotantoyhtiötä ymmärtämään ja kartoittamaan videomarkkinoinnin kysyntää sekä asiakkaiden tarpeita. Tutkimus myös palvelee kaikkia, jotka ovat kiinnostuneita videomarkkinoinnin kehityksestä alueella.</p> <p>Tutkimus toteutettiin keräämällä kattava teorettinen tietopohja, joka johti määrällisen tutkimusmenetelmän valintaan. Kysely pohjattiin Google Forms-alustalle ja toteutettiin sähköpostitse, puhelimitse sekä kasvokkain Jyvaskylän alueella. Kyselyn tuottama data järjestettiin ja analysoitiin Microsoft Excelin avulla. Tämän jälkeen kyselyn tuloksia tutkittiin tutkimuskysymyksiin nojaten ja teoriapohjaan verraten.</p> <p>Tutkimuksen tulokset antavat käsityksen siitä, käyttävätkö jyvaskyläläiset yritykset videomarkkinointia ja jos käyttävät, niin kuinka sekä miksi. Havaittiin, että suurin osa paikallisista yrityksistä joko käyttää tai on kiinnostunut videosta markkinoinnin työkaluna. Videomarkkinoinnin haasteita ovat kuitenkin sen hinta, tuotantoon kuluva aika sekä hankaluus tuottaa mielenkiintoista sisältöä. Tästä huolimatta jyvaskyläläiset yritykset pitävät videomarkkinointitoimiaan hyödyllisinä tavoitteisiinsa nähden.</p>		
Avainsanat (asiasanat) videomarkkinointi, sisältömarkkinointi, markkinointi, pienet ja keskisuuret yritykset, sosiaalinen media		
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KEY CONCEPTS AND TERMINOLOGY

Call to action	A marketing term used in advertising, which refers to an instruction designed to prompt an immediate reaction or sale
Content marketing	A strategic marketing approach, which aims to deliver valuable, relevant and consistent content to a clearly-defined audience.
Marketing	A communication process, in which a company acquires customers and maintains a relationship with them in order to improve the sales of the company.
Return on investment (ROI)	Return on investment is a measure of a profit earned from an investment. In marketing context, one way to calculate ROI is to subtract the marketing investment from the gross profit and divide the result by the marketing investment.
SME	Small and medium-sized enterprises or SME's are defined by the European Commission as enterprises which have fewer than 250 employees and their annual turnover does not exceed 50 million euros and/or their annual balance sheet total does not exceed 43 million euros.
Social media platform	A social media platform or a social media networking service is an online platform, on which people interact with each other by writing messages as well as by sending pictures and videos to each other.

Video marketing

Use of video content to promote a brand, a product or a service.

1 Introduction

“What shall we do with all this video?” (Treske 2015, 20.)

The consumption of online video has seen a rapidly rising trend over the past years (Bullock, 2016). People are recording their everyday lives with mobile phones and uploading the content into the internet. Social media platforms are constantly filled with video material - for example Facebook generated 8 billion video views per day already in 2015 (Jarboe, 2015). Naturally businesses have also hopped aboard the bandwagon, many of which have accounts on social media platforms, on which they share their marketing videos. As it is said by Trimble (2015), with online video quickly becoming key means for people to satisfy their information and entertainment needs, small businesses that fail to include it in their internet marketing strategies will do so at their peril. Since video marketing is no longer confined by strict advertising on television, businesses are creating more varied types of video content to engage their potential customers. Videos do not need to be direct advertisements of products and services, but they can rather be about anything which can help strengthen a brand and bring a marketing story into life.

Online video has become a popular medium for marketing communication across the globe - especially over the recent years along with advancements in smartphone technology and high-speed networks. But is online video used as a marketing tool on a local scale - and moreover, how is it used? The goal of this thesis is to examine the video marketing habits and attitudes of small and medium-sized enterprises in Jyväskylä. The study was assigned by the authors' own business, RecOn Productions Oy, an audiovisual production company based in the area. The findings of the research should provide RecOn Productions Oy with an understanding of what type of businesses would be interested in their services and what are their video marketing needs. Furthermore these findings should aid anyone who is interested in the video marketing trends in the area and provide basis for further study on the subject. As video marketing is caught in turmoil, finding out businesses current needs and attitudes toward it is vital for anyone working in the field.

This study was based on the following research questions:

1. Are businesses in Jyväskylä using online video as a part of their marketing?
2. How is online video marketing implemented?
3. What are the local businesses attitudes towards online video marketing?

This thesis starts by establishing a theoretical framework; the purpose of which is to open up some of the key marketing concepts and practicalities that relate to the phenomenon of video marketing. After establishing a theoretical foundation for the study, the thesis moves on into the formation of a quantitative survey, which was conducted in the Jyväskylä area during the year of 2016. The results of this quantitative survey are then explored, discussed and scrutinized in accordance with the research questions with the objective of finding the most relevant data related to the topic. Though, in the very end, this research does have its limitations, it will offer an interesting and honest insight on where video marketing stands right now in Jyväskylä, and will also provide some food for thought for future investigations on the topic in Finland.

2 Theoretical Framework

2.1 Concept of marketing and its integral tools

“In our dynamic, competitive economy, marketing is the core function of every successful enterprise. No matter what business you are in, you are in the ‘marketing business.’”(Tracy, 2014, 1.)

Marketing is a broad term, meaning everything from management strategy aimed at customer satisfaction to a series of functions including advertising, product development, selling and market research (Stokes, 2002, 1).

According to Moore and Pareek (2006, 8), marketing is finding out what the customer wants, in order to develop a product that fits to those wants and then communicating the benefits of the product to potential customers. Aforesaid are definitions of marketing among the many others, but essentially the means of marketing - as Hermans (2009, 1) cites Bartels (1976) in his PhD work - are meeting and satisfying certain needs of people.

From the 1950's, marketing has developed away from its roots at large companies selling fast moving consumer goods. Small businesses have noticed the benefits of marketing to their survival and have increased their marketing volumes over time. Marketing has inched its way into politics as well, as political parties are now presented to us much the same as products. On an individual level, self-marketing has become essential in the job market, because of the increased competition in seeking employment. And naturally, the internet has made an enormous impact on marketing since businesses can market their products and services immediately and inexpensively to an international audience (Stokes, 2002, 19.)

According to Kotler (2002, 2), there are three stages through which marketing operations can be done. The first one is entrepreneurial marketing, in which the key factors are direct selling and grassroots public relations. This stage is typical to small and young companies. The second stage is formulated marketing, in which the marketing operations are formulated and executed by in-house marketing departments which base their operations to market research. The third stage is intreprenurial marketing, which goes beyond

formulated marketing. In the entrepreneurial stage, companies do not only base their marketing on market research and fine-tuning dealer-relations or advertising messages, but start to live with their customers and try to visualize new ways to add value to their customers' lives.

Stokes (2002, 33-34) defines four stages of the marketing planning process; *Analysis* for determining what position the company currently is in, *objectives* for determining what the company wants to achieve through marketing, *methods* for determining how the company will achieve the objectives and *evaluation* for determining the effectiveness of said methods.

In order to begin the marketing process at all, the organization has to understand in which business they are in, or in other words, what is their mission statement. The organization has to understand who are their customers to be served, what are the customer needs to be filled and what expertise or technology should be utilized to make all this happen. After these vital elements are determined, the process starts with an audit of the situation and it should be done both internally and externally. The internal audit includes past marketing objectives and success rates, sales or revenues, market shares and trends, profit margins and pricing strategies, product range, promotional methods used and their success rates as well as distributional channels used, marketing resources of personnel, organisation and budgets and market research available. So it could be said that internal audit concentrates on what the organization has control over and what has been done before. (Stokes, 2002, 30; 34-35.)

After the internal audit, the external audit examines factors independent to the organization. The external environment can be divided into three sections; the business and economic environment, the market environment and the competitive environment. The business and economic environment includes the social and cultural, technological, economical and political factors which can affect the business. These factors are often analyzed by using the PEST or PESTLE-analysis, which also includes the legal and environmental factors affecting the business. The market environment of the external audit includes the trends in the total market, such as it's size and growth, potential new customers, benefits sought and offered, principal distribution methods,

purchasing patterns of customers, usual communication methods and trade associations and their influence. The third section of the external audit is the competitive environment which examines the competitive forces at play within the market. These factors are potential new entrants, barriers to market entry, potential substitute products or services, relative power of buyers and relative power of suppliers. (Stokes, 2002, 34-35; What is PESTLE Analysis? A Tool for Business Analysis, 2016.)

Stokes (2002, 36) also suggests using SWOT-analysis for mapping out the internal and external situation. The SWOT-analysis should be carried out based on the PESTLE-analysis, and it includes defining the strengths, weaknesses, opportunities and threats which have an effect on the business. Generally strengths and weaknesses are included in the internal environment, whereas opportunities and threats are included in the external environment. After the organization has analyzed the situation it must set itself measurable and clear objectives in which to aim to. The key is to be able to measure these objectives so it is vital to set quantifiable targets, such as profit, sales or market share. The objectives should also be time-based; An example of clear and measurable objective could be a 20 % increase in sales after six months. (Handlin, n.d.)

According to Stokes (2002, 39), marketing methods are the different tools to reach the set marketing objectives. The marketing mix, i.e. the four-P-rule is commonly used as a method of deciding and reaching the objectives. In more recent literature, Tracy (2014, 42) offers the updated version of the method which is called the seven P system. These seven P's stand for product, price, promotion, place, packaging, positioning and people.

According to Tracy (2014, 42-47), *product* in the marketing mix concentrates on what is the product, what does it do and how does it improve or change the life of the customer. This can be seen as the most important part of the marketing mix. *Price* is about the pricing strategy, what should be the price of the product or service and it's relation to the competition. Sometimes even slight reductions or increases in pricing can have notable changes on sales. *Promotion* covers the terms of how to inform potential customers about the product or service and why it is a better choice than the competitors. To be

able to promote a product successfully, the question of who is the customer becomes important.

Place is about the distribution of the product or service. How do customers get the product, do they have to go somewhere to get it or is the product brought to them. This can have significant impacts on the attractiveness of the product. *Packaging* is about the visual side of the product. People tend to make the first impression of the product in about 4 seconds, in which they decide whether they like or dislike the product based on the visual representation. Once the customer has made the decision, confirmation bias begins to justify and rationalize the decision made after the first impression. This is why the packaging should be visually compelling. The *positioning* can be seen as the reputation of the product or service or in other words the reputation of the company which offers it. It is about what current and potential customers think about the product or service in relation to competitors. The last part of the marketing mix are *people*. It is important to acknowledge that buying a product, let alone, a service is an interaction between humans so great relations between the company and its clientele aid in keeping the current customers and in bringing in new ones. The customers must believe that the organization is acting in their best interest. (Tracy 2014, 42-47.)

Alongside using these different tools for plotting out a marketing plan, implementing it and controlling the results are equally relevant. It is likely that the organization has to modify their marketing plan and adapt to the ever-changing circumstances of their business environment. Customers needs change over time and it is vital to answer these changes as rapidly as possible. To keep customers happy over long-term periods is desirable and the way to do that is to constantly evaluate and measure the previously set objectives, and to react in the results in a relevant manner. (The Marketing Process, 2010.)

According to Kotler (2002, 4; 8), through market segmentatio - which includes identifying and profiling distinctive groups of buyers who might prefer or stand in need for ranging products or marketing mixes - companies can target their market offerings more efficiently. Once the target is defined, marketers can use different kinds of marketing channels, which are used to deliver and

receive messages from the target market. Different communication channels include for example, television, radio, print media and the internet.

For developing effective marketing communications, Kotler (2002, 272-277) offers an eight-step program. First the marketer must identify the target audience, for it is vital to know to whom the message is directed. To be able to know what to communicate, how to communicate it and when and where to communicate depends on who is in the receiving end. When the target audience is formulated, communication objectives can be set. Objectives usually are desired audience reactions, such as cognitive, affective or behavioral responses. These responses create new mindsets and views in the minds of the consumers which lead them to act. After setting these objectives, marketers must design the message. The message should gain *attention*, hold *interest*, arouse *desire* and elicit *action*, which together form the AIDA-model. In addition, marketers must decide on the content of the message as well as its structure, format and source. For example, when deciding to do a commercial broadcast on television, all aspects of it from verbal to visual must be taken into account. When the message is designed and ready, up next is selecting the right communication channel. The channel can be personal, meaning that two or more people communicate directly with each other or the channel can be non-personal, which covers everything from media to atmospheres and events.

The fifth step is establishing a budget for the marketing communication. The budget can be drawn from the percentage of sales, meaning that specific amount of incoming revenue from sales is directed towards marketing. Other example for creating a budget for marketing is to decide specific objectives that must be accomplished and to calculate an estimation of how much it costs to achieve. When the budget is devised, marketers must develop and manage the marketing communications mix, meaning that the budget must be allocated to the usage of different promotional tools. These tools include advertising, sales promotion, public relations and publicity, personal selling and direct marketing. It depends on the company and the product or service they market, which of the tools to use. For example, sales promotion can be more efficient than advertising in the case of marketing consumer goods

whereas personal selling can be more efficient than sales promotion in the case of marketing industrial goods. (Kotler, 2002, 277-279.)

The seventh step of the program is the measuring of results. After the implementation of the promotional plan, the effectiveness of the message can be seen in the behaviour of the target audience - did they purchase the product or service, did they like it and so on. The target audience can also be surveyed about how they perceived the promotional message and did it have any effect on them. The eighth and the last step of the program is managing the integrated marketing communications process, which means that marketers must adapt to the fast-changing environment of new types of media, the shift from mass markets to smaller markets as well as the rising sophistication and consciousness of consumers. Integrated marketing communications combines different kinds of promotional tools, such as general advertising, sales promotion, public relations and so forth, to produce clarity, consistency and maximum communications' impact via integration of discrete messages. (Kotler 2002, 279-280.)

2.2 Content marketing as a marketing approach

Content marketing is the process of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action (Pulizzi 2012). In other words, content marketing is not direct interruptive advertising of products, but relevant information or content which is shared with potential customers. Hence the purpose of content marketing is essentially to deliver valuable information which educates potential customers, which should result in customers seeking for the service or the product of the business. Content marketing is an approach to attract, engage and inspire customers to a logical conclusion to buy and share through content that empathizes with the varied interests and behaviors during the buying cycle (Odden 2012, 99).

Content marketing is seen as a new phenomenon which has emerged from the various new ways to communicate over the internet. In 1998, Netscape had already appointed a director of online and content marketing, who upon the publication of Netscape's web forum had very modern ideas on content; "We are absolutely not a media company, if you consider a media company as people who create original content. Our members are the ones really creating the content." (Netscape to offer Web Forums, 1998.)

The origins of content marketing however extend far further into history. In 1895, John Deere started publishing a magazine for farmers called *The Furrow*. The company published the magazine in hopes of being a resource for their customers and it still published today (Kuenn 2013). According to the John Deere website (The Furrow 2016), the Furrow provides the reader a mix of current issues in farming with both local and international background, and best practice examples as well as exclusive news and facts on John Deere products and company strategy. The content featured in *The Furrow* is educational, and it is focused on teaching farmers how to be more fruitful business owners — a quintessential example of content marketing (Kuenn 2013).

In the year 1900, the brothers André and Édouard Michelin published the first issue of the Michelin Guide book. At the time there were only 3000 cars on the roads of France (Oomen, 2015). The French entrepreneurs had started a tire company 11 years earlier, and they decided that a ratings guide for hotels and restaurants would compel the limited number of drivers to use up their tires and thus buy more of them (Feloni, 2014). Nowadays the restaurants that have received a star-rating in the Michelin Guide are seen as top-quality fine dining establishments. Hence the content marketing campaign started by the Michelin brothers a little over than 100 years earlier has now evolved into the authority of quality restaurants.

Another more recent prime example of content marketing comes from Nintendo of America, which started publishing Nintendo Fun Club, a newsletter that began circulation in 1987 (Plunkett 2012). According to Wong (2012), founding editor Gail Tilden said: "When we started collecting data from people who had bought our hardware, we offered them memberships to the

Nintendo Fun Club. The *Fun Club* newsletter started as a six page, simple thing in 1987. It was a direct response program to get a database of all our users.” The newsletter was only published for 7 issues; it was sent out for free to its subscribers, and quite soon it became too expensive to release. Thus, Nintendo Power - sort of a combination of the free Fun Club Newsletter Nintendo was already sending its fans and a print version of its game tips hotline - was born (Cifaldi, 2012).

Nintendo Power was not a magazine about advertisements of Nintendo products, but it included anything that would fall under the category of content marketing. The magazine would offer information on games, news on upcoming games, game related films as well as content sent by readers in the form of questions on how to beat games, and feedback on the magazine and Nintendo games. Nintendo Power became an essential and powerful content marketing tool for Nintendo in the United States, which helped to establish the Nintendo brand. Wiedeman (2012) recalls; “*Nintendo Power* readers were devotees to a brand much like Kleenex or Coke: even those kids in my neighborhood who had a Sega Genesis, instead of a Super Nintendo, would offer invitations by asking, ‘Want to come over after school and play Nintendo?’”

Moving on from informatic magazines and pamphlets, there is no doubt that the arrival of the internet did not change everything. Kessler (2013) writes; And just as the internet changed old-school marketing into the data-devouring digital discipline we all practice today, it also transformed old-school content marketing into a completely new animal. The principles of content marketing still, to date, stay the same however. As long as the content is compelling, relevant, valuable and cast to the correct audience, it should lead to monetary business. But aren’t these the basic principles of marketing itself? To have a good marketing story and to tell it in the correct place to the correct people? Livingston (2012) argues; Content marketing puts a new name on an old discipline, making it more accessible to other professions (PR, social, interactive) without having to accept advertising’s baggage. Albrighton (2013) continues; “It’s strange to see something you’ve been doing for aeons suddenly trumpeted as the Next Big Thing.”

Livingston's argument as it appears quite paradoxical. While it protests the idea of content marketing, it still manages to somewhat define the term. Content marketing essentially avoids direct advertising, while delivering any other content related to the business's product. Before the web, good advertising people were well versed in the tools and techniques of reaching broad markets with lowest-common-denominator messages via interruption techniques. Instead of one-way interruption, web marketing is about delivering useful content at just the precise moment a buyer needs it. It's about interaction, information, education and choice. (Scott 2015, 20). The internet and online media gives marketers a wider array of ways to market through content, rather than interruptive advertising. Scott (2015, 48) advises to think like a publisher. According to Scott, the publishing model on the web is not about hype and spin and messages. It is about delivering content when where it is needed and, in the process branding you or your organization as leader. Brookes (2014) agrees; "Creating content – its planning, development, production and measurement – can feel like a treacherous journey into unknown territory. And it's true; content marketing is more reminiscent of the publishing world than the advertising world."

On the web, we define content as the topics, ideas, facts or statements on a website. Content is published in the form of text, images, audio and video. (Bohannon, 2009.) There is a lot to choose from, thus as with any marketing activities, planning is needed. Odden (2012, 55-56) offers the following six steps for a content marketing strategy, which is very reminiscent of a traditional marketing strategy:

1. *Objectives*. Identify your overall business goals for content marketing, including end goals such as an increase in leads and sales, media coverage or recruiting to key performance indicators such as increased search traffic, and social engagement.
2. *Audience*. Research customer segments and develop profiles that represent consistent characteristics.

3. *Content plan.* An understanding of customer needs and business goals can be translated into a specific content plan that identifies relevant content mix, topics, and desired outcomes.
4. *Promotion.* In concert with content planning, creation and optimization is the planned promotion of content to end users as well as to influencers for further sharing that will expose brand messages to new and relevant audiences.
5. *Engagement.* Growing social networks and community through listening, participation and content sharing provides insight for future content, enables advocacy and reinforces sharing behaviors.
6. *Measurement.* Are the content marketing efforts helping customers and are those interactions leading to intended behaviors such as inquiries, sharing and sales should be quantified.

Brookes (2014) elaborates; You don't buy advertising space without ads to put in it and you don't start making content unless you know what the purpose of it is. Content marketing is all about the customer - the marketer is creating content that the customer needs and wants. The content itself can be anything from blog posts, images, videos and how-to guides to curated content or any relevant content pertaining to a specific category and funneling this information to readers (Mallon 2013; Mullan 2011). As Odden (2012, 53) writes, the variety of options for customer marketing and engagement, ranging from social media to search engine optimization to online advertising can be overwhelming. Hence deciding which marketing tactics are the best starts with clear understanding of goals, customers and a flexible online marketing strategy that assembles the right mix of tactics and measurement practices.

McDonald (2015) reminds that content marketing is not a one-way street. The whole idea behind content marketing, and particularly the kind that takes place on a blog and on social media, is that it is conversational. Turton (2015) explains that audiences are in control of their own digital story. Businesses are no longer in the driving seat but instead must adopt the role of navigator, cleverly guiding the user's journey, but ultimately remaining vulnerable to the

whimsy of the consumer. According to Odden (2012, 158), it takes time to listen, participate, create optimized content and understand which triggers will inspire sales and referrals.

However, content marketing does not mean abandoning traditional advertising. According to Hall (2014), content marketing should not be an either/or decision. He writes that companies can have their cake and eat it, too, by continuing their current advertising efforts to keep revenue flowing in the short term and building a content platform to support their brand in the long term. Scott (2015, 22) also reminds that content marketing does not replace public relations in traditional media. According to him the media are critically important for many organizations. A positive story in *Rolling Stone* propels a rock band to fame, an article in the *Wall Street Journal* brands a company as a player and a consumer product talked about in the *Today Show* gets noticed. He does still emphasize on good online content; If you do a good job telling your story directly, the media will find out. And then they will write about you (ibid., 22).

So at the end of the day, content marketing goes hand-in-hand with any marketing or PR activities that are considered as traditional marketing. According to Odden (2012, 6) the blur of this change is an opportunity for brands and marketers to engage in an active marketing strategy that converges the disciplines of search, social media, content and online public relations. To meet brand needs to engage customers in an always-on digital world, whether it's business-to-business or business-to-consumer, the convergence of marketing and public relations, search and social media are inevitable.

Whether one dislikes the term content marketing, one thing is for sure. Marketing as a function, especially in the modern era of instant information is definitely all about compelling content and creating value. A majority of that content is appearing online. As Weintraub (2015) writes: It's not just other brands you are competing with. It's anything competing for attention. Cat videos, a friend's vacation photos, pictures of new babies, engagement announcements, a family member's wedding all create competition for consumers' attention. There are many obstacles on the way to success,

including issues of online prominence, content quality, uniqueness, commercial effectiveness and, above all, benefits in relation to costs (Albrighton, 2013). It is up to the business to decide, whether to have a separate content marketing strategy, which excludes the idea of interruptive advertising and drives on related content. Or whether to discard the buzzword and keep updating their marketing strategy to meet the changes in the marketing field, as Hopkins (2013) suggests.

2.3 Video marketing as online content marketing

From a technological standpoint, Treske (2015, 46) writes; “The question ‘What is video?’ is irrelevant today. Technically, it has been described and its technological developments appear transparent. Artistically, it has become a preferred and widespread mode of artistic expression, and a commodity of the white cube.” Relating to Treske’s note, it should be relatively safe to assume, that the technical concept of video is well known by anyone, as most people in the western world should own a television or any other device with a screen. However, despite the obviousness of what video is, the digital video revolution of the early 2000’s discussed by Treske (2015, 21) has drastically changed the form and aesthetics of what we consider acceptable to watch. To define what is online video marketing, The Digital Marketing Glossary (2013) offers the following; online video marketing can be defined in digital marketing context as all uses of video contents to promote a brand, product or service. Video can for example be used for educational purposes in a content marketing strategy.

Treske (2015, 18) writes in his book Video Theory that online video is more than just an essential expression and relation to our conditions. Online video is acting with us and with the fast changing world, video has gone beyond a simple practical expansion of television technology. Treske (2015, 18) even states that the way we use video and will use video in the future is a form of life. He continues (2016, 19) that in the merging of culture, remix and mash, the barriers of an established media system and its operations are ignored by the ocean of video. Treske’s implications could be concluded that today’s

video format is changing the traditional ways of media and especially the televised media.

According to Scott (2015, 99) online video and audio are nothing new - there have been videoclips online for as long as there has been an internet. Their availability just was not on the same level it is today, content was difficult to locate and impossible to browse. Websites like Youtube and Vimeo were the first among other sites to create an easier access to this video content. However, online video is not yet a ready-made vehicle for marketing and it will keep on evolving as Lessard (2017) suggests in his article on Marketingprofs website. Video will transform from passive to interactive experience, where the viewer doesn't just sit and watch the video passively but can take part in surveys, click links or see the video in 360° material. As the viewer interaction increases, the back end can also track more meaningful metrics and provide more meaningful analytics. Another aspect of video development is the hyper-personalization of videos. This means that video will not remain only as one-size-fits-all proposition, but a personalized message just for the viewer. A targeted and persona-based video requires more content, but will yield a better return on investment (ROI). As the personalization increases, viewers will become more engaged with content and the story of a company.

As early as in the year 2000, Roger Ebert was able to predict the future in a Macworld.com interview, when he was asked how people in the future will view movies (Ferris, 2000): "Convergence is the key word at home. Broadcast, cable, the Internet, and satellites will somehow magically come together and seamlessly blend. People will move files around over high-bandwidth networks." What Ebert was unable to forecast though, was how drastically digital video would be able to change the form of the medium itself.

Treske (2015, 26) writes about the changes in modern video: "The video we are experiencing today - in its forms, practices and theories - is different from the video people used and experienced years ago, even a month ago. It also differs greatly from other established forms of moving image." Already in the year 2011 Roberts-Breslin (2011, 3) agreed with Treske, though less ambiguously: "In the past, the relationship between the programming, the method of production, and the means of distribution has been much more

straightforward than it is today. [...] Now, the types of programming, the production methods, and the distribution means of media overlap much more.” Treske (2015, 46) continues: “Rather than just asking the classical ontological question ‘what is video?’ it might be worth it to concentrate on the question of ‘how’ do we use video, how do we engage with online video?”

The very sheer physical form of video is also in a state of transformation. According to Treske (2015, 23), the advent of video-enabled smartphones violates cinematic conventions through their acceptance of verticality, simply because it is natural to hold a smartphone vertically instead of horizontally. We are all used to watching a video which is more wide than tall. An article at the cinema camera manufacturer RED’s website explains: “Virtually all cinematic imagery has been wider than it is tall, in part because this is well-suited to the angle of view of human stereo vision. The convention is therefore to describe an aspect ratio using width first, then height” (Video Aspect Ratios, N.d.). However, as handheld devices are usually held vertically rather than horizontally, the practices of video production seem to be changing; for example, the social-networking website Facebook has enabled the use of vertical video in its mobile news feed (Peterson, 2016). According to Treske (2015, 23), this links online video aesthetics very closely to mobile devices and breaks with embedded cinematic conditions. And as Treske (2015, 140) elaborates: “People recording a video in a music concert might not care about the aspect ratio. [...] The moving image is a personal extraction out of the real experience. People don’t think about framing.” Whether or not the practice of vertical video is here to stay remains to be seen.

From a technological point of view, creating video has never been easier nor cheaper. About 10 years ago, a HD-ready video camera would have costed about 5000 US dollars and with it one would have needed an external microphone for decent audio (Gabe, 2008). Around the same time in order to tackle the costliness of video, Cisco Systems started to produce a one-button pocket-sized camcorder, the Flip, which was able to record Youtube-ready video, meaning that the video format was in accordance with Youtube’s technical standards (Treske 2015, 138). The Flip was discontinued in 2011 due to the technological advancements in our pockets. Warren (2011) writes:

“The allure of the Flip — low cost video that can easily be uploaded to websites like Facebook or YouTube — was superseded by video cameras built into smartphones. In addition to the video being as good (if not better) on modern smartphones, phones have a built-in data connection and can upload video directly to the web — no computer required.” Scott (2015, 327) elaborates: “Your smartphone is all you need.”

These advancements in technology - the evolution of the equipment you need for making video as well as the evolution of high-speed, easily available internet - have transmuted video from an artform also into a vessel of personal communication. According to Cohen (2015) the CEO of Animoto, Brad Jefferson states: “Everyone is now comfortable capturing video with their smartphones. Videos are the way the younger generation wants to receive information.” Treske (2015, 45) continues on: “It (online video) can’t be treated as representation. It has to be considered as a temporal network of images, sounds, things, subjects, and objects. Video spreads meaningful acts around the network, inhabited spaces and environments.” Social media sites such as Facebook, Instagram and Snapchat have also embraced video for some time now. According to Marshall (2016) there were little under 8 million videos uploaded to Facebook in November 2016 and those videos generated 229 billion views. Smith (2016) states that in March 2016, Instagram’s top three most watched video creators generated circa 250 million views in that month.

Without question, online video has definitely become more popular over recent years; according to Dryer (2011), online video content was already in rise in the U.S. in 2011, when viewing of videos per month rose from 31 million to almost 40 million within a year. Early 2012 in the UK, 21,9 million people were exposed to video ad stream and 33,3 million UK internet users watched video content (Radwanick, 2012). In February 2013, according to Schindler (2013), there were 11,5 million mobile viewers in Germany as the amount of mobile viewers had grown 215 percent from the early 2012.

Schindler (2013) also mentions that in during the month of February 2013, 46,6 million Germans watched online video via their desktop. The same research was done about online video trends in Germany a year later and it turned out that the amount of mobile video users grew 37 percent from 11,5

million to 15,8 million in that year whereas the amount of web video users stagnated minus 3 percent (Schindler, 2014). The research indicates that online video is going mobile. Accordingly, in 2014 Adobe conducted a research, which used data from over 1300 media and entertainment properties. The research revealed that people watched 38,2 billion free videos online and almost three fifths of them were watched on smartphones. The amount of videos viewed rose 43 percent from mid 2013. It was also noticed that advertising among these videos rose 25,8 percent during that year. (Tweney, 2014.)

According to Trimble (2015), Cisco VNI (2015) conducted a research, which forecasts that video will account for 69 % of all consumer internet traffic by year 2017. For that reason, Trimble (2015) advises that small businesses and enterprises should act accordingly to this trend and add online video marketing strategies to their marketing plans, as the future of content marketing is in video. Lessard (2015) states, that video enriches the customer journey at all stages, and it is more effective than other content at converting buyers. A survey made by Adélien Studios reveals, that 4 times as many consumers would rather watch a video about a product than read about it (The Top 16 Video Marketing Statistics for 2016, 2016).

In order to prove online video is the future of content marketing, Trimble (2015) gives an example of Youtube statistics, which show that Youtube has over a billion users and people watch hundreds of millions hours of Youtube videos every day. The time people spend watching videos on Youtube has also increased by 60 % year-on-year. In another example, according to Tubular Labs research, 655 million videos were uploaded by 67 million content creators in a year to over 30 video platforms. These 655 million videos generated 2,8 trillion views (Jarboe, 2015). According to Jarboe (2015), Brendan Gahan, the founder of EpicSignal, says that Facebook, Twitter, Snapchat, Instagram, Tumblr, etc. are prioritizing or have already prioritized video, which means that advertisers as well as audiences have huge opportunities to create and consume content.

According to Dreier (2016a), Cisco Visual Networking Index predicts that in 2020 the percentage of video in consumer internet traffic will be 82 % and in

total online video will make up 77 % of all internet traffic by 2019. Dreier (2016a) also mentions the comment by Thomas Barnett, Jr., the Director of Service Provider Thought Leadership at Cisco, who states that high definition and ultra high definition quality in videos are becoming more and more common. Another article written by Dreier (2016b) states that according to an Ericsson Mobility Report video will make up 70 % of all mobile data by 2021. The report says that video has the strongest growing rate of all online content categories leaving behind social networking and audio material.

Web Video Marketing Council in cooperation with Flimp Media and ReelSEO have researched the effectiveness of video marketing by surveying 350 marketing and business professionals. The results were published at the end of 2015 and by then 96% of the surveyed business-to-business organizations were engaged in video content marketing, 73% of which reported that video had had a positive impact on marketing results. For a majority of the respondents, video was not an untapped medium, as 63% of them had already started using video in their marketing. The top goals for video usage for the respondents were to increase brand awareness and engagement as well as promote products and services. However, difficulty in measuring ROI and limited in-house expertise in making video were mentioned as the biggest challenges of online video marketing. One of the major challenges for respondents was also keeping relevant with changing video marketing trends and tactics. (B2B Video Content Marketing Survey Results, 2015.)

Therefore as any marketing effort, effective video marketing requires strategy. Without a solid video marketing strategy and clear goals, the endeavour is likely to fail. Reasons why video marketing might lack effectiveness include inadequate budget and simply poor content and as with marketing in general, the lack of using proper measurement methods might prevent the success of video marketing efforts. Measurement tools for indicating the effectiveness of a video include play rate, average engagement, comments and social shares. (Houston, 2016; Craft, 2015)

To aid with the challenges of video marketing, various sources offer different kinds of solutions and reliefs. According to Lessard (2017), video will transform from an outsourced production to an in-house production. This

means that businesses will start to establish their own video production teams within the company, who make the marketing videos rather than outsourcing the production to a dedicated video production company. Lessard (2017) writes, that according to Halligan buyers want short, easily consumed and informative content due to short attention spans and high cynicism. Therefore videos should forward a feeling that they are created by real people. In-house video productions allows more control over the process, from the presentation of interactive features and analytics to automated marketing tools and customer relationship management. Making videos in-house makes it more easy to distinguish a brand from an increasingly crowded market.

Murdico (2017), predicts that video production will become cheaper already during 2017. Murdico declares that when the content is creative, it has a targeted audience and a call to action, the production doesn't necessarily need expensive cameras and a large crew. According to Murdico, marketers should start to think about continuity in video production, like they do in TV series and magazines. When customers' needs are matched in the video production, it will more likely be efficient.

As far as content strategy goes, Murdico (2017) writes that creativity becomes more and more important for video production and marketing in general. These days anyone can shoot a high-quality video so the content and its creativity are what matter the most. There are three things involved in creative video productions; addressing targeted consumers' needs, doing it in a clever way to catch their attention and by that to give them a call to action. The most effective ways to gain viewership are to use humour, emotion, value and immediacy. Succeeding in video production generates soft video marketing goals, which means for example increases in social media interaction, though the ultimate factor for video marketing success are sales. There should be a rise in sales with quality video content, and at the end of the day, that is what matters the most. Furthermore, to get the most out of video marketing, marketers should remember to add a call for action alongside the video.

Regardless of the video content, it turns out the placement of online video advertising has a considerable impact on viewership. If an online video is paid to be shown as an advertisement among other content - where the advert is

shown greatly affects the videos completion rate. Krishnan and Sitaraman (2013, 8) suggest that mid-roll ads, which are shown within the video content are the most effective when considering the completion percentage of the advertisement - completion meaning that the user will watch the whole ad. The completion rate of an advertisement in the middle of another video is 96,79%, in the beginning of another video 74,34% and in the end of another video 44,74%. They also suggest that the advertisements in the middle of other videos are the most effective, because the viewer is already engaged by the content and wants to continue watching. According to the same research, advertisements placed in longer videos, such as movies or TV episodes are more likely to be completed by the viewer than ads in short-form videos, such as news-clips. (Krishnan, Sitaraman 2013, 11.)

According to Rampton (2015), as the number of online platforms for video increase and people own more and more devices to record a video, communicating through video has become a rising trend. As Treske (2015,45) writes; "Youtube is a jukebox of emotions, feelings and algorithmic relations as each video suggests others aside and in itself. We also don't make home movies on our cell phones. We just simply record life itself. In this sense, online videos are a life in progress as well as a spatial expression of this life in progress."

3 Methodology

The goal of this thesis is to examine the video marketing attitudes and habits of small and medium-sized enterprises in Jyväskylä. The findings of the research should be able to provide RecOn Productions Oy with an understanding of what type of businesses would be interested in their services, as well as what are their video marketing needs. These findings should also provide valuable information for anyone who is interested in the video marketing trends in the area as well as will provide basis for further study on the subject.

3.1 Design and implementation of data collection

There is very little information on the video marketing habits of SME's available which would have been researched in Finland, and especially no data on local businesses in Jyväskylä. The research aims to shed light on the local attitudes towards video marketing and video marketing habits, but should also be able to provide approximations of video marketing habits in other similar municipalities in Finland. Therefore, as it is certain that video being used for marketing and communication purpose exists as a standard procedure for businesses in a global scale, but it is uncertain how these practices of this phenomenon translate to a local scale in Jyväskylä, a quantitative research method was chosen for this thesis. Furthermore, Creswell (2009, 55) states that when testing or verifying a theory rather than developing it, quantitative method is fitting.

Upon conceiving the initial idea and theoretical framework for this thesis, as well as writing the initial draft for the theoretical framework, the following research questions were devised:

1. Are businesses in Jyväskylä using online video as a part of their marketing?
2. How is online video marketing implemented?

3. What are the local businesses attitudes towards online video marketing?

According to Kananen (2015, 59), quantitative research originates from theories or from the fact that it is known what the research matter is about. As it has been deduced by the theoretical framework, video marketing itself has become a common practice worldwide, though it is uncertain how video marketing is viewed when pinpointed to a local scale in Jyväskylä. Therefore, the nature of this research is a market research which acquires local businesses to participate into a survey in order to gather sufficient amount of data. Creswell (2009, 12) states that according to Babbie (1990), a survey, which is a strategy of quantitative method, provides numeric description of attitudes, trends or opinions of a population by studying a sample of that population. Thus a quantitative approach was chosen as the appropriate research tool.

To clarify the quantitative method more, Labaree (2017) writes that quantitative methods emphasize objective measurements and the statistical, mathematical or numerical analysis of data, collected through polls or surveys. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. The goal in conducting quantitative research is to determine the relationship between an independent variable and an outcome variable within a population. Quantitative research deals in numbers, logic and objective stance.

The research for this thesis was conducted via an online survey, with questions derived from the theoretical framework. As Kananen (2015, 199; 194) writes, email can be used in quantitative research for data collection and it has its advantages such as speed and cost effectiveness of using the internet for a survey. A survey design provides a quantitative description of trends, attitudes, or opinions of a population, by studying a sample of that population (Creswell 2009, 145.) In this research, population refers to local businesses in the municipality of Jyväskylä.

The survey was targeted according to publicly available information in the Finnish Trade Register, and limited to businesses which fall under the

European Commission's definition of micro, as well as small and medium-sized enterprises (SME's). This definition limits the survey to businesses which have a staff headcount of 250 or less, and a yearly turnover of less than 50 million euros (What is an SME?, 2017.) The survey itself was designed accordingly, asking the businesses to define their size by these variables.

The survey was delivered via Google Forms, because of the convenience in both building the survey and collecting the data. A mailing list of 400 random businesses was collected from the Finnish Trade Register in accordance to the target population. Then the survey was e-mailed via Gmail, with a set goal of a sample size of 100. According to Davies (2014, 54), "for a descriptive or an exploratory survey, a sample in the range of 60-120 is normal for student projects." In order to try and eliminate research bias towards video marketing, the email itself asked the target population to participate into a survey about marketing in general. According to Creswell (2009, 151), research bias is the effect of nonresponses on a survey, meaning that if nonrespondents had responded, their responses would have substantially changed the overall results. Thus, the email was crafted so, that it would also receive answers from businesses that do not use video marketing per se. If the survey had been directly labeled under video marketing, the businesses who do not use it would have been more likely not to answer.

After three months from the launching of the survey, and about 50 responses, it became evident that reaching the target sample size of 100 respondents would be unlikely by just using e-mails. The rest of the respondents were acquired by visiting the companies and collecting data by asking a representative of the company to answer the survey. Some interviews were also conducted over the phone. Despite all the effort, the sample size was reduced to 78 from the original goal of 100 participants. Ultimately, these different survey methods helped eliminate research bias, as the phone interviews nor visiting the companies for data did not produce drastically different answers to the survey. According to Creswell (2009, 152), this constitutes as a respondent-nonrespondent check for response bias. The study itself was conducted over the course of the year 2016.

3.2 Analysing method

According to Kananen (2015, 219), the results of quantitative research are presented as frequency tables, cross tabulations and different ratios calculated from the variables. The aim of a quantitative research is to generalize and thus the proportionate share is the correct method of presentation.

The survey questionnaire itself was constructed according to the instructions by Kananen (2015, 171). The survey starts with general marketing questions which are followed by more detailed and sensitive components of the topic. In order to properly examine the three research questions, the survey divides the respondents into three groups with the question “Does your business use video as marketing material?” The assembled groups are:

1. **Group A:** Businesses which have already implemented video marketing
2. **Group B:** Businesses which have not implemented video marketing yet, but are inclined to do so in the future
3. **Group C:** Businesses which do not use in video marketing

These groups help to generalize the views that SME’s in Jyväskylä have on video marketing, ignoring their turnover and amount of personnel. After this the survey allows the creation of variables, which help to answer the research questions further. For example, the survey results allow examining how, where and what for the businesses are or would be using video marketing for, while evaluating the perceived usefulness of these variables.

The survey respondents were also divided into groups by their size. As the SME turnover categories were too broad, the amount of staff was chosen as the measure of how large the business is. This comparison is only reflected on the questions which most directly answer the research questions, e.g. “Does your business use video as marketing material?”, “Who mainly produces your marketing videos?” and “How useful do you think video marketing is in achieving your goals?”. It was decided this would be a sufficient verification on

if business size affects video marketing habits and attitudes, without resulting in an overflow of irrelevant data, by comparing the businesses both by size and dividing them into Groups A, B and C respectively on each and every question. These groups created solely by business size are:

1. **Group 1:** 1 employee
2. **Group 2:** Less than 10 employees
3. **Group 3:** Less than 50 employees
4. **Group 4:** Less than 250 employees

After finding out what are the relevant categorizations for dividing the respondents into different groups, all of the survey data was plotted down into frequency tables in Microsoft Excel. Through these frequency tables all of the survey data could be easily cross tabulated and examined. Then, from this initial analysis, the most case-sensitive questions on the survey corresponding to the research questions were chosen for further analysis in the Results chapter of this thesis. Finally, the frequency tables of these most interesting variables were converted into charts, which enable both easier reading as well as better visual understanding of the results. All of these frequency tables are available as appendices toward the end of this document.

4 Results

The survey results presented here have been arranged and examined in accordance with the research questions. As mentioned in the Methodology chapter, for the sake of convenience and readability, only the survey results which lead to direct conclusions related to the research questions are presented in this chapter. The entire bulk of data provided by the survey can be found in the appendices for future reference.

As defined in the Methodology chapter, the respondents were divided into groups based on two different categories - whether they use video marketing and what is the size of their business. The survey results are mainly reflected on the first categorization, which is a generalization of all respondents. However the second categorization offers us an insight on whether business size has an effect on video marketing habits.

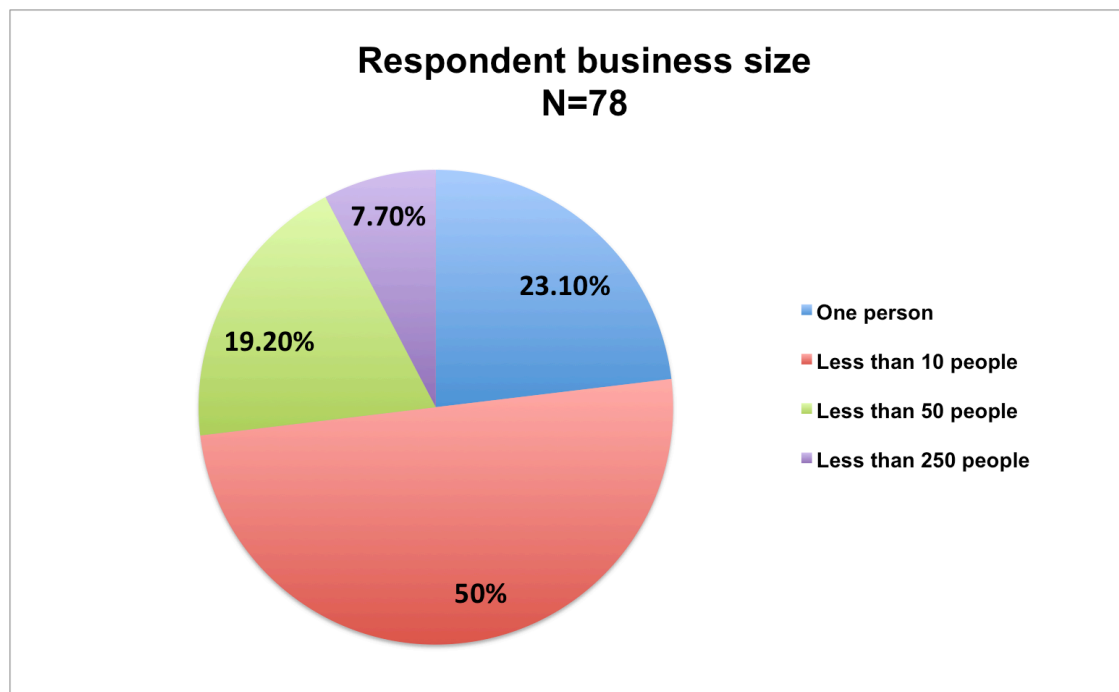


Figure 1. Respondent business size

Out of the 78 businesses which responded to the questionnaire, 18 (23,1%) were operated by a single person, 39 (50%) by less than 10 people, 15 (19,2%) by less than 50 people and 6 (7,7%) by less than 250 people. These

answers provided the categorization of businesses into groups by size; Group 1 (single person), Group 2 (less than 10 people), Group 3 (less than 50 people) and Group 4 (less than 250 people).

4.1 The usage of video marketing in Jyväskylä SME's

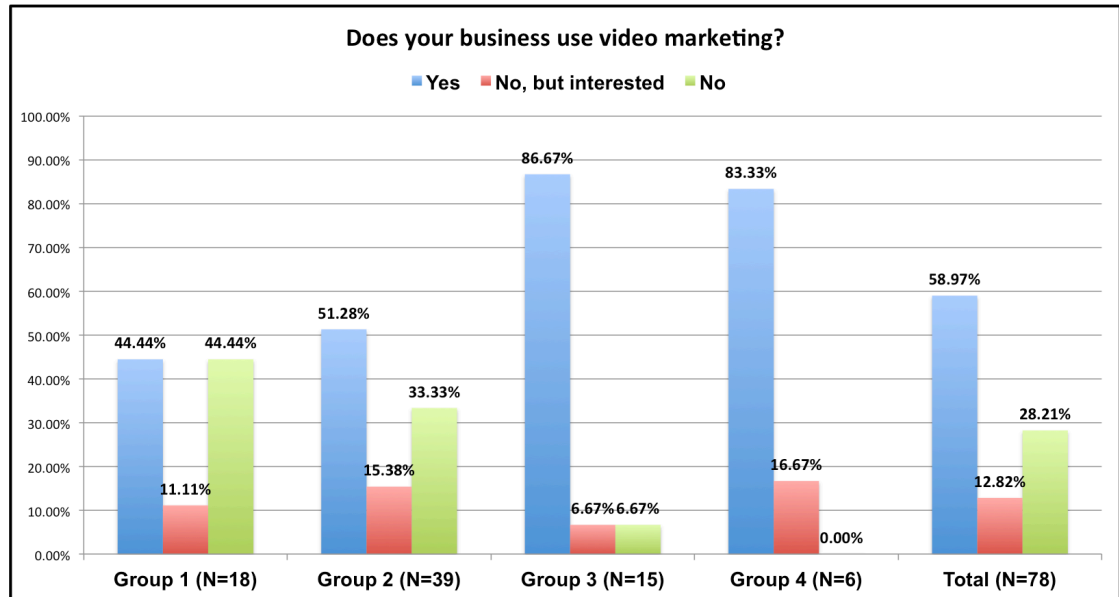


Figure 2. Respondents' usage of video marketing

Out of the total 78 respondents, 46 (59%) were using video in their marketing efforts, 10 (12,8%) were interested, but had not implemented video marketing yet, and the remaining 22 respondents (28,2%) were not using video at all.

These answers provided the categorization of businesses into groups by their video marketing habits; Group A (uses video marketing), Group B (are interested in video marketing, but have not implemented it yet), Group C (do not use video marketing).

It appears that generally speaking, a little more than a half of businesses in Jyväskylä are using video as a marketing tool. However, there is a clear indication that business size is a factor in whether or not video marketing is being implemented. Only about half of the businesses which have less than

10 employees (Groups 1&2) have implemented video marketing, as opposed to the over 80% of businesses in Group 3 and Group 4.

4.2 Implementation of video marketing

In the case of video marketing implementation, responses were only gathered from the businesses which use video marketing (Group A) and those who are interested in video marketing, but have not implemented its use yet (Group B). Both groups were asked the same questions, but for Group B the questions were devised in conditional form. In other words, as Group A was asked “who produces your marketing videos”, Group B was asked “who would produce your marketing videos.”

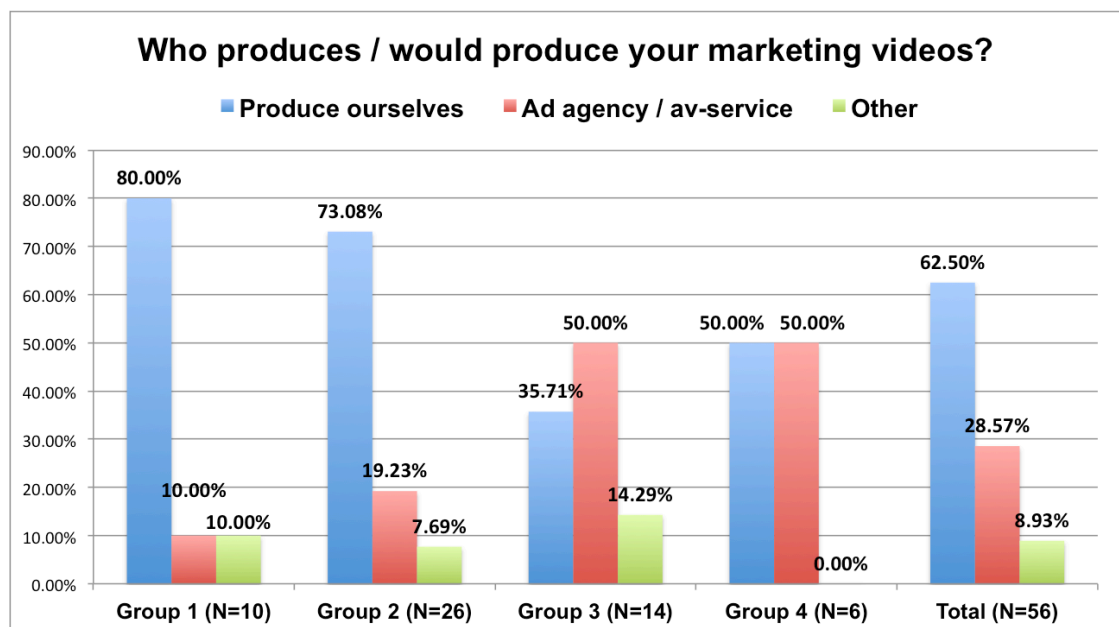


Figure 3. Who produces marketing videos (by business size)

In Group 1, 80% of the respondents produce their video content themselves and 10% use a designated service. In Group 2, 77% of the respondents would produce their videos themselves and 19,2% would use a designated service. In Group 3, 35,7% would rely on producing their videos themselves and 50% would use a designated service. In Group 4, these numbers are equally divided 50-50. These numbers are not dependent on whether the business

has video marketing experience (Group A) or have not implemented video marketing yet (Group B), as when the answers are examined under those categorizations, the results are very similar (see Appendix 4.1, p. 74).

In total, over 64,2 % of the respondents produce their video marketing material in-house, and in comparison a mere 28,57% would rely on an advertising agency or an av-service. However, it is clearly visible that when businesses are divided by their size, smaller businesses have a larger tendency to produce their video materials themselves, as in both Groups 3 and 4 half of the businesses rely on external services.

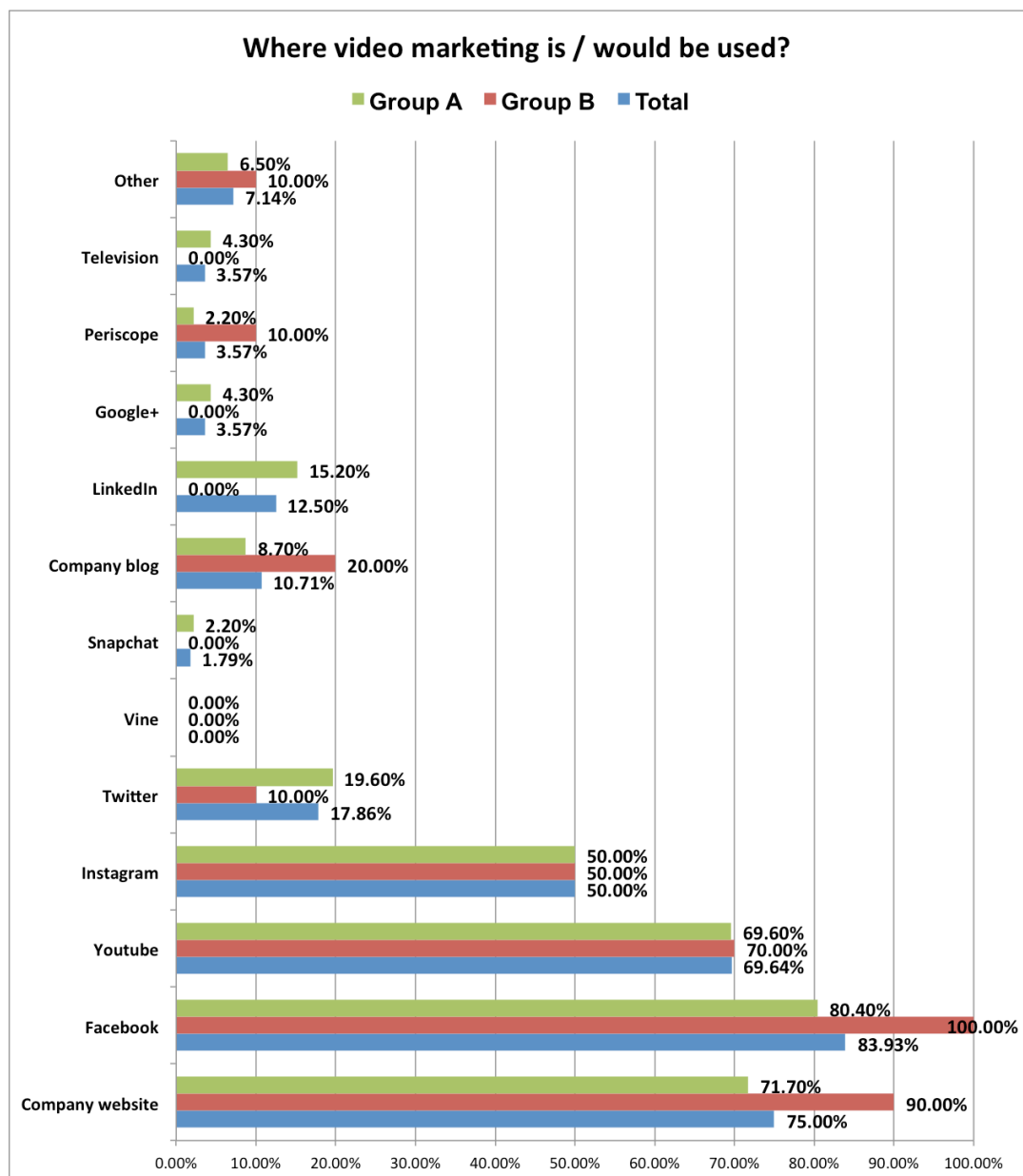


Figure 4. Distribution channels of marketing videos

As per where the produced video marketing is presented, there are three major leaders. Facebook is the most popular platform used by 83,9% of all respondents. Curiously 100% of Group B would present their videos in Facebook, as opposed to the 80,4% of businesses in Group A which have already implemented video marketing. The second popular platform is the company website with 75% of all respondents and the third popular platform is Youtube with 69,6% of all respondents. Following closely is Instagram gaining 50% usage rate from all respondents.

The rest of the video distribution platforms gained comparatively insignificant usage rates. Interestingly only 4,3% of Group A used television for their marketing videos, while no business from Group B would use television for their video marketing.

4.3 Attitudes towards video marketing

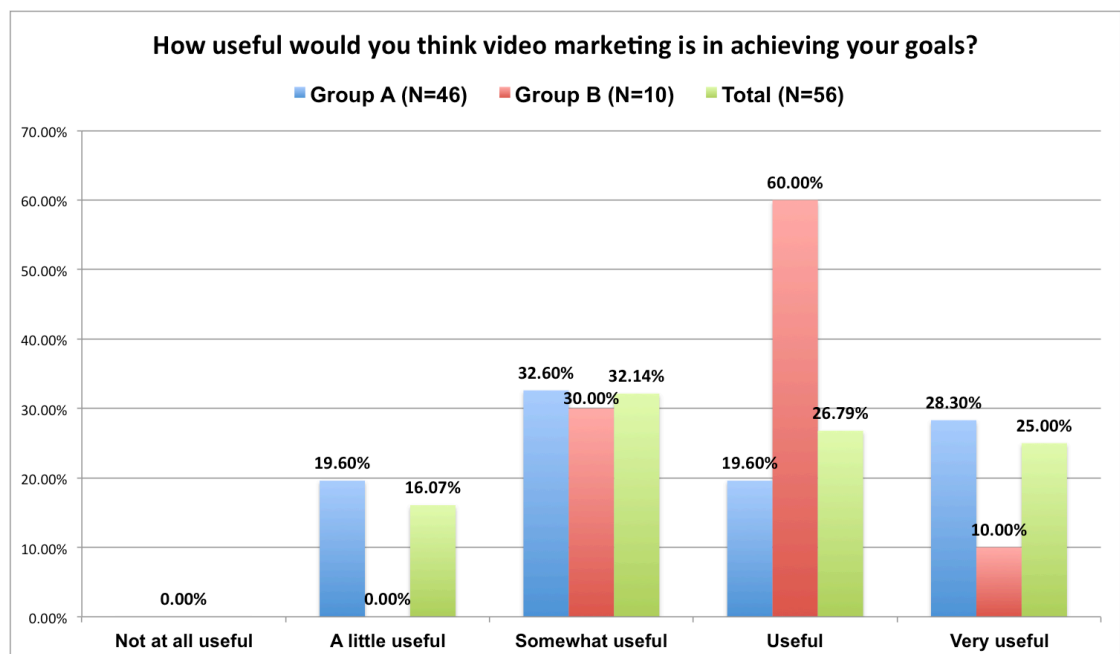


Figure 5. Evaluation of video marketing usefulness

All the businesses in Group A and Group B were asked to define what are the goals of their video marketing (see Appendix 4.2, p. 75). The top three goals

for video marketing were advertising a product or service (75% of all respondents), gaining social media visibility (69,6%) and presenting how the respondents business works (67,9%). After that, they were asked to evaluate how useful video marketing is in achieving those goals. Most of those (32,60%) who used video marketing already (Group A) answered “somewhat useful”. The second most popular answer in that group was “very useful” (28,30%). For those who did not use video marketing yet, but are interested in using it, the most popular answer was “useful,” which gathered 60 % of the answers. No one saw video marketing as completely useless considering their goals.

The last part of the survey consisted of evaluating the usefulness of the company brand appearing on video in different scenarios. These scenarios would also include situations where for example an employee would be interviewed for television, or a video in social media which addresses the company's field of work, but does not mention their products. These questions were surveyed also from those who do not use video marketing, i.e. Group C. Due to the abstract nature of these questions, the comparison made here is between advertising on television and advertising on social media, which offers the most concrete data on how the respondents view online video.

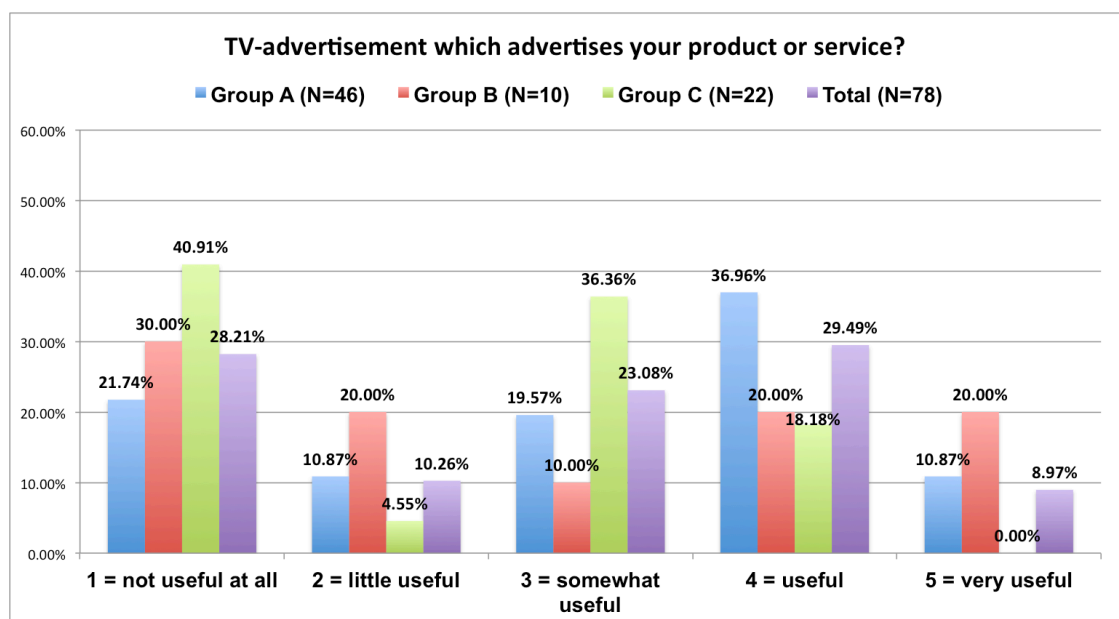


Figure 6. Evaluation of TV-advertising usefulness

In Group A, 37% of the respondents find tv-advertisement of their product or service useful, 19,6% somewhat useful and 21,7% not useful at all. In Group B, the smallest of the groups with 10 respondents, the answers are divided quite equally across all options. In Group C - those who do not use video marketing - 41% would find a tv-advertisement not useful at all, while 36,7% would find it somewhat useful.

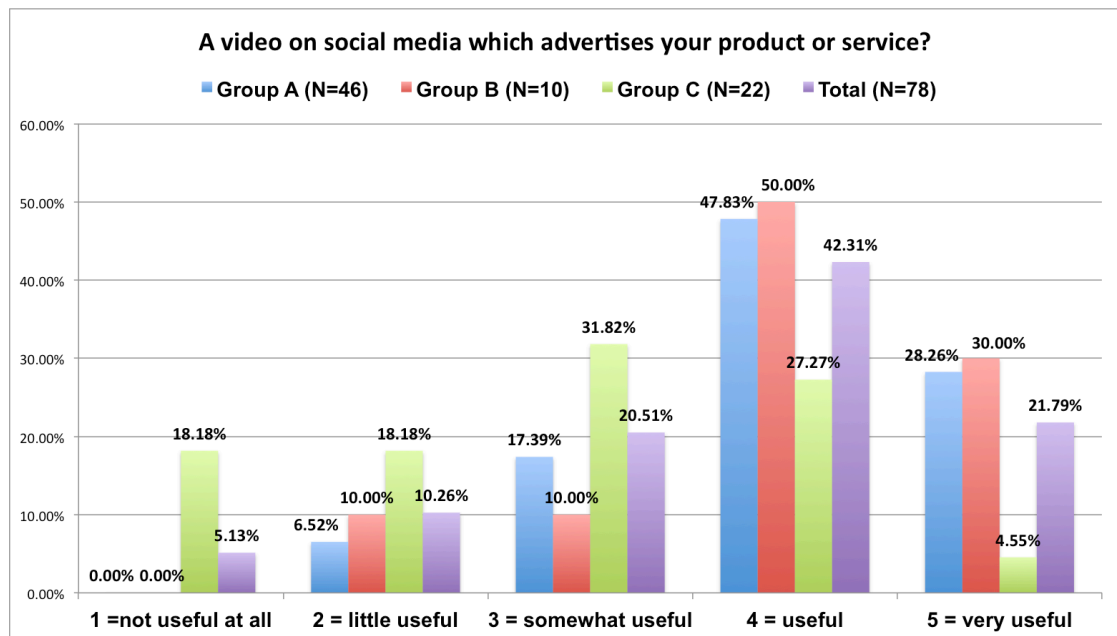


Figure 7. Evaluation of social media advertising usefulness

In Group A, 47,8% of the respondents find a video advertisement on social media useful, 28,7% very useful and 17,4% somewhat useful. In Group B 50% of the respondents find video ads in social media useful and 30% very useful. For Group C the answers are more equally divided, as 31,8% find video adverts in social media somewhat useful, 27,8% useful and only 4,6% very useful. The rest of their answers are divided between not useful at all and little useful.

The trend of these answers give us an insight, that the usefulness of traditional tv-advertising seems to receive a mixed opinion from the respondents, while the opinion on usefulness of advertising in social media focuses more on the useful side of the board. 64% of all respondents find an advertisement in social media useful or very useful, while only 38% find an

advertisement on television useful or very useful. 28,2% of all respondents find advertising on tv not useful at all, while the same factor is 5,1% for social media. However upon examining these same figures by business size (Appendix 4.3, p. 75), 50% of respondents in Group 4, the largest businesses surveyed would find traditional tv-advertising useful. On the opposition 44,4% of Group 1, the sole proprietors, would find a traditional tv-advertising not useful at all. In the rest of the groups opinions on the matter seem as mixed as in the comparison above. As for video advertising in social media, business size has no difference on how useful it is perceived to be (see Appendix 4.4, p. 76).

5 Discussion and conclusion

Summary of the results

<p>Are businesses in Jyväskylä using online video as a part of their marketing?</p>	<p>About half of the businesses which have 10 employees or less are using video as a marketing tool. In addition, about three quarters of the businesses which are larger than that have implemented video marketing. Hence it seems that size does matter; the bigger the business is, the more likely they are to use video marketing.</p>
<p>How is online video marketing implemented?</p>	<p>About 80 % of businesses which have 10 employees or less produce their video content themselves. In comparison, 50% of the businesses which are larger than that use the services of an advertising agency or an av-production company.</p> <p>The top three platforms for distributing video content are Facebook with 83,9%, company website with 75% and Youtube with 69,6% of all respondents answers. Following closely is Instagram gaining 50% usage rate.</p>
<p>What are the local businesses attitudes towards online video marketing?</p>	<p>Most of the respondents found video marketing at least somewhat useful in achieving their goals - with over half finding it useful or very useful. None of the respondents found video marketing not useful at all.</p> <p>Upon asking the businesses to evaluate the usefulness of traditional tv-advertising, the response was mixed across the board. However 64% of respondents found video advertising on social media useful or very useful. In comparison respondents are much more inclined to video advertise online than on tv.</p>

Table 1. Summary of the results

The goal of this thesis was to examine the video marketing habits and attitudes of small and medium-sized enterprises in Jyväskylä. The findings of the research is used by RecOn Productions Oy to create an understanding of what type of businesses would be interested in their services and what are their video marketing needs. Furthermore these findings will aid anyone who is interested of the video marketing trends in the area, and will provide basis for further study on the subject.

The summary of the results on the previous page is based on the research questions defined earlier in the thesis. The purpose of the summary is to provide a quick outlook on the results of the survey, before delving deeper into the findings of the research.

As the theoretical framework presents, video is becoming one of the most desired and important mediums for marketers, as well as commonly used for online marketing efforts. Though video is welcomed with open arms into the mix of marketing tools, it is also perceived as time-consuming, expensive and difficult to implement. However most of the findings in the theoretical framework did not represent the businesses this research focuses on - local businesses in Jyväskylä - thus providing a premise for a quantitative survey in the area.

The quantitative survey revealed that only 28,2% of businesses in Jyväskylä did not use nor were not interested in using video marketing and that 59% of the businesses had already engaged in video marketing. Notably 87,7% of the businesses smaller than 50 employees and 83,3% of the businesses smaller than 250 employees had already started using video marketing as opposed to 51,3% of the businesses smaller than 10 employees and 44,4% of sole proprietors. Therefore, although the overall trend is that about 59% of the businesses use video marketing, the video marketing usage gets progressively prominent as the size of the business increases.

The survey also revealed that 80% of the businesses with one employee and 77% of the businesses with less than 10 employees produce or would produce the video content themselves. On the opposing side, 50% of the businesses smaller than 50 or smaller than 250 employees would use an

advertising agency or an audiovisual production company in the production of their video marketing.

Based on the theoretical framework and these two factors, a few conclusions can be drawn. Although producing and distributing video content is easier than it has ever been, smaller businesses still lack the means for producing the content. The result that most of the sole proprietors and businesses with less than 10 employees who are inclined to implement video marketing would produce the material themselves, leads to the conclusion that these businesses have an employee who has the know-how to do so. The about half of the businesses of this size who have not implemented video marketing yet simply lack the funds to hire a service, the know-how to produce the content themselves or the time it takes to learn the video-making process. The larger businesses with less than 50 or less than 250 employees surveyed however are more likely to have the know-how or the funds to dispose into video marketing efforts, thus making it more available to them. As video marketing is more available to these businesses, it has lead to the fact that already about four fifths of these businesses have implemented video marketing.

As far as online distribution of video goes, it was discovered that there are three preferred platforms for video marketing, regardless of business size. The preferred video marketing platforms for businesses in Jyväskylä are Facebook (80,4% of respondents), company website (75%) and Youtube (69,6%). Also notable is Instagram with a 50% usage rate. However, Instagram has offered paid advertising only since September 2015 (Facebook Business, 2015). If Instagram maintains its growth in user population, this figure will most likely rise to meet the figures of the other platforms quite quickly. These trends are in accordance with the Finnish mobile operator DNA's study from 2016, as the social media platforms above have the highest usage rates in Finland (Hagman, 2016). Using the company website among with the most popular social media platforms for video marketing only seems like a logical choice for marketers to do.

The main goals for video marketing in Jyväskyläs SME's are advertising products or services (75% of all respondents), gaining social media visibility (69,6%) and presenting how their business works (67,9%). Although direct

advertising still is the way to go for a majority of the respondents, it seems that marketing businesses with related content is also a driving force behind their video marketing efforts. Whether the businesses grasp the concept of content marketing, which is presented in this thesis' theoretical framework, or not - using video to present how the respondents business operates is a classic example of content marketing. Also gaining social media visibility directs the marketing efforts toward bringing more customers into the respondents social media channels for additional content. About half of all respondents (53,6%) also would like to use video to gain more website traffic, which indicates a similar purpose. Over half of the respondents find video marketing useful or very useful in achieving these goals, and most of the respondents found it at least somewhat useful. Notably, none of the respondents found video marketing not useful at all in reaching their goals.

As direct advertising of products and services was the most popular goal for video marketing, a comparison with traditional television advertising was also in place. When businesses were asked to evaluate how useful a tv-advertisement for their product or service would be, the survey produced mixed results. From all respondents, 29,5% would find a tv-advertisement useful, but 28,2% would also find a tv-advert not useful at all. The rest of the answers were mostly scattered in between these choices. However, only 5,1% of all of the respondents would find an advertisement on social media not useful at all, as opposed to 64% who found the same thing useful or very useful. Clearly there is some interest for tv-advertising in the SME's in Jyväskylä, but advertising in social media is definitely the preferred choice.

Drawing from these findings, the trend is similar as it is in other countries as discovered in the theoretical framework. As producing video needs certain skills and time, businesses often need to rely on outside help on video marketing or hire personnel with the needed know-how. The conclusion is, that right now using video marketing is more attainable for larger businesses, rather than for smaller companies with less than 10 employees.

The findings of the theoretical framework hold their ground also in the SME's in Jyväskylä. Yes, video marketing is perceived as expensive, time-consuming and difficult to implement. But also video marketing is perceived as interesting

and useful. And even though the purpose of video usually is direct advertising of products or services, marketers also want to use it to drive on related content. This is most likely because video can be so easily distributed over the internet - there is no need to create the best 30-second advertisement possible to be ran on television, but marketers can rather create multiple videos with different kinds of content to be broadcast online. As the survey shows, businesses in Jyväskylä rather place their video content on the internet than on television.

All of these findings make sense; as shown before on this thesis, marketers prefer to engage their targets through the most popular platforms and methods. As shown in the theoretical framework, video content is more popular than ever, and the trend is still rising. It makes sense for marketers to then use video content to reach their target groups. The more video content there is, the more marketers use it. The more users a social media gets, the more marketers use that social media as a platform to present their marketing videos. And as technology advances and marketers gain more know-how on producing video content, making video gets less expensive, less time-consuming and less difficult, thus making it less elusive for those who have not yet engaged in video marketing.

For RecOn Productions Oy, these findings present not only valuable information on which of, but also how the SME's in Jyväskylä implement their video marketing. Currently the customers for a production company which strictly makes video content are in the businesses which are larger than 10 employees, as any businesses smaller than that are likely to either not use video, or rather will produce the video content themselves. However, this information also reveals, that there may be a market for different service models in the businesses that are less likely to hire a video production service. As there is definitely a market for video marketing - RecOn Productions Oy, or any business, which is able to tackle the challenges within the field will be able to find customers in those businesses. Thus a video marketing service which does not only present itself as a production company, but as a business which is able to aid their customers in attaining cheaper, faster and easier-to-do

online video content, will find customers in where strict video production businesses are unable to do so.

6 Limitations and future suggestions

Even though online video marketing seems to be the way to go right now, not much hard scientific study on the topic has been done, or in the very least available publically. Both the topic of video marketing, as well as the whole topic of content marketing suffer from the same problem - most of the written sources on them seem to be content marketing themselves for the authors. For example, the entire book *The New Rules of Marketing & PR* by David Meerman Scott (2015), albeit an interesting read, seems to be more a marketing effort for Mr. Scott himself, than a solid textbook about marketing. Of course that does not render the authors findings on the book untrue, but leads to certain caution on what, and what not to include in this thesis. The same problem haunts the online sources; It is not difficult to find a statement posted by a *video marketing guru* which welcomes the advent of video marketing with open arms, but what has been difficult is to verify these findings. For example, a multitude of online sources state that 74% of traffic on the internet will be video by this year of 2017. After tracing that statement back to its roots, it was found that the number was presented as an estimate on a blog post about video marketing back in 2013.

Another thing that has been strikingly odd during the writing of this thesis, is that it is quite impossible to find criticism on video marketing as a phenomenon. Many sources indicate that video marketing still is quite expensive and time-consuming, and that it is difficult to produce content which yields the wanted results. Still, video marketing is recommended to any business without hesitation, even after presenting these obvious problems. By that, whoever does research on the topic of video marketing at any scale, a lot of critical observation on written sources is recommended. Even if someone was to draw citations from the theoretical framework of this thesis, the authors recommend double-checking where that information was gained, even though what is written here has undergone as much scrutiny as possible.

But if one thing is sure, this topic is in dire need of more research - not only because of the lack of existing information - but also because the whole topic of video marketing is currently undergoing so much changes in its practices.

The equipment used for doing the videos, the content within and the platform where the video material goes to might be very different even a few months from now. For example, looking back at the survey, it seems right now quite silly, that it asked the participants whether they use the live streaming service Periscope for their marketing efforts or not. Upon the time of the surveys conception it seemed that Periscope would be the next big thing in video communication, but it turned out to be a fad which would pass over night. Still, currently services like Instagram are experimenting with live feeds, so whether marketers will pick up live video as a marketing tool is yet to be seen. Also on the list of ever-changing things is social media. Social media as a term is already quite redundant, as most - if not all online media is already multi-directional between the original content creator and all the contents consumers.

Apart from the now futile question of whether businesses use Periscope or not, the quantitative survey itself has its flaws. The main problem with the survey is the sample size, which in the end was reduced to only 78 participants. Even though the sample size is acceptable for student work, the smallness leads to a few problems which make the results of the study a little more inaccurate than it would seem at first. For example the participants are not in any point compared by their line of industry. Hence if a majority of those participants were for example clothing stores - this would be an excellent study of clothing store video marketing, which would not be applicable in a more general environment.

Another problem which is spawned by the small sample size is that the amount of participants who had already implemented video marketing was significantly larger than any other demographic. It may very well be, that the percentage would be similar with a sample size of a thousand businesses, but in this case, the amount of participants who are either interested in video marketing or do not implement video marketing at all are perhaps too small. Hence the data and results based on these latter demographics might point to the right direction, but should be examined and observed with exceptional criticism. It should be also noted that even though research bias should be mostly eliminated by the fact that the survey was done by three different

methods, e.g. e-mail, phone and face-to-face, it still feels like the participants who responded to the survey are mainly businesses who have an interest in video marketing. But this note is mere guesswork, as the survey itself had no way of measuring how many of the online respondents started the survey, but stopped in the middle, as they realized most of the questions were only on the topic of marketing videos.

Furthermore, the design of the survey should have been more straightforward in order to compare the variables more carefully. The analysis and the presentation of the data was initially considerably challenging due to how to the survey was designed. The survey for the group who does not use video marketing at all derives greatly from the other two groups, hence the data could not be directly read from Google Forms. Therefore the analysis of the data required hands-on calculation on Excel, which ended up being quite time consuming. Also the survey should have had more insightful questions for the businesses who did not use video marketing - i.e. "why not?"

To analyze the received data more carefully, it was decided to divide the respondents to four different categories according to their personnel size. This was done to see how business size affects the results, although personnel size alone does not alone define a company's size. Despite of this limitation, it was decided to use the personnel size as an indicator to business size rather than the turnover limits provided by the European Commission categorization for SME's. In hindsight, for the sake of data collection, the European Commission's limits for SME's should have been forgotten, and the survey should have had another method for defining business size; for example more strict turnover limits than the categorization by the European Commission.

Through discussion with other students writing their thesis, it was found that getting businesses to answer surveys online is difficult regardless of the topic. Kananen (2015, 199) states that even though email can be used in quantitative research for data collection, it can be cumbersome as a survey tool. Kananen (2015, 200) continues that for email surveys, a considerable problem is that the majority of emails go either to the recipient's junk-inbox because of the email system filters, or it can be deleted by the receiver without

reading. Poynter (2010, 62) points out that to improve the response rate, emails should be personalized and there should be a reward for participating. These two factors could have been useful for gathering more data.

Finally, as the subject of this thesis was assigned by RecOn Productions Oy, a video production business owned by the authors, a risk of being biased toward favoring video marketing is quite possible. Basically, the outcomes of this research could have been manipulated in order to better suit the interests of the business. To avoid any such issues, it was made sure that the survey and all the results from it are shown in the appendices for the sake of transparency and further scrutiny.

All and all, this thesis serves as good groundwork on what is happening with video marketing in a very small local scale in Jyväskylä right now. However these findings will most likely grow outdated as you read them, due to the fast-paced changes in the video marketing field. Though the authors will be following the evolution of video marketing closely, hopefully more people will join them in finding out through solid research how video marketing should be implemented and what kind of content it should withhold, to bring as much value to the marketers customers as possible.

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APPENDICES

APPENDIX 1 - The survey structure in Google forms

Tutkimus Jyväskylän seudun yritysten markkinointitottumuksista

*Pakollinen

Yrityksenne perustiedot

Tietoja tarvitaan tilastointiin. Yksittäisten yritysten vastauksia ei julkaista erikseen, ja vastauksenne ovat luottamuksellisia. Näillä kysymyksillä määritämme yrityksenne koon Euroopan komission suosituksessa 2003/361/EY vahvistetuilla perusteilla

Yrityksenne nimi: *

Oma vastauksesi

Yrityksenne liikevaihto: *

Yrityksenne arvioitu liikevaihto kuluvana tilikautena

- Alle 2 miljoonaa euroa
- Alle 10 miljoonaa euroa
- Alle 50 miljoonaa euroa
- Yli 50 miljoonaa euroa

Yrityksenne henkilöstö: *

Kuinka monta vakituista työntekijää yrityksessänne on?

- Yksi henkilö
- Alle 10 henkilöä
- Alle 50 henkilöä
- Alle 250 henkilöä
- Yli 250 henkilöä

TAKAISIN

SEURAAVA

Sivu 2 / 7

Älä huolestu, jos näet täällä Google Formsin logoa.

Kysymyksiä markkinoinnista

Tässä osiossa kysymme yrityksenne yleisistä markkinointitottumuksista

Onko yrityksellänne voimassa olevaa markkinointisuunnitelmaa?

*

- Kyllä
- Ei
- En tiedä

Käyttääkö yrityksenne mainostoimiston palveluja? *

- Kyllä
- Ei

Mitä seuraavista mainoskanavista käytätte markkinoinnissanne? *

- Televisio
- Sanoma- tai paikallislehdet
- Aikakauslehdet
- Muu suoramarkkinointi
- Radio
- Yrityksenne nettisivut
- Ei mitään ylläolevista
- Muu: _____

Mitä seuraavista sosiaalisen median kanavista käytätte markkinoinnissanne? *

- Facebook
- Youtube
- Instagram
- Snapchat
- Twitter
- Vine
- Google+
- LinkedIn
- Yrityksen blogi
- Periscope
- Ei mitään ylläolevista
- Muu: _____

Käytättekö yrityksenne markkinoinnissa videomateriaalia? *

- Kyllä käytämme
- Emme vielä, mutta olemme kiinnostuneita
- Emme käytä

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Sivu 3 / 7

Kysymyksiä videomarkkinoinnista

Tässä osiossa kysymme tarkentavia kysymyksiä yrityksenne videomarkkinoinnista

Kuka pääsääntöisesti tuottaa yrityksenne markkinointivideot? *

- Tuotamme materiaalin itse
- Materiaalin tuottaa mainostomisto / AV-alan yritys
- Muu: _____

Missä videomateriaalia käytetään? *

- Yrityksen nettisivut
- Facebook
- Youtube
- Instagram
- Twitter
- Vine
- Snapchat
- Yrityksen blogi
- LinkedIn
- Google+
- Periscope
- Televisio
- Muu: _____

Mikä on yrityksenne videomarkkinoinnin tavoite? *

Millaista hyötyä haette yrityksellenne videomarkkinoinnista?

- Mainostaa suoraan yrityksemme tuotteita / palveluita
- Esitellä yrityksemme toimintaa
- Lisätä liikennettä yrityksemme nettisivuilla
- Saada lisää näkyvyyttä sosiaalisessa mediassa
- Uusien työntekijöiden rekrytointi
- Ei mikään ylläolevista
- Muu: _____

Kuinka hyödylliseksi arvoisitte videomarkkinoinnin tavoitteidenne saavuttamisessa? *

- Ei lainkaan hyödyllistä
- Vähän hyödyllistä
- Jonkin verran hyödyllistä
- Hyödyllistä
- Erittäin hyödyllistä

Lisätietoja / linkkejä liittyen yrityksenne markkinointivideoihin

Tähän voitte kertoa millaista videomateriaalia käytätte markkinoinnissanne tai esimerkiksi linkittää verkosta löytyviä markkinointivideoitanne.

Oma vastauksesi

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Kysymyksiä videomarkkinoinnista

Tässä osiossa kysymme tarkentavia kysymyksiä yrityksenne mahdollisesta videomarkkinoinnista

Kuka tuottaisi yrityksenne markkinointivideot? *

- Tuottaisimme materiaalin itse
- Materiaalin tuottaisi mainostomisto / AV-alan yritys
- Muu: _____

Missä videomateriaalia käytettäisiin? *

- Yrityksen nettisivut
- Facebook
- Youtube
- Instagram
- Twitter
- Vine
- Snapchat
- LinkedIn
- Yrityksen blogi
- Google+
- Periscope
- Televisio
- Muu: _____

Mikä olisi yrityksenne videomarkkinoinnin tavoite? *

- Mainostaa suoraan yrityksemme tuotteita / palveluita
- Esitellä yrityksemme toimintaa
- Lisätä liikennettä yrityksemme nettisivuilla
- Saada lisää näkyvyyttä sosiaalisessa mediassa
- Uusien työntekijöiden rekrytointi
- Ei mikään ylläolevista
- Muu: _____

Kuinka hyödyllistä luulisitte videomarkkinoinnin olevan tavoitteidenne saavuttamisessa? *

- Ei lainkaan hyödyllistä
- Vähän hyödyllistä
- Jonkin verran hyödyllistä
- Hyödyllistä
- Erittäin hyödyllistä

Lisätietoja

Tähän voitte kertoa millaista videomateriaalia haluaisitte käyttää yrityksenne markkinoinnissa. Voitte myös halutessanne liittää linkkejä verkosta löytyviin videoihin jotka vaikuttavat yrityksenne kannalta kiinnostavilta

Oma vastauksesi

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Arvioni videomarkkinoinnin hyödyllisyydestä

Arvioikaa, kuinka hyödyllisiä seuraavat esimerkit olisivat yrityksenne markkinoinnille, asteikolla jossa:

1 = Ei lainkaan hyödyllistä

3 = Jonkun verran hyödyllistä

5 = Erittäin hyödyllistä

Televisiomainos, jossa mainostetaan yrityksenne tuotetta / palvelua *

	1	2	3	4	5	
Ei lainkaan hyödyllistä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin hyödyllistä

Sosiaalisessa mediassa julkaistu video, jossa mainostetaan yrityksenne tuotetta / palvelua *

	1	2	3	4	5	
Ei lainkaan hyödyllistä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin hyödyllistä

Sosiaalisessa mediassa julkaistu video, jossa opetetaan yrityksenne tuotteiden / palvelun käyttöä *

	1	2	3	4	5	
Ei lainkaan hyödyllistä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin hyödyllistä

Sosiaalisessa mediassa julkaistu video, jossa haastatellaan yrityksenne työntekijöitä ja kerrotaan heidän kuulumisiaan *

	1	2	3	4	5	
Ei lainkaan hyödyllistä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin hyödyllistä

Sosiaalisessa mediassa julkaistu video, jossa käsitellään yrityksen toimialaan liittyviä ajankohtaisia asioita, mutta videossa ei mainita yrityksen tuotteita *

	1	2	3	4	5	
Ei lainkaan hyödyllistä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin hyödyllistä

Televisioutisissa näytetty uutisjuttu, joka käsittelee yritystänne *

	1	2	3	4	5	
Ei lainkaan hyödyllistä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin hyödyllistä

Toimialaan liittyvä televisiohaastattelu, jossa esiintyy yrityksen työntekijä *

	1	2	3	4	5	
Ei lainkaan hyödyllistä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin hyödyllistä

Sosiaalisessa mediassa julkaistu video, jossa kerrotaan yrityksen työntekijän kokemuksista yrityksen toimialaan liittyvillä messuilla *

	1	2	3	4	5	
Ei lainkaan hyödyllistä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin hyödyllistä

Sosiaalisessa mediassa julkaistu video, jossa kerrotaan yrityksen avoimista työpaikoista *

	1	2	3	4	5	
Ei lainkaan hyödyllistä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin hyödyllistä

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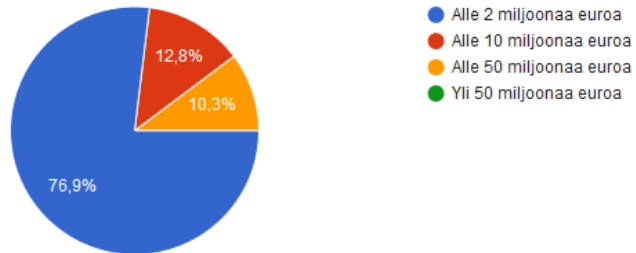
SEURAAVA



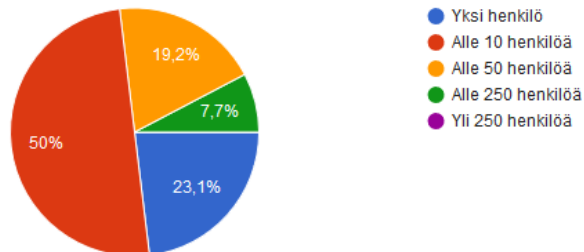
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APPENDIX 2 - Survey results from Google forms

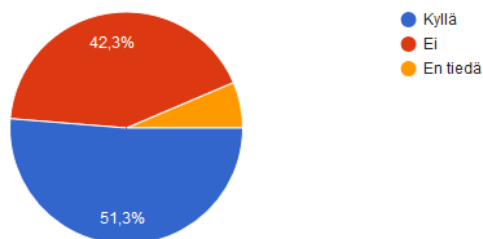
Yrityksenne liikevaihto: (78 vastausta)



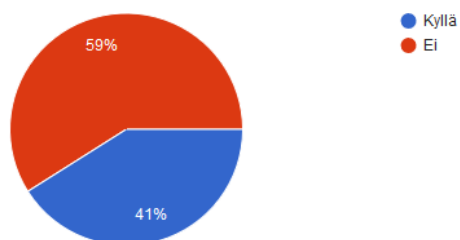
Yrityksenne henkilöstö: (78 vastausta)



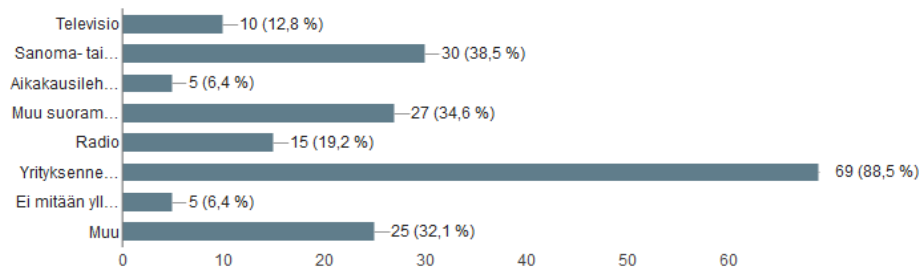
Onko yrityksellänne voimassa olevaa markkinointisuunnitelmaa? (78 vastausta)



Käyttääkö yrityksenne mainostoimiston palveluja? (78 vastausta)

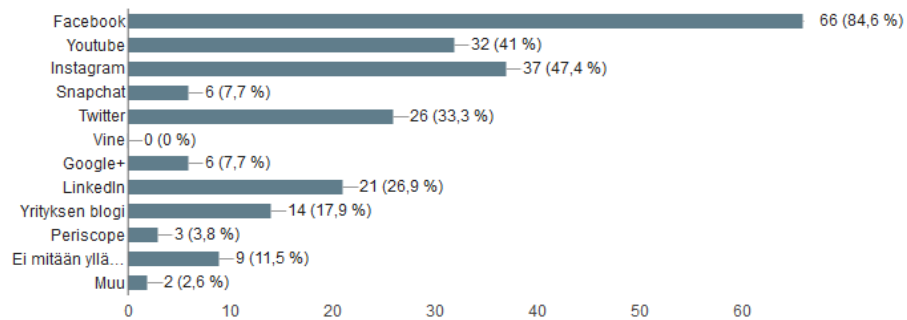


Mitä seuraavista mainoskanavista käytätte markkinoinnissanne? (78 vastausta)

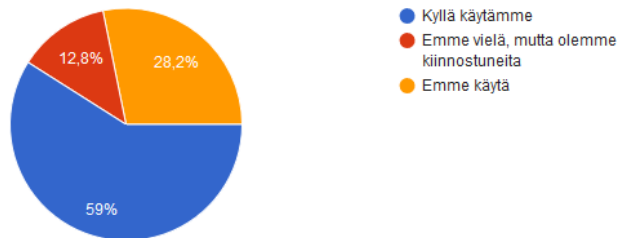


Mitä seuraavista sosiaalisen median kanavista käytätte markkinoinnissanne? (78 vastausta)

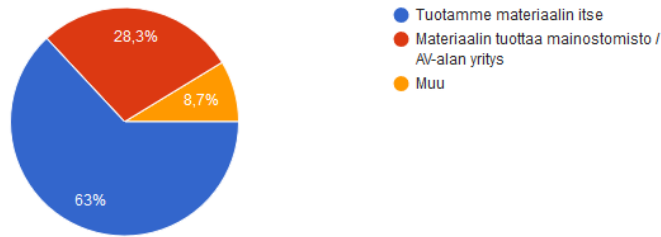
(78 vastausta)



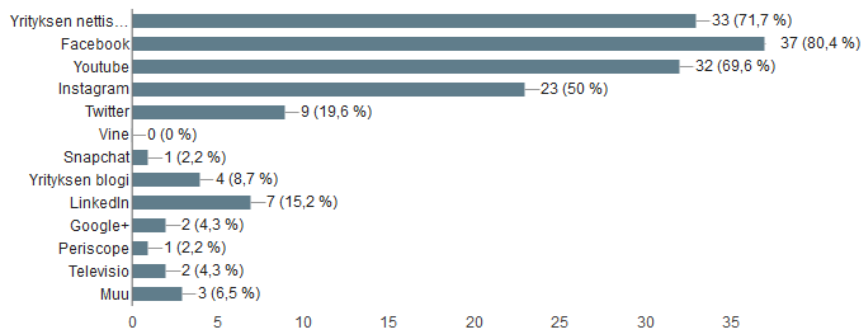
Käytättekö yrityksenne markkinoinnissa videomateriaalia? (78 vastausta)



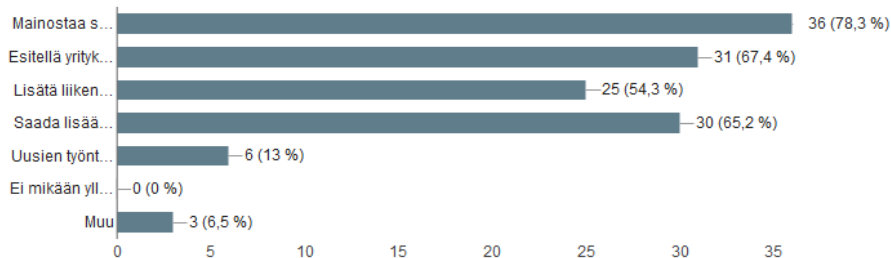
Kuka pääsääntöisesti tuottaa yrityksenne markkinointivideot? (46 vastausta)



Missä videomateriaalia käytetään? (46 vastausta)

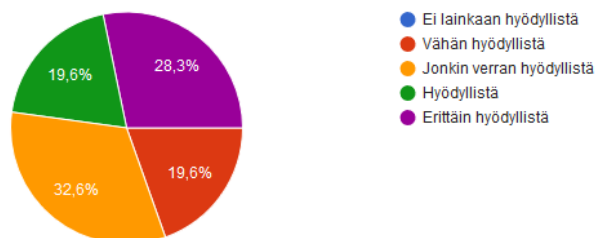


Mikä on yrityksenne videomarkkinoinnin tavoite? (46 vastausta)

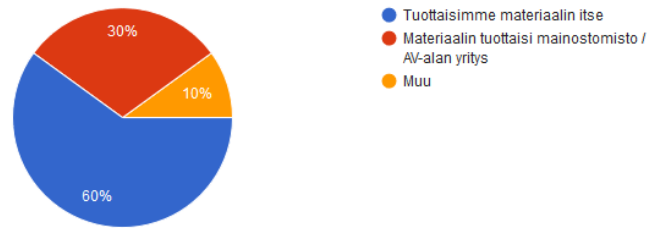


Kuinka hyödylliseksi arvioisitte videomarkkinoinnin tavoitteidenne saavuttamisessa?

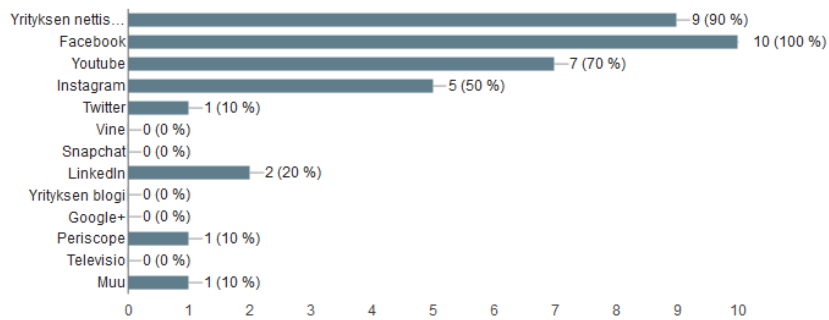
(46 vastausta)



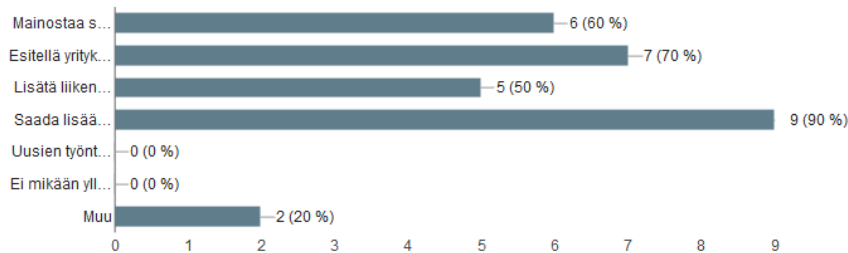
Kuka tuottaisi yrityksenne markkinointivideot? (10 vastausta)



Missä videomateriaalia käytettäisiin? (10 vastausta)

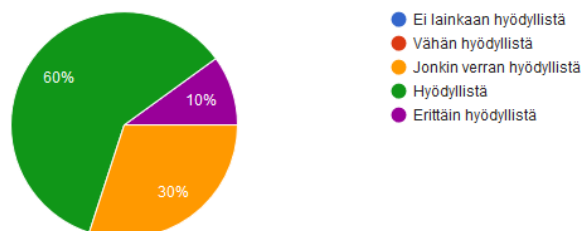


Mikä olisi yrityksenne videomarkkinoinnin tavoite? (10 vastausta)



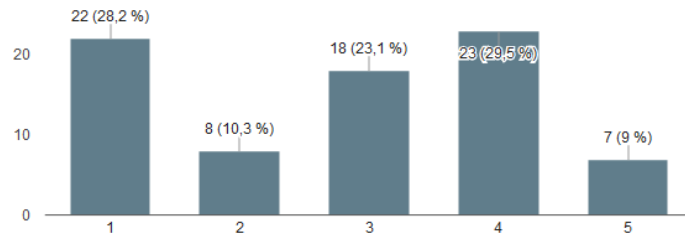
Kuinka hyödyllistä luulisitte videomarkkinoinnin olevan tavoitteidenne saavuttamisessa?

(10 vastausta)



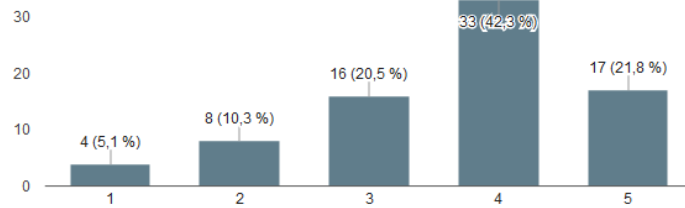
Televisiomainos, jossa mainostetaan yrityksen tuotetta / palvelua

(78 vastausta)



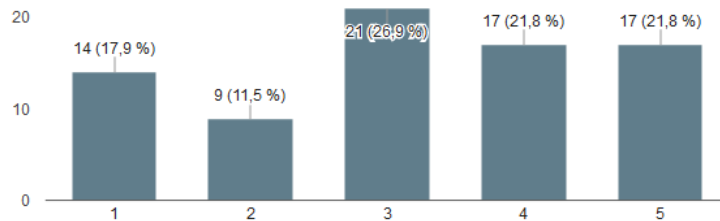
Sosiaalisessa mediassa julkaistu video, jossa mainostetaan yrityksen tuotetta / palvelua

(78 vastausta)



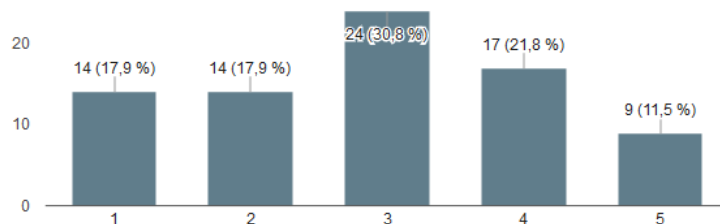
Sosiaalisessa mediassa julkaistu video, jossa opetetaan yrityksen tuotteiden / palvelun käyttöä

(78 vastausta)



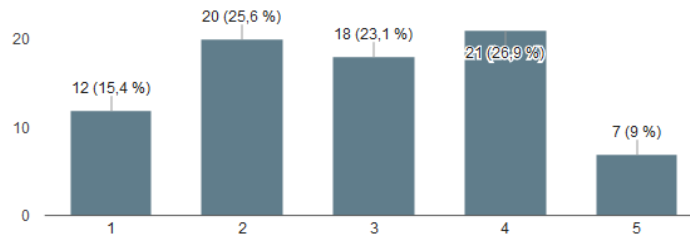
Sosiaalisessa mediassa julkaistu video, jossa haastatellaan yrityksen työntekijöitä ja kerrotaan heidän kuulumisiaan

(78 vastausta)



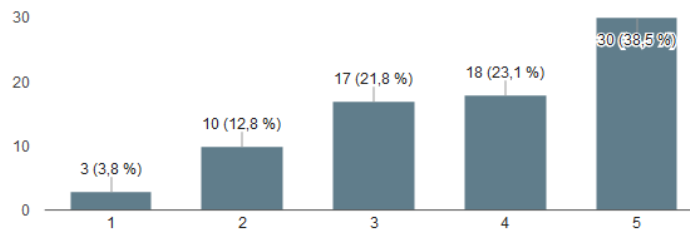
Sosiaalisessa mediassa julkaistu video, jossa käsitellään yrityksen toimialaan liittyviä ajankohtaisia asioita, mutta videossa ei mainita yrityksen tuotteita

(78 vastausta)



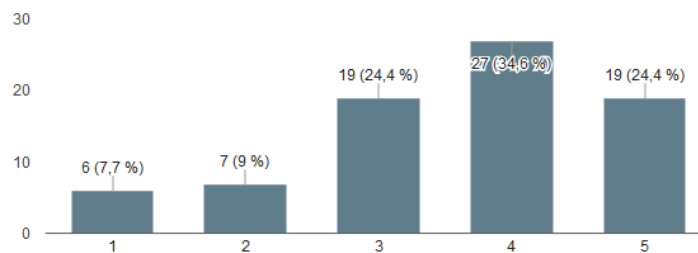
Televisioutisissa näytetty uutisjuttu, joka käsittelee yritystänne

(78 vastausta)



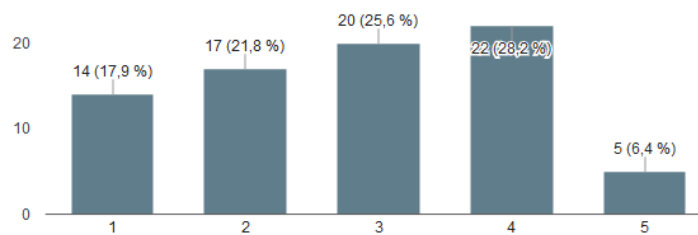
Toimialaan liittyvä televisiohaastattelu, jossa esiintyy yrityksen työntekijä

(78 vastausta)



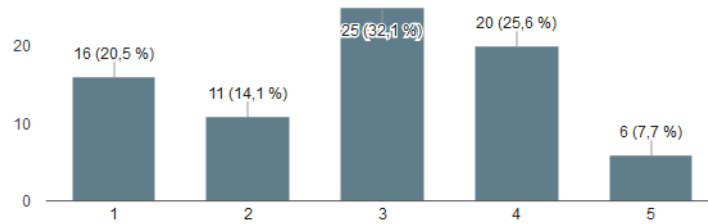
Sosiaalisessa mediassa julkaistu video, jossa kerrotaan yrityksen työntekijän kokemuksista yrityksen toimialaan liittyvillä messuilla

(78 vastausta)



Sosiaalisessa mediassa julkaistu video, jossa kerrotaan yrityksen avoimista työpaikoista

(78 vastausta)



APPENDIX 3 – Frequency tables

Appendix 3.1

Does your business have a marketing plan?									
	Group A (N=46)		Group B (N=10)		Group C (N=22)		Total (N=78)		
Yes	32	69,57%	2	20,00%	6	27,27%	40	51,28%	
No	10	21,74%	7	70,00%	16	72,73%	33	42,31%	
I don't know	4	8,70%	1	10,00%	0	0,00%	5	6,41%	

Appendix 3.2

Does your business use the services of an advertising agency?									
	Group A (N=46)		Group B (N=10)		Group C (N=22)		Total (N=78)		
Yes	23	50,00%	3	30,00%	6	27,27%	32	41,03%	
No	23	50,00%	7	70,00%	16	72,73%	46	58,97%	

Appendix 3.3

Which of these advertising channels does your business use?									
	Group A		Group B		Group C		Total		
Television	8	17,39%	1	10,00%	1	4,55%	10	12,82%	
Newspapers	18	39,13%	4	40,00%	8	36,36%	30	38,46%	
Magazines	3	6,52%	1	10,00%	1	4,55%	5	6,41%	
Other direct marketing	19	41,30%	4	40,00%	4	18,18%	27	34,62%	
Radio	9	19,57%	0	0,00%	6	27,27%	15	19,23%	
Your business website	43	93,48%	10	100,00%	16	72,73%	69	88,46%	
None of the above	1	2,17%	0	0,00%	4	18,18%	5	6,41%	
Other	15	32,61%	3	30,00%	7	31,82%	25	32,05%	

Appendix 3.4

Which of these social media channels does your business use?									
	Group A		Group B		Group C		Total		
Facebook	44	95,65%	9	90,00%	13	59,09%	66	84,62%	
Youtube	30	65,22%	1	10,00%	1	4,55%	32	41,03%	
Instagram	31	67,39%	5	50,00%	1	4,55%	37	47,44%	
Snapchat	6	13,04%	0	0,00%	0	0,00%	6	7,69%	
Twitter	23	50,00%	2	20,00%	1	4,55%	26	33,33%	
Vine	0	0,00%	0	0,00%	0	0,00%	0	0,00%	
Google+	4	8,70%	0	0,00%	2	9,09%	6	7,69%	
LinkedIn	18	39,13%	2	20,00%	1	4,55%	21	26,92%	
Blog	12	26,09%	0	0,00%	2	9,09%	14	17,95%	
Periscope	3	6,52%	0	0,00%	0	0,00%	3	3,85%	
None of the above	1	2,17%	1	10,00%	7	31,82%	9	11,54%	
Other	1	2,17%	0	0,00%	1	4,55%	2	2,56%	

Appendix 3.5

Who produces / would produce your marketing videos?						
	Group A (N=46)		Group B (N=10)		Total (N=56)	
Produce ourselves	29	63,00%	6	60,00%	35	62,50%
Ad-agency / av-service	13	28,30%	3	30,00%	16	28,57%
Other	4	8,70%	1	10,00%	5	8,93%

Appendix 3.6

Where video marketing is / would be used?						
	Group A		Group B		Total	
Website	33	71,70%	9	90,00%	42	75,00%
Facebook	37	80,40%	10	100,00%	47	83,93%
Youtube	32	69,60%	7	70,00%	39	69,64%
Instagram	23	50,00%	5	50,00%	28	50,00%
Twitter	9	19,60%	1	10,00%	10	17,86%
Vine	0	0,00%	0	0,00%	0	0,00%
Snapchat	1	2,20%	0	0,00%	1	1,79%
Company blog	4	8,70%	2	20,00%	6	10,71%
LinkedIn	7	15,20%	0	0,00%	7	12,50%
Google+	2	4,30%	0	0,00%	2	3,57%
Periscope	1	2,20%	1	10,00%	2	3,57%
Television	2	4,30%	0	0,00%	2	3,57%
Other	3	6,50%	1	10,00%	4	7,14%

Appendix 3.7

What is / would be the goal of video marketing?						
	Group A		Group B		Total	
Advertising product /service	36	78,30%	6	60,00%	42	75,00%
Present how our business works	31	67,40%	7	70,00%	38	67,86%
To gain traffic on our website	25	54,30%	5	50,00%	30	53,57%
Gain social media visibility	30	65,20%	9	90,00%	39	69,64%
Recruit new employees	6	13,00%	0	0,00%	6	10,71%
None of the above	0	0,00%	0	0,00%	0	0,00%
Other	3	6,50%	2	20,00%	5	8,93%

Appendix 3.8

How useful would you think video marketing is in achieving your goals?						
	Group A (N=46)		Group B (N=10)		Total (N=56)	
Not at all useful	0	0,00%	0	0,00%	0	0,00%
A little useful	9	19,60%	0	0,00%	9	16,07%
Somewhat useful	15	32,60%	3	30,00%	18	32,14%
Useful	9	19,60%	6	60,00%	15	26,79%
Very useful	13	28,30%	1	10,00%	14	25,00%

Appendix 3.9

TV-advertisement, which advertises your product or service?								
	Group A (N=46)		Group B (N=10)		Group C (N=22)		Total (N=78)	
not at all useful	10	21,74%	3	30,00%	9	40,91%	22	28,21%
little useful	5	10,87%	2	20,00%	1	4,55%	8	10,26%
somewhat useful	9	19,57%	1	10,00%	8	36,36%	18	23,08%
useful	17	36,96%	2	20,00%	4	18,18%	23	29,49%
very useful	5	10,87%	2	20,00%	0	0,00%	7	8,97%

Appendix 3.10

A video in social media, which advertises your product or service?								
	Group A (N=46)		Group B (N=10)		Group C (N=22)		Total (N=78)	
not at all useful	0	0,00%	0	0,00%	4	18,18%	4	5,13%
little useful	3	6,52%	1	10,00%	4	18,18%	8	10,26%
somewhat useful	8	17,39%	1	10,00%	7	31,82%	16	20,51%
useful	22	47,83%	5	50,00%	6	27,27%	33	42,31%
very useful	13	28,26%	3	30,00%	1	4,55%	17	21,79%

Appendix 3.11

A video in social media, which teaches how your product / service is used?								
	Group A (N=46)		Group B (N=10)		Group C (N=22)		Total (N=78)	
not at all useful	3	6,52%	1	10,00%	10	45,45%	14	17,95%
little useful	6	13,04%	0	0,00%	3	13,64%	9	11,54%
somewhat useful	11	23,91%	3	30,00%	7	31,82%	21	26,92%
useful	13	28,26%	2	20,00%	2	9,09%	17	21,79%
very useful	13	28,26%	4	40,00%	0	0,00%	17	21,79%

Appendix 3.12

A video in social media, which discusses how your employees are doing?								
	Group A (N=46)		Group B (N=10)		Group C (N=22)		Total (N=78)	
not at all useful	4	8,70%	1	10,00%	9	40,91%	14	17,95%
little useful	7	15,22%	3	30,00%	4	18,18%	14	17,95%
somewhat useful	16	34,78%	1	10,00%	7	31,82%	24	30,77%
useful	11	23,91%	4	40,00%	2	9,09%	17	21,79%
very useful	8	17,39%	1	10,00%	0	0,00%	9	11,54%

Appendix 3.13

A video in social media, which addresses the current events of the company's field of work, but does not mention your products?								
	Group A (N=46)		Group B (N=10)		Group C (N=22)		Total (N=78)	
not at all useful	4	8,70%	2	20,00%	6	27,27%	12	15,38%
little useful	11	23,91%	3	30,00%	6	27,27%	20	25,64%
somewhat useful	11	23,91%	2	20,00%	5	22,73%	18	23,08%
useful	15	32,61%	2	20,00%	4	18,18%	21	26,92%
very useful	5	10,87%	1	10,00%	1	4,55%	7	8,97%

Appendix 3.14

TV-news story about your business?								
	Group A (N=46)		Group B (N=10)		Group C (N=22)		Total (N=78)	
not at all useful	0	0,00%	0	0,00%	3	13,64%	3	3,85%
little useful	7	15,22%	1	10,00%	2	9,09%	10	12,82%
somewhat useful	8	17,39%	2	20,00%	7	31,82%	17	21,79%
useful	8	17,39%	1	10,00%	9	40,91%	18	23,08%
very useful	20	43,48%	6	60,00%	4	18,18%	30	38,46%

Appendix 3.15

A TV-interview about your company's field of work, on which an employee of your business is being interviewed?								
	Group A (N=46)		Group B (N=10)		Group C (N=22)		Total (N=78)	
not at all useful	3	6,52%	0	0,00%	3	13,64%	6	7,69%
little useful	5	10,87%	0	0,00%	2	9,09%	7	8,97%
somewhat useful	9	19,57%	3	30,00%	7	31,82%	19	24,36%
useful	18	39,13%	3	30,00%	6	27,27%	27	34,62%
very useful	11	23,91%	4	40,00%	4	18,18%	19	24,36%

Appendix 3.16

A video on social media, which discusses the experiences your employee has had at a convention that deals with your field of work?								
	Group A (N=46)		Group B (N=10)		Group C (N=22)		Total (N=78)	
not at all useful	5	10,87%	1	10,00%	8	36,36%	14	17,95%
little useful	10	21,74%	3	30,00%	4	18,18%	17	21,79%
somewhat useful	15	32,61%	1	10,00%	4	18,18%	20	25,64%
useful	15	32,61%	2	20,00%	5	22,73%	22	28,21%
very useful	1	2,17%	3	30,00%	1	4,55%	5	6,41%

Appendix 3.17

A video on social media, which tells about your businesses vacant jobs?								
	Group A (N=46)		Group B (N=10)		Group C (N=22)		Total (N=78)	
not at all useful	4	8,70%	5	50,00%	7	31,82%	16	20,51%
little useful	8	17,39%	1	10,00%	2	9,09%	11	14,10%
somewhat useful	14	30,43%	2	20,00%	9	40,91%	25	32,05%
useful	15	32,61%	1	10,00%	4	18,18%	20	25,64%
very useful	5	10,87%	1	10,00%	0	0,00%	6	7,69%

Appendix 3.18

Does your business use video marketing?					
	Group 1 (N=18)	Group 2 (N=39)	Group 3 (N=15)	Group 4 (N=6)	Total (N=78)
Yes	8 44,44%	20 51,28%	13 86,67%	5 83,33%	46 58,97%
No, but interested	2 11,11%	6 15,38%	1 6,67%	1 16,67%	10 12,82%
No, and not interested	8 44,44%	13 33,33%	1 6,67%	0 0,00%	22 28,21%

Appendix 3.19

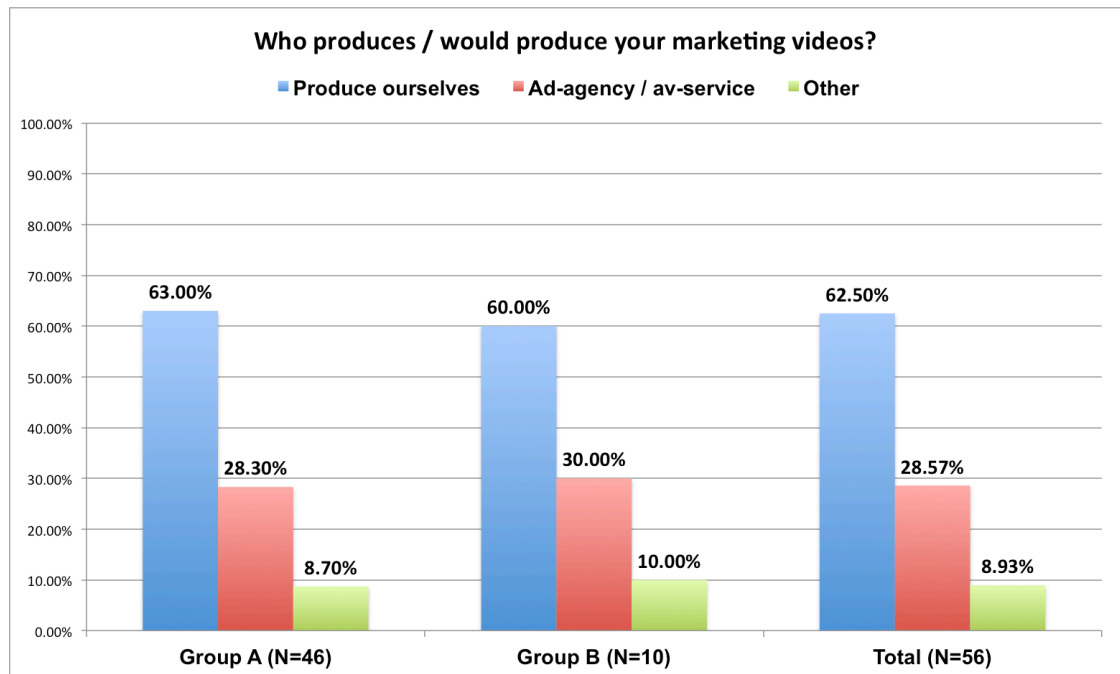
Who produces / would produce your marketing videos?					
	Group 1 (N=10)	Group 2 (N=26)	Group 3 (N=14)	Group 4 (N=6)	Total (N=56)
Produce ourselves	8 80,00%	20 76,92%	5 35,71%	3 50,00%	36 64,29%
Ad agency	1 10,00%	5 19,23%	7 50,00%	3 50,00%	16 28,57%
Other	1 10,00%	1 3,85%	2 14,29%	0 0,00%	4 7,14%

Appendix 3.20

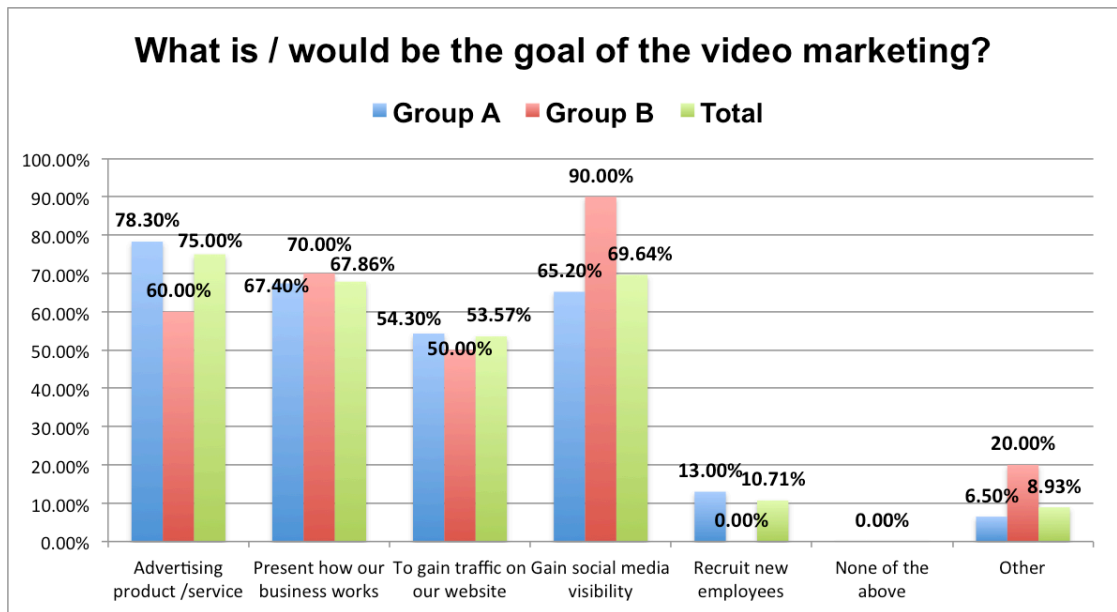
How useful would you think video marketing is in achieving your goals?					
	Group 1 (N=10)	Group 2 (N=26)	Group 3 (N=14)	Group 4 (N=6)	Total (N=56)
Not at all useful	0 0,00%	0 0,00%	0 0,00%	0 0,00%	0 0,00%
A little useful	1 10,00%	4 15,38%	2 14,29%	2 33,33%	9 16,07%
Somewhat useful	3 30,00%	9 34,62%	5 35,71%	1 16,67%	18 32,14%
Useful	4 40,00%	6 23,08%	3 21,43%	2 33,33%	15 26,79%
Very useful	2 20,00%	7 26,92%	4 28,57%	1 16,67%	14 25,00%

APPENDIX 4 – Bar charts arranged in Excel

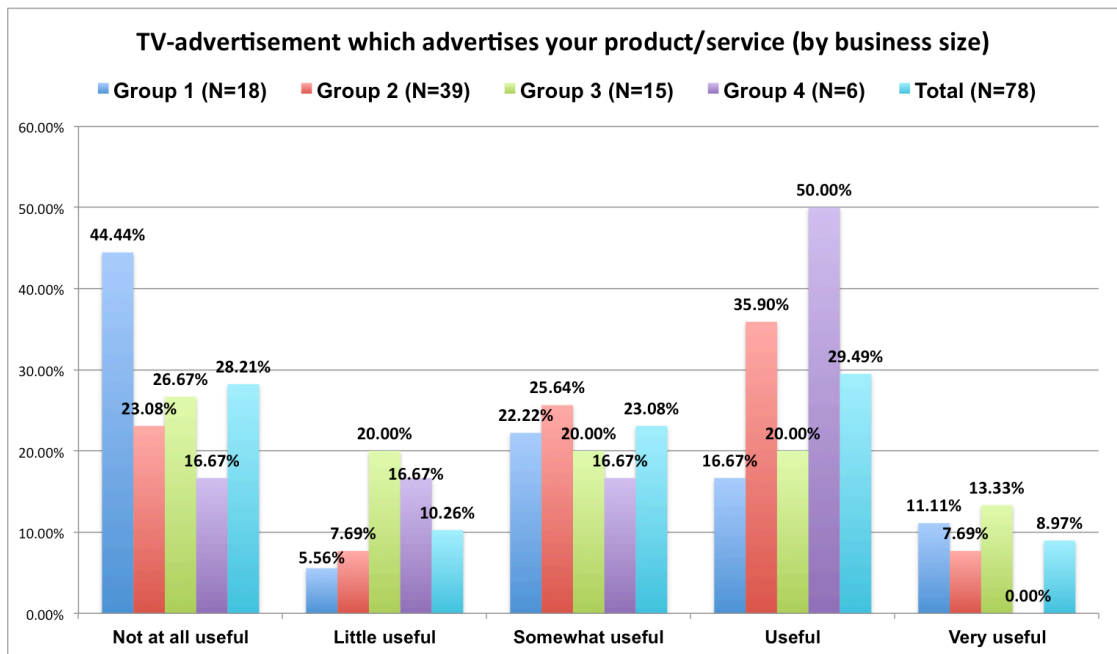
Appendix 4.1



Appendix 4.2



Appendix 4.3



Appendix 4.4

