



VAASAN AMMATTIKORKEAKOULU  
UNIVERSITY OF APPLIED SCIENCES

Sami Peltoniemi

# Use of Professional Videos in Marketing

Business Economics  
2021

VAASAN AMMATTIKORKEAKOULU  
UNIVERSITY OF APPLIED SCIENCES

Bachelor of Business Administration, International Business

## **ABSTRACT**

Author	Sami Peltoniemi
Title	Use of Professional Videos in Marketing.
Year	2021
Language	English
Pages	46+ 1 Appendix
Name of Supervisor	Thomas Sabel

---

In these modern days it has never been easier to take videos yourself with your mobile phone, but the question is should you use them in your company's marketing?

The aim of the study is to find this out by analyzing theories on marketing and what marketing really is as well as by sending out a questionnaire to companies of different sizes in the Vaasa region.

The main goal of the thesis is to gather information which I can use in my own work as entrepreneur and to answer whether the quality of the marketing videos matter as much anymore, if yes, then when and where. A further aim is to elicit general opinions about filmmaking. The questionnaire also intends to find out how much money is reasonable to spend on a marketing video.

---

Keywords                      video, marketing, business

## TIIVISTELMÄ

Tekijä	Sami Peltoniemi
Opinnäytetyön nimi	Use of professional videos in marketing
Vuosi	2021
Kieli	Englanti
Sivumäärä	46 + 1 Liite
Ohjaaja	Thomas Sabel

---

Nykypäivänä on helpompaa kuin koskaan ottaa videoita itse matkapuhelimellasi, mutta kysymys kuuluu, pitäisikö niitä käyttää yrityksesi markkinoinnissa?

Tätä aion selvittää. Analysoimalla erilaisia markkinoinnin teorioita ja lähettämällä kyselylomakkeen eri kokoisille yrityksille Vaasan seudulla.

Opinnäytetyön päätavoitteena on kerätä tietoa, jota voin käyttää omassa työssäni yrittäjänä, ja vastata siihen, onko markkinointivideoiden laatu enää tärkeää, jos on niin milloin ja missä. Aion myös selvittää yleisiä mielipiteitä videoinnista. Kyselylomakkeella pyritään myös selvittämään, mikä on sopiva rahasumma, jota voidaan käyttää markkinointivideoiden toteuttamiseen.

# CONTENTS

## TIIVISTELMÄ

## ABSTRACT

1	LIST OF FIGURES .....	5
2	INTRODUCTION .....	7
	2.1 Background of thesis study .....	8
2	THEORY ON SOCIAL MEDIA .....	10
	2.1 Digital marketing .....	10
	2.2 Differences between small and large companies and why they use videos. 13	
	2.3 Figures on use of social media .....	15
	2.4 Cost of video marketing .....	17
	2.5 Inbound Marketing vs. Outbound Marketing .....	20
	2.6 Edgerank in Facebook .....	21
3	EMPIRICAL STUDY .....	22
	3.1 Research Methodology .....	22
	3.2 Survey formulation .....	23
	3.3 Interview .....	23
	3.4 Analyzing the question answers.....	24
	3.5 Limitations and errors in survey. ....	37
	3.6 Interview answers .....	37
4	SUMMARY OF THE RESULTS .....	39
	4.4.11 Writers' thoughts on result of survey.....	39
5	CONCLUSION .....	40
	5.1 Suggestions for future research.....	40
	REFERENCES.....	41
	APPENDIX 1 .....	42

## 1 LIST OF FIGURES

<b>Figure 1.</b> Overall popularity of using social medias (Hootsuite 2021).....	15
<b>Figure 2.</b> Use of social media (Hootsuite 2021).....	15
<b>Figure 3.</b> Global digital growth (Hootsuite 2021) .....	16
<b>Figure 4.</b> Figure of most popular social networks (Hootsuite 2021 .....	16
<b>Figure 7.</b> question 1 .....	24
<b>Figure 8.</b> question 2 .....	25
<b>Figure 9.</b> question 4 .....	26
<b>Figure 10.</b> question 5 .....	26
<b>Figure 11.</b> question 6 .....	27
<b>Figure 12.</b> question 7 .....	28
<b>Figure 13.</b> question 8 .....	29
<b>Figure 14.</b> question 9 .....	29
<b>Figure 15.</b> question 10 .....	30
<b>Figure 16.</b> question 11 .....	30
<b>Figure 17.</b> question 12 .....	31
<b>Figure 18.</b> question 13 .....	31
<b>Figure 19.</b> question 14 .....	32
<b>Figure 20.</b> question 15 .....	33
<b>Figure 21.</b> question 16 .....	33
<b>Figure 22.</b> question 17 .....	34
<b>Figure 23.</b> question 18 .....	35
<b>Figure 24.</b> question 19 .....	35
<b>Figure 25.</b> question 20 .....	36

## **LIST OF APPENDICES**

**APPENDIX 1.** Interview questions

## 2 INTRODUCTION

Trends in marketing have changed rapidly in the past decade. Most small and medium sized companies handle their marketing on their own and can use current trends to their own advantage, while others rely heavily on outsourcing their marketing to consultants and marketing agencies, which also handle their video and photo needs. Budgeting is also diverse and unique to every company, while some companies have big marketing departments some have close to zero. Almost every company nowadays have at least Facebook and websites, some might also have Instagram. Snapchat and TikTok tends to be still rarely in use in corporate marketing, though there are a few success stories out there.

The problem that many companies using social media come across is that they should be active there almost daily and outsourcing that would be relatively expensive, so what most of the companies do is that they disregard social media and by doing so they lose any benefits they could gain from using it more.

This thesis aims to find out what kind of videos companies utilize in their marketing, what platforms they use and when there is a need for using professional videos.

The thesis was conducted as a Quantitative survey to gain insight from the experts working in the field of marketing. The survey was sent to my old business acquaintances whose company sizes vary from one-man companies to multimillion factories. After completing the survey, I also decided to include a short interview to gain more insight and to supplement the theoretical basis with professionals' experience.

The study showed that most of the companies involved in the study are not capable or do not want to spend a lot of money on outsourcing video-making.

## **2.1 Background of the thesis study**

I chose the topic for this thesis because I have worked the past four years as a freelance photographer besides school and slowly been moving towards making videos such as news reporting for MTV3. With help of local professional commercial film maker Esa Siltaloppi In the future my goal is to broaden my company to offer cinematic films for marketing purposes. In my thesis I study attitudes and willingness of companies to spend on outsourcing marketing videos.

This thesis is divided into four different sections: introduction, theoretical study part, empirical study and analyzing the study as well as conclusion. The empirical research introduced the research methodology and processes, how the questionnaire was planned and analyzing the results as well as a conclusion. Study was carried out as a qualitative research. A questionnaire was created as Google forms for easy accessibility, and it was sent to 60 recipients and 13 of those answered.

The number of answers gathered with the questionnaire is the first and possible considerable limitation of this thesis, although the goal never was to gather data extensively around Finland. This is also totally understandable since budgeting can be a sensitive topic for some companies. The second limitation is as previously mentioned, the survey was sent to my former associates, so for example with the question “When you find yourself in need of outsourcing your video needs, what kind of company do you prefer to lean to” (Options where an independent filmmaker, medium size company or large marketing firm)? Most answered an independent filmmaker, which might be a biased answer, because of me.

This study and digging deeper into motivations and opinions of those who use services like I offer, will help me gain great insight and stronger understanding how I should price my services and what the customers needs and wants.

## **1.2. Research Questions**

Research questions in this thesis are as follows:

- How do respondents feel about using videos in their business marketing?
- Do they consider videos as a positive or a negative thing?
- What are their needs and budget for video campaigns?

## 2 THEORY ON SOCIAL MEDIA

### 2.1 Digital marketing

What is digital marketing.

Marketing is a purposeful activity aimed at increasing turnover from its source apart. The starting point for marketing is the company's customers. In this case, marketing communications. While digital marketing channels are growing all the time, traditional ones are being used marketing in addition. By combining offline and online channels, more visibility can be gained. In addition to regionally implemented social media marketing, local print advertising.

Aden Andrus. 2020. What is Digital Marketing and How Do I Get Started?  
<https://www.disruptiveadvertising.com/marketing/digital-marketing/>

Theory part is used to understand and gain knowledge on what is digital marketing is and current statistics how people use it in their daily lives, knowing this helps anyone reading this thesis and marketing or content creators to understand it better. Theory also helped to compare data from survey to articles and statistic, which showed that it mostly did, more of that in the analyze part.

Running any kind of business nowadays could benefit from using social medias, whether it is a day spa, barber shop, car dealership or an ecommerce. It is important to keep up with the latest marketing trends to stay ahead of your competitors. That is where very well made and thought-out professional videos can make big difference compared to competitors and either break or make success of the campaign.

Consumers are watching more and more videos, especially with their mobile devices. To ensure you are reaching your target audience as much as possible, video marketing should be part of businesses marketing strategies. Videos now must catch viewer's interest in first couple of seconds, and shorter videos are preferable, especially when talking about an advertisement in YouTube and Facebook with their noticeably short skip windows. Compared just to photos videos can have the ability to tell much more in short time.

<https://biteable.com/blog/video-marketing-statistics/> 2021

But merely posting half baked video is not the way to go. Businesses need to also understand the what, the how, and the why of video marketing, which includes knowing about the current video trends.

With everything happening this year with Covid-19, people have even more time to tune in for video streaming services, watch TikToks and educate them via online streaming services such as Zoom.

Ian Horswill. 2021. Streaming success a COVID-19 peculiarity or here to stay? CEO magazine <https://www.theceomagazine.com/business/innovation-technology/streaming-success-covid-19/>

In the future use of VR (virtual reality) and AR (augmented reality) videos will help consumers to shop clothes and furniture, like Ikea has already adopted. Social medias like Facebook and Instagram have adopted shoppable videos, where ad shows up in your feed and video rolling is directly linked to a product or products. Meanwhile events are also moving towards virtual space. These tools combined with Facebook's and Google's strong targeting tools will be crucial for success in marketing campaigns. AYDA AYOUBI. 2017. IKEA Launches Augmented Reality Application [https://www.architectmagazine.com/technology/ikea-launches-augmented-reality-application\\_o](https://www.architectmagazine.com/technology/ikea-launches-augmented-reality-application_o)

Ashley Carman. 2018. Instagram will now let users shop items from video posts <https://www.theverge.com/2018/11/15/18095679/instagram-shopping-product-collection-video-posts>

Instead of firing advertisements to customers, many companies have also turned towards influencer marketing, where small or big influencers promote their products in their videos and post in platforms like Instagram and YouTube. These kinds of videos are rarely produced without much thought of "cinematic" filming, but there is room to improvement on there, when combining famous influencers and skilled professionals to create videos can separate your marketing from all the others.

It is also better to sometimes take the customer into consideration and create two-way marketing, where the viewer of video can easily react, comment, and interact with the company. Customers also received advertising better when those are about something that they are themselves interested. Compared to traditional ways of marketing like TV, social medias enable this easily.

<https://influencermarketinghub.com/what-is-influencer-marketing/> 2021

According to Statistics from Omnicoreagency. Having a video thumbnail in the search results can double your search traffic and 87% of video marketers say that video has increased traffic to their website. While 64% of online shoppers say that a video on social media helped them make their buying decision. 76% of users will skip a video if it plays an ad before the promised content, but there is Chrome extension for YouTube ad auto block.

Salman Aslam 2021 Digital Marketing by the Numbers: Stats, Demographics & Fun Facts

<https://www.omnicoreagency.com/digital-marketing-statistics/>

## 2.2 Differences between small and large companies and why they use videos.

Video can be described as one of the most efficient ways of marketing and sharing information with businesses audiences. Even though videos are widely used, finding academic literature on how certain types of companies are using videos in their communications is difficult. Bigger companies have bigger marketing budgets than small businesses, but not using videos as a marketing tool means that they are missing out big time.

“More than 70 percent of B2B marketers are already using video marketing, as mentioned above, there are still some holdouts. And more than half of the small business surveyed by Promo.com said that video was their most effective type of marketing—64 percent, to be exact.”

“Small businesses skimp on video marketing for various reasons—maybe they think they don’t have the internal resources or skill sets needed to create high-performing videos. Maybe they think their audience doesn’t want videos. Or maybe they’ve simply got a small staff and just haven’t gotten around to creating a marketing video yet.”

Shama Hyder. 2020. This Is How Small Businesses Are Using Video Marketing In 2020 <https://www.forbes.com/sites/shamahyder/2020/02/27/this-is-how-small-businesses-are-using-video-marketing-in-2020/?sh=5b7dc7a7bf40>

[https://promo.com/news/smb-video-marketing-trends?utm\\_source=company\\_news](https://promo.com/news/smb-video-marketing-trends?utm_source=company_news)  
2020

Benefits of using videos are proven time and time again that they just simply to gain more engagement from the customers. Pushing video often helps to keep audience’s interest in your company and brand. Video might seem too time consuming and difficult for many, but it does not need to be, using smartphones to film and keeping videos short and simple can take less than 20 minutes.

Videos are used in informing customers, showing new products or services, recruiting and to sell products of course. They can also be used in internal communication to educate workers.

Siltaloppi, E. 2021. Yrittäjä. Siltaloppi media. Interview 12.5.2021

### 2.3 Figures on use of social media

These are current statistics of the digital world.

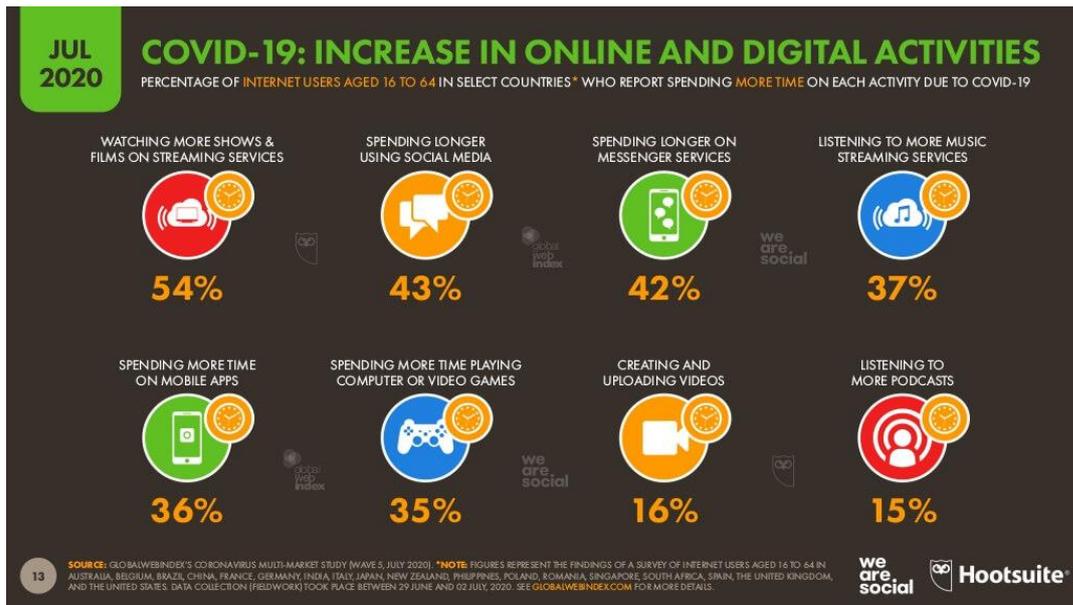


Figure 1. Overall popularity of using social medias (Hootsuite 2021)

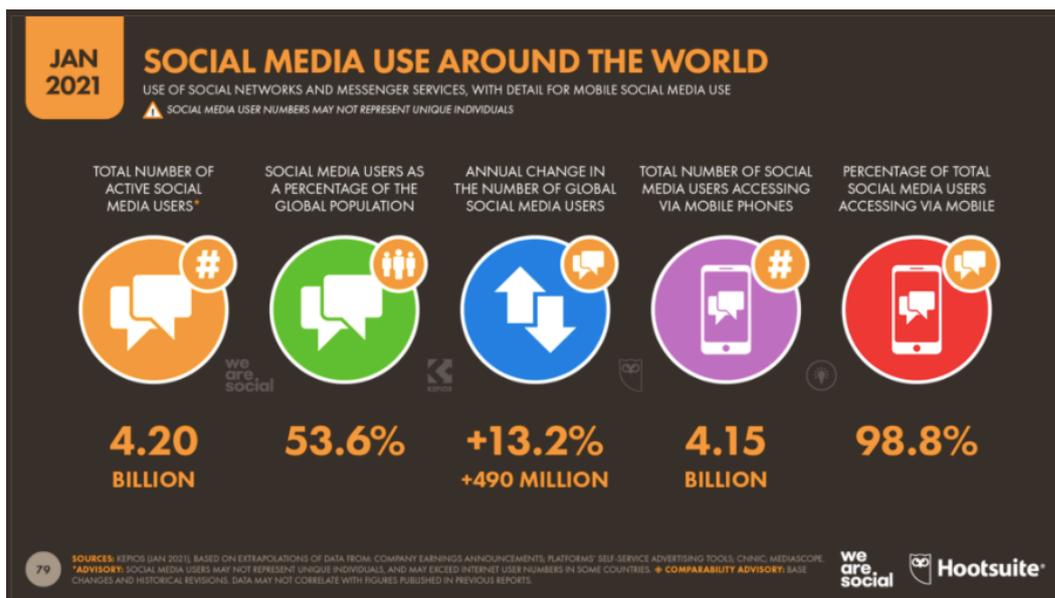


Figure 2. Use of social media (Hootsuite 2021)

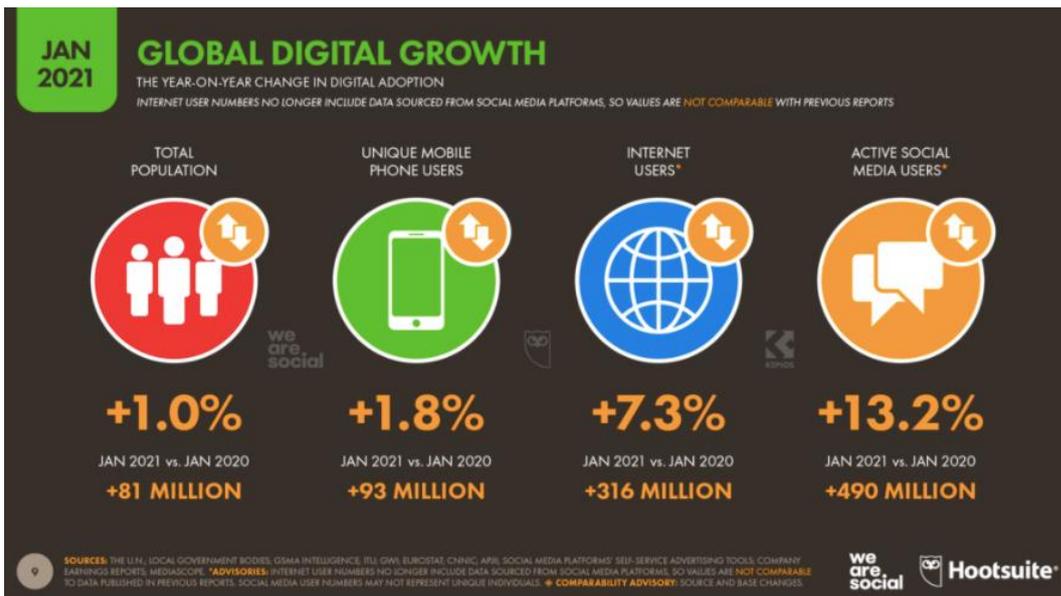


Figure 3. Global digital growth (Hootsuite 2021)

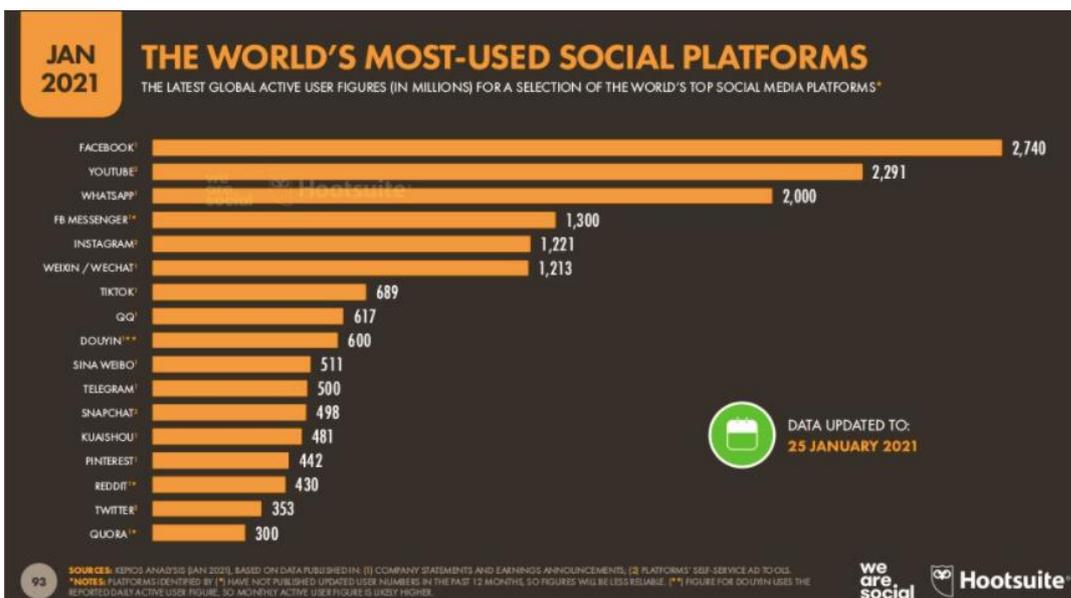


Figure 4. Figure of most popular social networks (Hootsuite 2021)

Figures 1-4 from <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/> )

## 2.4 Cost of video marketing

It is difficult to define exact average of cost per video to companies since most like to keep their spending as a secret and the current trend is that marketing agencies do not show their prices in their websites.

I as a professional who offers photo and video services to customer, either private consumers or companies and having worked with multiple different video producers, I can say with confidence that average price for the most common video types, such as company profile, recruitment, or advertisement with duration of 2-3minutes is **1750€**. Of course, every video is unique, and budgets can vary, but I have done extensive market research and followed my colleagues on social media and seen their advertisement campaigns of their services and that price seems to be the average in this region of Finland. In South Finland there are much higher-end options available, with prices starting from 5000€ and going in tens of thousands. My company offers typically videos in lower tier price category from 150-1500€. This is at the time of writing and it is my intention to go higher and expand my services more in the future by gaining more skill.

Cost per click (CPC) on Facebook depends on the industry and type of advertisement. People click on apparel advertisement more than finance, which seems highly logical. Same applies CPM (cost per thousand impressions), CVR (conversion rate) and CPA (Cost Per Action). Average cost per action for all of the industries is 18,68\$ in the USA (Wordstream 2020). In Finland according to sales communication blog in 2019, MTV3 (commercial TV station) charges on average 100€ to reach 1000 people in their channels, while in Facebook the same costs 9,50€.

Facebook's charges different prices based on time and how competitive the target audience is, it can be described as an auction. In practice it means the more other advertisers want to reach the same audience the price therefore varies. After publishing the advertisement Facebook's algorithm starts working and displaying advertisement for the targeted audience.

Mark Irvine. 2020. Facebook Ad Benchmarks for YOUR Industry Data

<https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

Katariina Puumalainen. 2021. Digimarkkinoinnin ABC. <https://talentree.fi/digimarkkinointi/digimarkkinoinnin-abc-mita-termit-oikeasti-tarkoittavat/>

Instagram on the other hand has more expensive and lower success rate when it comes to marketing. This is due to nature of the platform. People use Instagram for their need of visual expression such as photos and videos and to engage with others via likes and comment. Advertisement between cute cat videos or selfies look out of place. This proves to be challenge for marketers, for some Instagram is more accessible, such as apparel, lifestyle and beauty companies.

Matt Ellis. 2018. Instagram vs. Facebook: what's the better marketing avenue?

<https://99designs.com/blog/business/instagram-vs-facebook-marketing/>

YouTube offers marketing by putting advertisement in banners, next to video and during the videos on platform. Pricing starts from 10€ and it offers more possibilities to different types of companies than Instagram does.

<https://www.youtube.com/intl/fi/ads/pricing/>

While all of these platforms offer opportunities for companies to market their products and services through a video with relatively cost-effective means, it is important to target the proper audience. Focus for this part was only on those three platforms, because they are the most popular ones, which also can be seen from my survey.

Industry	Average CPC
Apparel	\$0.45
Auto	\$2.24
B2B	\$2.52
Beauty	\$1.81
Consumer Services	\$3.08
Education	\$1.06
Employment & Job Training	\$2.72
Finance & Insurance	\$3.77
Fitness	\$1.90
Home Improvement	\$2.93
Healthcare	\$1.32
Industrial Services	\$2.14
Legal	\$1.32
Real Estate	\$1.81
Retail	\$0.70
Technology	\$1.27
Travel & Hospitality	\$0.63

Figure 6. CPC on Facebook Wordstream (2020)

<https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>)

## **2.5 Inbound Marketing vs. Outbound Marketing**

Outbound marketing can be described as an old fashioned, in short it is pushing a message to the masses and traditionally is used in trade shows, emails and telemarketing.

“I (Brian) advocate doing inbound marketing where you help yourself "get found" by people already learning about and shopping in your industry. In order to do this, you need to set your website up like a "hub" for your industry that attracts visitors naturally through search engines, blogging, and social media.”

“The best analogy I can come up with is that traditional marketers looking to garner interest from new potential customers are like lions hunting in the jungle for elephants. The elephants used to be in the jungle in the '80s and '90s when they learned their trade, but they do not seem to be there anymore. They have all migrated to the watering holes on the savannah (the internet). So, rather than continuing to hunt in the jungle, I recommend setting up shop at the watering hole or turning your website into its own watering hole.”

(Brian Halligan 2019 <https://contenthive.com.au/blogs/blog/inbound-vs-outbound-marketing-whats-the-difference-1>)

## **2.6 Edgerank in Facebook**

For anyone using Facebook it is crucial to know some quirks the platform has to offer. Unlike YouTube or Instagram, Facebook is broader in terms of context and offers multiple ways to market. Those options are ranked differently, and marketer can control two of them.

Affinity is relationship between users and companies or organizations. The more users interact with your page like comment, share and react your post. The more likely they are seeing post from you and given higher priority in users news feed.

Weight is how much priority EdgeRank gives to your post, based on the post type. Photos and videos take top priority. Links are second and plain text status updates are at the bottom end. This is great news for those who have hired a professional to make video content on their pages.

Time decay is just how old the post is, with Facebook older post than seven days are rarely shown unless they are promoted content. LinkedIn shows much more “outdated” content.

Belle Beth cooper 2013 The Beginner’s Guide to EdgeRank: How Facebook’s News Feed Algorithm Actually Works <https://buffer.com/resources/understanding-facebook-news-feed-algorithm/>

### **3 EMPIRICAL STUDY**

In this chapter I will be going through the study I sent out and briefly going through data collection method, type of the study and results of the study.

#### **3.1 Research Methodology**

The thesis aimed to examine the position of using video as marketing tool on broad scale of companies in Finland. Therefore, I chose to use both research methods to gain better understanding.

The research questions were formulated as what data would benefit me and be necessary for the thesis.

Due to the amount of participants in survey and nature of these questions the most applicable research method was chosen to be the quantitative method with a chance to express freely their opinions. As I set the goal to understand and gain knowledge on marketing via videos, this helps to gain facts in numbers that can be analyzed.

To gain broader perspective the study also includes short interview with industry experts, such as Esa Siltaloppi, Tommi Sykkö and Sari Saarikoski, regarding their opinions of my survey and assumptions. This is part of qualitative research. Qualitative research method focuses on understanding the human behavior and the reasons that lead to that behavior.

The survey was anonymous, though I as the creator and by sending the survey directly to recipient's emails, could use the data to identify persons who answered.

The link was open from the 14th of April to 15th of May 2016. During that time period 13 responses were received. One of the responses is referenced in analyze chapter in parts where there were questions regarding use of filmmakers, since they have not used one in the past.

### **3.2 Survey formulation**

After the survey was created in Google docs and link sent to recipients via email. Survey included a total of 20 questions, which 15 were closed questions with options to choose from and remaining five question were where recipient could answer freely. All the questions were mandatory with the exception “anything else to add”. It was included for to give the respondents a chance to freely express their views. Survey can be fully found in appendixes. I also wanted to find out is there differences between larger and smaller companies on their “spending habits” regarding hiring and using filmmakers.

### **3.3 Interview**

The interview was included in the study to supplement the theoretical basis of the thesis with an expert’s perspective and experience, since existing material was scarce. Interview did not affect the study or results in any way.

Succeeding to collect answers to surveys I decided to include short interview with industry specialists, who have deep knowledge from the industry. This semi constructed interview was done via phone with three people in the other end of the line. Esa Siltaloppi, Siltaloppi media. Longtime entrepreneur and awarded multiple times, Sari Saarikoski. Business trainer at Finnish Institute for Enterprise Management, Tommi Sykkö. Service manager at Merinova.

Interview was recorded with a mobile phone to ensure getting accurate quotations. It was conducted in Finnish due to their English not being fluent, which then translated to English for this thesis. Questions were the same as in the survey, but transformed to make sense from their perspectives, like “have you seen any differences between small and large companies using video as marketing tool?” Questions and answers can be found in part 3.6.

### 3.4 Analyzing the question answers

1. What is your title/position in your company?

I wanted to know the role of recipients to ensure that these persons are working with marketing in their companies. The recipients were top level management, owners, senior marketing and communications employees. This question was open, which resulted in varied of answers.

What is your title/position in your company

13 vastausta



CFO
CEO
Managing director
Senior adviser
HR-kehittäjä
Manager
Sales Manager
Chief Operating Officer
Omistaja

**Figure 5.** question 1

2. Name of your company?

This will be kept out from thesis to keep survey as anonymous.

3. Field of your company?

As intended the answers came from wide-ranging fields. It was interesting to see if background of companies affecting the budgets and other variables, but in this study, there seems not be any correlation. Though the number of answers is limiting factor. The questions were also one of the open ones.

## Field of your company

13 vastausta

Coaching
We help local entrepreneurs to do better business
Tourism, shopping, events and congress
fisheries
Food industry
Regional development
Broadband Tech
Software
Verkkokauppa
Statutory joint municipal authority, working with for example regional development

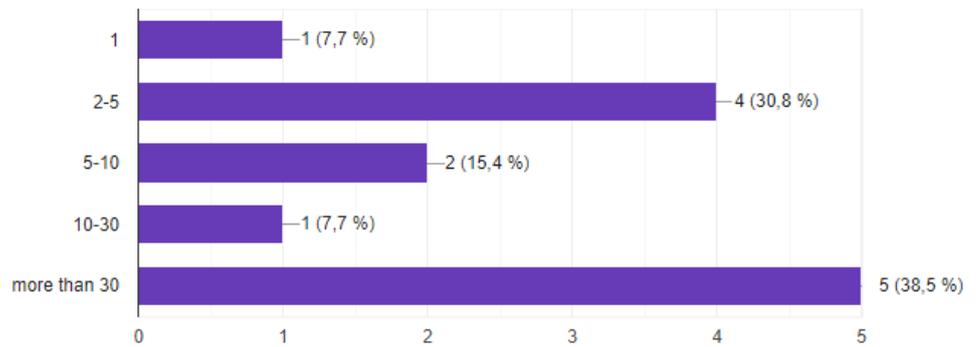
**Figure 6.** question 2

## 4. Amount of employees in your company?

For my surprise, the biggest category was companies with more than 30 employees, while only one recipient was from one-person company. This question was asked to find out is there a correlation between size of companies and willingness to spend money in video marketing. Even though larger companies tend to have bigger marketing budgets than oneperson firm, no one of respondents admitted that they would have spent more than 5000€ for one video. Those are still offered. So no, my original assumption did not come through and big companies are not willing to just throw large sums of money for producing videos.

Amount of employees in your company

13 vastausta



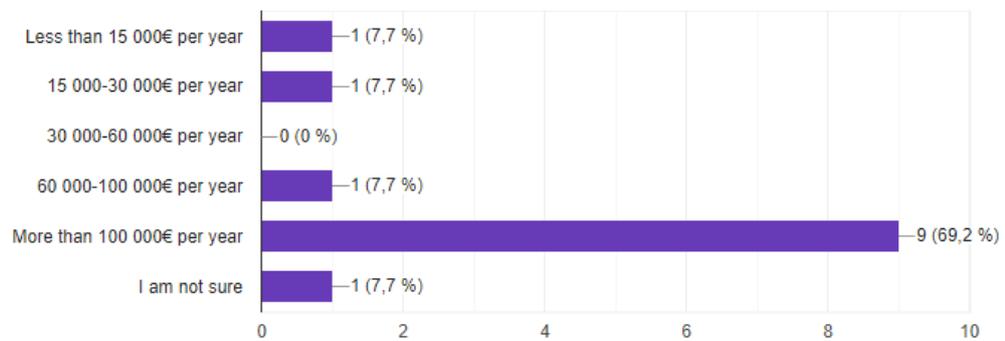
**Figure 7.** question 4

5. Turnover of your company?

Goal of the question was same as question 4 and same results can be applied in conclusion.

Turnover of your company

13 vastausta



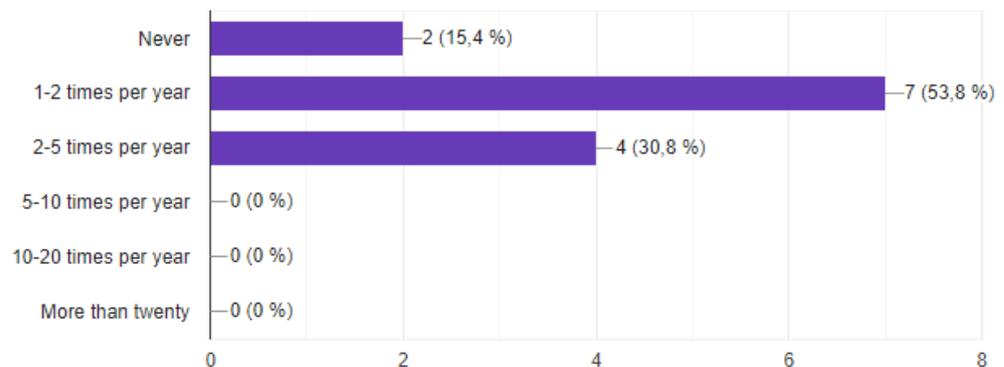
**Figure 8.** question 5

6. How often do you hire a professional video service?

One company had stated they never have hired a professional filmmaker, while one other informed that they have done it only once (selected accidentally two options) Most common answer was 1-2 per year (7 and more than half of the answers) four of recipients have hired more 2-5 times per year, while no one does hire more than five times per year. This question is one of the most interesting ones, because it gives an exceptionally good outlook on how often they need a professional help. To further develop this question next, one could have been “when they have hired a professional” which month it has been. My hypothesis is that May before summer holidays and December for spending rest of their marketing budgets are popular choices.

How often do you hire a professional video services

13 vastausta



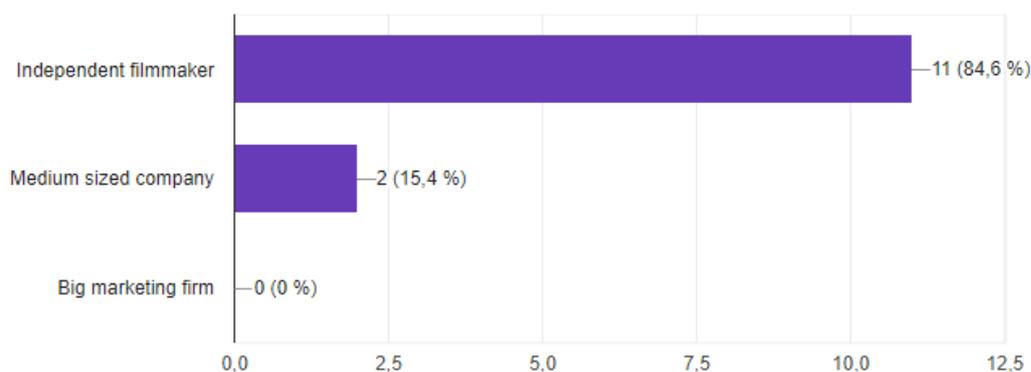
**Figure 9.** question 6

7. When you find yourself in need of outsourcing your video needs, what kind of company you prefer to lean to?

This question is too biased, since I am the one who sent out survey and all the answers came from my previous clients/colleagues. They probably felt need to please me and most of them answered independent filmmaker, while only two of them said they prefer medium sized company. If someone were to draw conclusion based on this, all the major marketing agencies would be out of business, but that is not the case in reality.

When you find yourself in need of outsourcing your video needs, what kind of company you prefer to lean to

13 vastausta



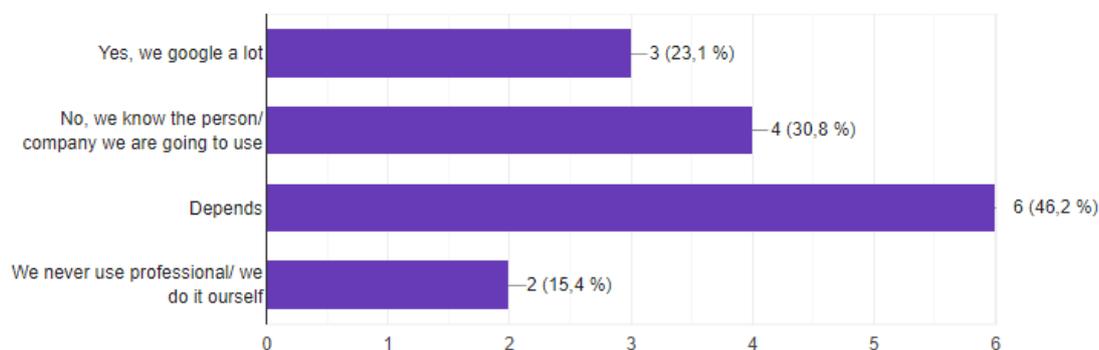
**Figure 10.** question 7

8. Do you or someone in your company go and try to find best company to fit your needs?

I was curious if people spend time and put effort to look for the best candidate to make their video marketing content. To a slight surprise only three of the recipients said they use google a lot and with majority it depends, since many companies might have already trustworthy business partner. Two of recipients do their own videos.

Do you or someone in your company go and try to find best company to fit your needs

13 vastausta

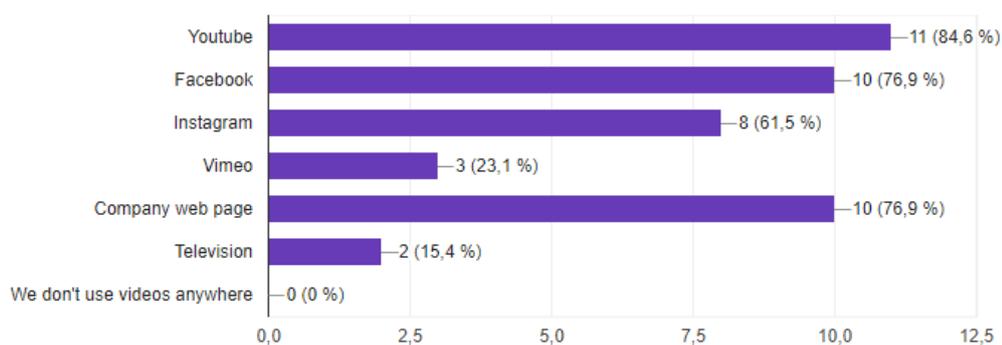


**Figure 11.** question 8

9. Assuming that you use videos in your marketing, what platforms do you use?  
Surprisingly, YouTube was most popular with 84% of recipients used it as their channel, other popular ones included Facebook and company web page. Vimeo and TV were not in broad use.

Assuming that you use videos in your marketing, what platforms do you use

13 vastausta



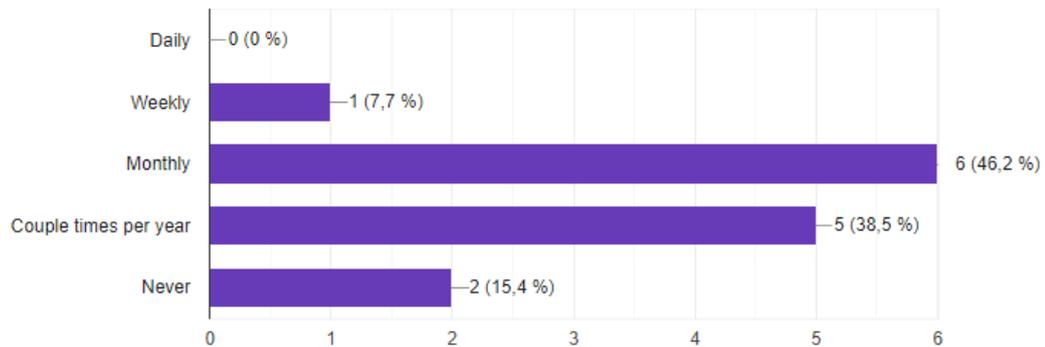
**Figure 12.** question 9

10. How often to you post videos on social media, does not matter who has filmed them?

Not even one of recipient post daily, only one does weekly and rest do monthly or less. Two says they never do.

How often to you post videos on social media, doesn't matter who has filmed them

13 vastausta



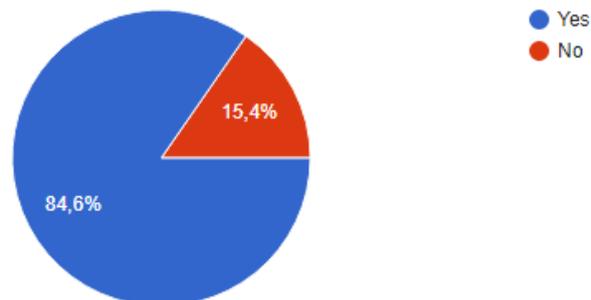
**Figure 13.** question 10

11. Do you use smartphones to film and post to social medias?

Majority of people have used smartphones to film content in their companies' channels (85%) while rest have not.

Do you use smartphones to film and post to social medias

13 vastausta



**Figure 14.** question 11

12. What kind of videos do you post and where?

Question was left open so recipients could answer more freely what they do and due to that answers are too broad to make any coherent conclusions.

### What kind of videos do you post and where

13 vastausta

Of our people and products
Videos of financed projects and business subsidies in Facebook, Youtube and Instagram
Technical tutorials and short introduction flicks. Youtube and/or website
Random videos from the office for the FB and IG
Instagramiin ja kaupan verkkosivulle, en tiedä vielä millaisen
Short infographics videos for social media. Sometimes longer (2-4 minutes) videos about regional development issues.
Campaign videos, adds, journalistic videos, news videos
Reference cases and Company presentations on home page, LinkedIn and trade fairs etc.
Instagram videos - animation and product presentations

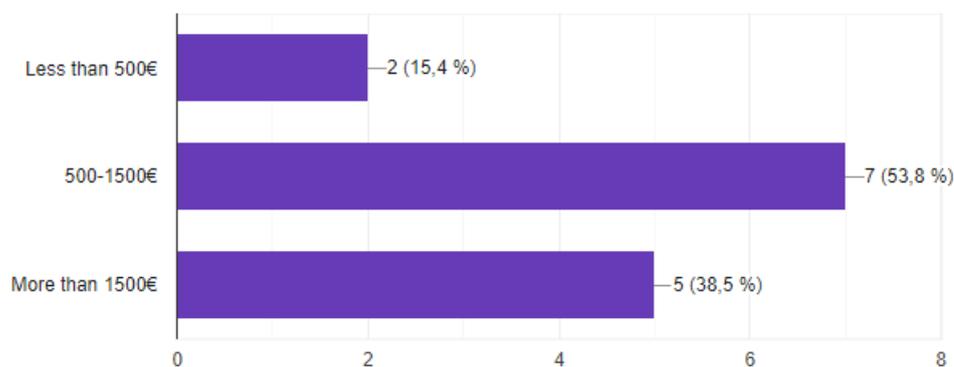
**Figure 15.** question 12

### 13. How much do you think average video costs to make?

53% thought that average cost for video is 500-1500€ which was lower than anticipated. Only two thought that cost is less than 500€, while five said it is higher than 1500€

#### How much do you think average video costs to make

13 vastausta



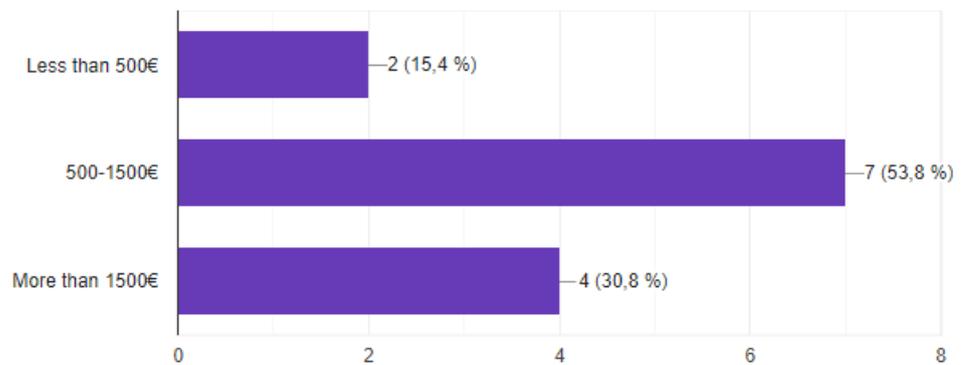
**Figure 16.** question 13

14. If you have previously used a filmmaker to make a video or a livestream, how much it has costed to you?

Here is probably the most important answer for me, which is important to know when pricing my own services now and in the future. Answers follow the same trend with two participants stating it has cost less than 500€ (who probably has been me) While majority and in fact same percent as last one (53%) say it has costed 500-1500€. Four of participants have paid more than 1500€

If you have previously used a filmmaker to make a video or livestream, how much it has cost to you

13 vastausta

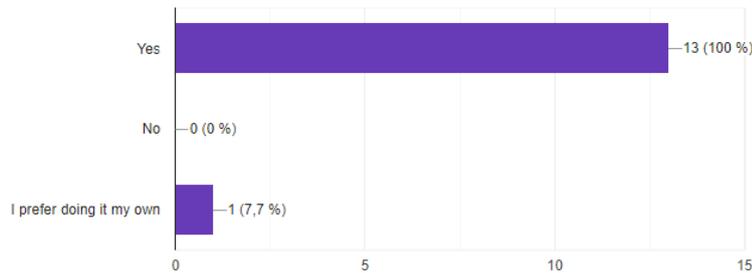


**Figure 17.** question 14

15. Do you think using professional filmmaker to create video or content is worth of the price?

In marketing recipients see the value what professional filmmakers bring on the table, so this is soothing to read in context of future of this industry.

Do you think using professional filmmaker to create video or content is worth of the price  
13 vastausta



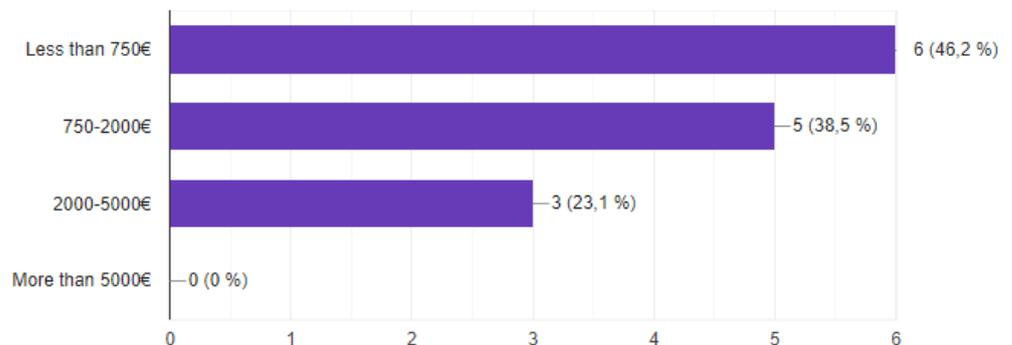
**Figure 18.** question 15

16. Let us say you need to create marketing video to Facebook to promote your new event/product/service How much you would prefer to have as budget?

This question intends to find out the same opinion as question 13 from different perspective. It turns out in here opinions differ a lot from previous. Those who would hire a professional 46% would prefer spending less than 750€, 38% 750-2000€. This brings the typical stereotype of the creative industry, which I have run into multiple times. Customers want much more than they can realistically get with extremely limited budgets they give. Of course, I just asked their preference, and it does not always meet with reality.

Lets say you need to create marketing video to facebook to promote your new event/product/service How much you would prefer to have as budget

13 vastausta



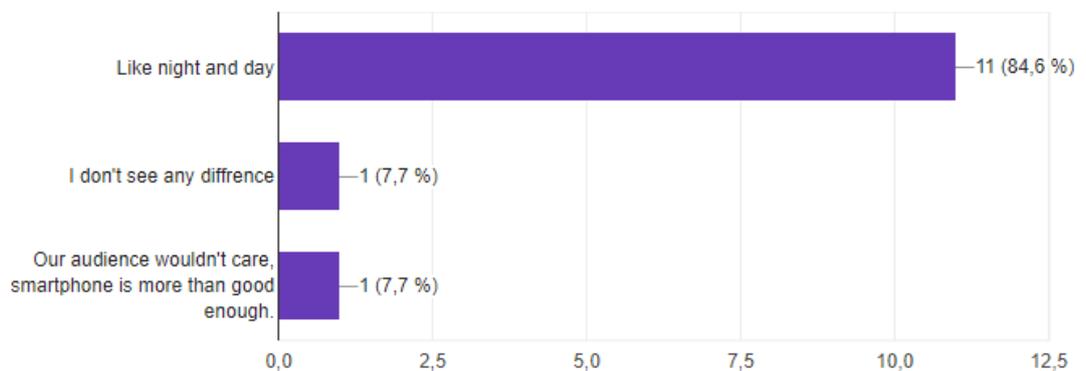
**Figure 19.** question 16

17. What do you think the difference is between professional shot video and self-made with smartphone?

As for no one's surprise almost all expect two see the difference between professional video and smartphone, while one of the recipients doesn't use professional services at all stated that their audience doesn't care, and last remaining person stated there is no difference between those two options.

What do you think the difference is between professional shot video and self made with smartphone

13 vastausta



**Figure 20.** question 17

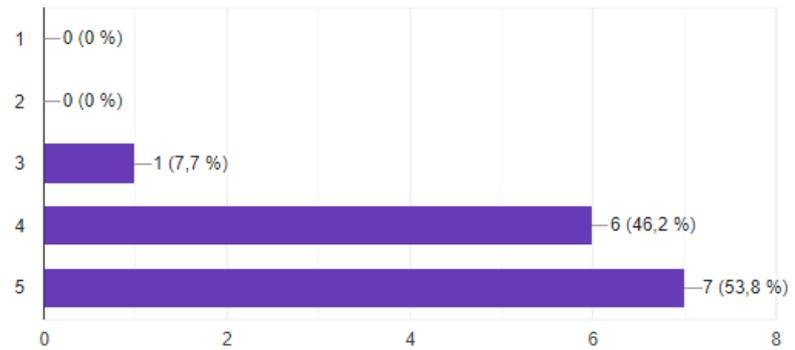
18. How has your previous experience been with professional filmmakers? 5 is the best/ 1 is bad.

It is good to hear that none of the participants have had totally horrible experience with professionals. One has had ok experience while rest have been pleased in the past.

How has your previous experience been with professional filmmakers. 5 is the best/ 1 is really bad



13 vastausta



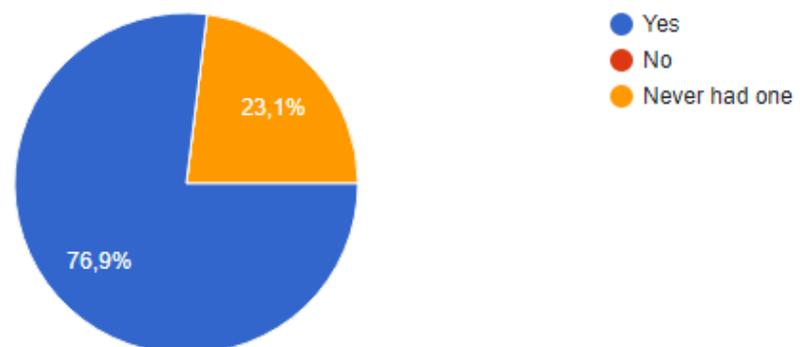
**Figure 21.** question 18

19. Have you been happy if you had a campaign with professional video?

Variation of last one and same result, this could have used more explaining, since I think the original goal was to ask if their advertisement campaigns have been successful or not.

Have you been happy if you had a campaign with professional video

13 vastausta



**Figure 22.** question 19

20. Anything else to add?

Since this was not mandatory only it received only two answer and can be seen from figure below.

Anything else to add

2 vastausta

We use different types of video clips for different target groups. If the objective is to make a short infographic video or a short vlog-type clip advertising an event, we can do it ourselves. For bigger projects we have used professionals.

As for your question: "When you find yourself in need of outsourcing your video needs, what kind of company you prefer to lean to": We would hire video makers from all options, the company size is not the criteria.

**Figure 23.** question 20

### **3.5 Limitations and errors in survey.**

Due to human error, recipients could have been mixed with number range. For example, on question “number of employees” range was from 2-5 and 5-10, this can result with recipient choosing wrong option, but positive on this is that the goal of study was not to find out exact number and rather make conclusions.

### **3.6 Interview answers**

Is there a difference how small companies can afford to spend on videos compared to big companies?

“Size is not defining factor, since marketing will create growth in the company” Siltaloppi.

“Small and medium sizes companies assume that few grands are enough to get all they need, and bigger companies have possibility to put more money, as in tens of thousands. It is more important to think content of video and the return of invest” Sykkö.

Does the size of the company effect on how often the company hire an outsider company to make videos?

Siltaloppi explains in detail how in the past he had client called Kotipizza (pizza franchising chain in Finland) who used his video services monthly to create internal communication and education videos to the chain’s franchise entrepreneurs. It created much value to the company to have access to his video services.

Saarikoski states that yes there is, and it does not matter as much if small company such as barber creates their own video content if its adequate quality. When branding the company as high quality service/products, video quality must fit the message.

According to Sykkö, video marketing is more crucial when marketing to consumers than business-to-business.

Do large companies want or require also big marketing video?

Siltaloppi continues using Kotipizza as example and explains when the company headquarters moved to Helsinki, they must show that they are in business with sizeable companies that have more widely known brand image.

Sykkö agrees that larger companies tend look their “equal” in marketing companies, since they can be more trustworthy partners. If smaller video creators have something unique or specific, they can offer then they might get chosen.

Do large companies go and check facts such as balance sheet and credit history when they hire a company to make a video?

This question came as an extra thanks to previous one. Saarikoski states that everyone should, no matter of company size. It is smart to do business only with trustworthy partners.

What is the average price of video?

There is no such thing as average, it depends on the needs of company who is employing, how much hours it requires, how many people need to be set to complete the production and how much editing does it need to finish.” Siltaloppi

“Market define the price” Saarikoski

Do the clients’ budgets match what they are asking, or is there a gap between those?

Yes, it can happen says Saarikoski, she explains that many people want to drive a Volvo but can afford only a Nissan. Or clients do not necessarily understand what they can achieve when putting more into budget.

In the interview I reference following people from the phone call (2021)

Siltaloppi, Esa. Siltaloppi Media, entrepreneur.

Sykkö, Tommi. Merinova, service manager.

Saarikoski, Sari, Finnish Institute for Enterprise Management, business trainer.

## **4 SUMMARY OF THE RESULTS**

This chapter summarizes the results of the survey. As to recap creating content for most companies is a weekly task, this includes videos. Recruiting a freelancer or a company to create videos on the other hand happens usually 1-5 times per year. Sometimes what companies would prefer to spend on that video is not realistic. Data was gathered from broad audience albeit few in numbers.

Platforms for videos seem to follow pretty close to theory, so no major surprises there. For those platforms I am going to make assumption since it was specified that people post smartphone videos on social medias such as Facebook and Instagram from variety of topics. All expect one thought still hiring professional for some jobs is worth the money and there is noticeable difference in quality. People had also been happy to service they had received from video makers.

### **4.1.11 Writers' thoughts on result of survey**

I know from experience that it can be sometimes challenging to explain customer why the price seems unreasonably high, since it is not uncommon that those who have no experience on field have any ideas of all the expenses filmmaker has. Besides just working time there is also time spend on getting the expertise to work as professional. After that comes all the other such as: studio rent, car payments, petrol, gear which can be rather expensive, licenses for software and music, pension funds, accounting and so much more.

To my minor surprise, nearly all answered that they do not research that much. I would recommend spend more time in order comparing different filmmakers' quality and price, especially for smaller companies who cannot just throw money around.

## **5 CONCLUSION**

This chapter concludes my thesis. The Theory part focused mainly on marketing on a slightly wider scale than just videos by expanding to people's habits of using social media. The Survey was sent out to find out opinions regarding using professional video creators from people who work with marketing their businesses. The Survey did not reach my expectations regarding the number participants and it is not usable for making broader conclusions.

Companies have started integrating video as part of their communication and marketing strategies. With my limited research and experience majority of companies do not require video services often, with a few exceptions. In the future industries such as real estate could move towards using more videos also here in Finland, which could provide job opportunities. When companies are putting more effort in planning the ad campaigns and targeting right audiences, it can lead to great results in increasing brand awareness and help them to stand out from the competition. Choosing the right platform is also crucial for a successful campaign or spreading awareness. While in Facebook it might be cheaper to get views, people can also scroll through quite fast. The right target audience who engages with companies makes the company more visible to others with same interest. Duration of the video is also important since some social media platforms such as Instagram and YouTube (paid advertisement in start of videos) have pre-determined length.

When starting my research, I had some impressions and prejudice, which for most part did not turn out to be that much off. Since in my relatively short career I have come across clients who do not necessarily understand what they are asking and how much work it can require.

In the end I am happy of how this thesis turned out and it will be great help for me in the future when thinking of pricing my services and finding my target audience.

### **5.1 Suggestions for future research**

Besides just going for larger scale, it would be interesting to research where future trends and need for video is going. During the years 2020 and 2021 we saw a rise in streaming events and using it for education. Across to Finland churches also moved to streaming their masses to online, this could provide an interesting research topic.

## REFERENCES

<https://www.disruptiveadvertising.com/marketing/digital-marketing/>

<https://biteable.com/blog/video-marketing-statistics/>

<https://www.theceomagazine.com/business/innovation-technology/streaming-success-covid-19/>

[https://www.architectmagazine.com/technology/ikea-launches-augmented-reality-application\\_o](https://www.architectmagazine.com/technology/ikea-launches-augmented-reality-application_o)

<https://influencermarketinghub.com/what-is-influencer-marketing/>

<https://www.omnicoreagency.com/digital-marketing-statistics/>

<https://www.forbes.com/sites/shamahyder/2020/02/27/this-is-how-small-businesses-are-using-video-marketing-in-2020/?sh=5b7dc7a7bf40>

[https://promo.com/news/smb-video-marketing-trends?utm\\_source=company\\_news](https://promo.com/news/smb-video-marketing-trends?utm_source=company_news)

<https://www.theverge.com/2018/11/15/18095679/instagram-shopping-product-collection-video-posts>

<https://99designs.com/blog/business/instagram-vs-facebook-marketing/>

<https://www.oberlo.com/blog/video-marketing-trends>

<https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

<https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

<https://databox.com/reduce-your-facebook-ad-cpm>

<https://www.salescommunications.fi/blog/facebook-mainonnan-hinta>

<https://www.smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/>

<https://www.youtube.com/intl/fi/ads/pricing/>

<https://talentree.fi/digimarkkinointi/digimarkkinoinnin-abc-mita-termit-oikeasti-tarkoitavat/>

<https://blog.hubspot.com/blog/tabid/6307/bid/2989/inbound-marketing-vs-outbound-marketing.aspx>

<https://buffer.com/resources/understanding-facebook-news-feed-algorithm/>

# APPENDIX 1

## Thesis survey regarding video marketing

\*Pakollinen

---

What is your title/position in your company \*

Oma vastauksesi \_\_\_\_\_

---

Name of your company \*

Oma vastauksesi \_\_\_\_\_

---

Field of your company \*

Oma vastauksesi \_\_\_\_\_

---

Amount of employees in your company \*

- 1
- 2-5
- 5-10
- 10-30
- more than 30

---

Turnover of your company \*

- Less than 15 000€ per year
- 15 000-30 000€ per year
- 30 000-60 000€ per year
- 60 000-100 000€ per year
- More than 100 000€ per year
- I am not sure

How often do you hire a professional video services \*

- Never
- 1-2 times per year
- 2-5 times per year
- 5-10 times per year
- 10-20 times per year
- More than twenty

---

When you find yourself in need of outsourcing your video needs, what kind of company you prefer to lean to \*

- Independent filmmaker
- Medium sized company
- Big marketing firm

---

Do you or someone in your company go and try to find best company to fit your needs \*

- Yes, we google a lot
- No, we know the person/company we are going to use
- Depends
- We never use professional/ we do it ourself

---

Assuming that you use videos in your marketing, what platforms do you use \*

- Youtube
- Facebook
- Instagram
- Vimeo
- Company web page
- Television
- We don't use videos anywhere

How often to you post videos on social media, doesn't matter who has filmed them \*

- Daily
- Weekly
- Monthly
- Couple times per year
- Never

Do you use smartphones to film and post to social medias \*

- Yes
- No

What kind of videos do you post and where \*

Oma vastauksesi \_\_\_\_\_

How much do you think average video costs to make \*

- Less than 500€
- 500-1500€
- More than 1500€

If you have previously used a filmmaker to make a video or livestream, how much it has cost to you \*

- Less than 500€
- 500-1500€
- More than 1500€

Do you think using professional filmmaker to create video or content is worth of the price \*

- Yes
  - No
  - I prefer doing it my own
- 

Lets say you need to create marketing video to facebook to promote your new event/product/service How much you would prefer to have as budget \*

- Less than 750€
  - 750-2000€
  - 2000-5000€
  - More than 5000€
- 

What do you think the difference is between professional shot video and self made with smartphone \*

- Like night and day
  - I don't see any difference
  - Our audience wouldn't care, smartphone is more than good enough.
- 

How has you previous experience been with professional filmmakers. 5 is the best/ 1 is really bad \*

- 1
- 2
- 3
- 4
- 5

Have you been happy if you had a campaign with professional video \*

- Yes
- No
- Never had one

---

Anything else to add

Oma vastauksesi

---

---

Thank you for your time, I really appreciate this