



RESEARCH ARTICLE

MAKE AN IMPRESSION IN 60 SECONDS: VIDEO ON SOCIAL MEDIA, THE MAIN WEAPON OF PROFESSIONAL MARKETERS - TRENDS 2023

Hilda

Tanjungpura University, Pontianak, Indonesia

*Corresponding Author Email: hilda.judiarto@ee.untan.ac.id

This is an open access journal distributed under the Creative Commons Attribution License CC BY 4.0, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited

ARTICLE DETAILS

Article History:

Received 20 March 2024
Revised 10 April 2024
Accepted 15 May 2024
Available online 17 May 2024

ABSTRACT

In the era of ever-changing marketing, video on social media has become the main weapon for professional marketers in reaching their audience. This research analyzes the latest trends and practices in video marketing, with a focus on social media platforms, as an effective marketing strategy. Findings show that short, visually appealing videos and audio are the top choice, followed by explainer videos and testimonials from new users. The importance of variation in the types of videos used is also emphasized. However, several issues, such as the lack of detail about the research methodology and the need for a more in-depth analysis of video marketing options on social media, need to be addressed. From a Theory of Marketing perspective, these findings are consistent with basic marketing concepts, such as the exchange of information between sellers and consumers, the importance of informative and educational content, and the role of trust and involvement in influencing consumer behavior. Thus, this research not only provides insight into video marketing trends but also validates the relevance of fundamental concepts in marketing that have been discovered by marketing theory. Through a deep understanding of the latest trends and practices in video marketing, as well as the application of basic marketing principles, marketing practitioners can increase the effectiveness of their campaigns and better achieve marketing goals in the ever-evolving digital era.

KEYWORDS

Video Marketing, Social Media, Marketing Trends, Marketing Practices

1. INTRODUCTION

In a marketing world that continues to change and develop, videos on social media have become one of the main tools for professional marketers to reach their target market. This research underscores the importance of using video on social media platforms as an effective marketing strategy. With the emergence of new trends and ever-evolving technology, marketers need to constantly update and adapt their strategies to stay relevant and successful in achieving their marketing goals.

Videos on social media are not just a tool to convey messages, they are also a powerful means of building relationships with audiences. In 60 seconds, a video can tell a powerful story, evoke emotions, and leave a deep impression on the viewer. Therefore, a deep understanding of the latest trends and practices in creating and optimizing videos on social media is the key to success for professional marketers.

Following changes in consumer behavior and technological developments, marketers must be able to identify new trends and exploit them to their advantage. 2023 trends show that video on social media will remain a key focus in marketing strategies, with more and more companies allocating their budgets to the production of high-quality video content. Therefore, a deep understanding of different social media platforms, as well as how to best utilize them, has become an invaluable skill for today's professional marketers.

However, it is important to remember that success in using video on social media does not only depend on the quality of production or creativity of

the content. Marketers also need to understand their audience's behavior and preferences and measure and analyze video performance regularly to ensure that their marketing strategies are effective and can deliver the desired results. As such, this title highlights the importance of video on social media as a key tool in marketing, while reminding us that achieving success requires a deep understanding of the latest trends and practices in the marketing industry.

This research becomes very important in the context of modern marketing. In an era where social media dominates online interactions, video has become a key tool for marketers to reach and interact with their audiences. The urgency of this research is reflected in several aspects.

Firstly, videos on social media have proven themselves to be one of the most effective marketing tools. The high level of engagement from social media users with videos highlights the importance of understanding how to create engaging and relevant video content. Thus, research on the latest trends in the use of video on social media can provide professional marketers with valuable insights into best practices in creating content that attracts attention and influences audiences.

Second, this research helps marketers to adapt to changes in consumer behavior. By understanding the latest trends and preferences in social media use, marketers can develop more effective strategies to reach and engage with their audiences. In a competitive business environment, the ability to understand and respond to changes in consumer behavior can be the key to success in achieving marketing goals.

Third, this research has the potential to provide insight into the influence of video on social media on overall marketing performance. By

Quick Response Code



Access this article online

Website:
www.actainformaticamalaysia.com

DOI:
[10.26480/aim.02.2024.56.59](http://doi.org/10.26480/aim.02.2024.56.59)

understanding the effectiveness of different types of video and the best ways to convey messages through social media platforms, marketers can increase the success of their campaigns and better achieve marketing goals. It can also help identify opportunities for innovation and the development of more effective marketing strategies in the future.

The first aim of this research is to identify and analyze the latest trends in the use of video on social media in the context of professional marketing strategies. Secondly to understand the most effective types of videos, popular formats, and best practices in creating attention-grabbing video content. Third, to understand more deeply consumer behavior related to consuming video content on social media, including consumer preferences, tendencies to share and interact with videos, as well as changes in behavior that may occur over time. The fourth measures the influence of videos on social media on overall marketing performance, by analyzing the effectiveness of various types of videos in achieving marketing goals such as increasing brand awareness, increasing consumer engagement, or increasing product sales. Fifth, to provide valuable insights to professional marketers, enabling them to update and improve their marketing strategies to be more effective in achieving their business goals, as well as driving innovation in marketing through the development of new ideas and innovative marketing approaches.

2. THEORETICAL BASIS AND PRIOR RESEARCH

Theory of Marketing which is a field of study that focuses on understanding market behavior, the trade-off between supply and demand, as well as strategies for building relationships with customers, has been enriched by important contributions from experts such as Alderson and Cox (1948), Bartels (1968), and Tucker (1974) (Alderson and Cox, 1948; Bartels, 1968; Tucker, 1974). In their work, presented the concept of marketing as an exchange process that occurs in a social and economic context (Alderson and Cox, 1948). Bartels (1968), on the other hand, expanded this view by emphasizing the importance of distribution, pricing, and promotional activities in marketing, as well as the complex relationships between producers, suppliers, and consumers. Meanwhile, Tucker (1974) contributed a deeper understanding of consumer behavior, focusing on the psychological and social factors that influence purchasing decisions. These works together form a strong theoretical foundation for the modern marketing discipline, helping practitioners understand complex markets, identify consumer trends, and develop effective marketing strategies.

The contribution of marketing theory in understanding market behavior, exchange strategies, and consumer psychological factors provides an important foundation for understanding the effectiveness of using video on social media as a marketing tool. In this context, the exchange concept introduced by Alderson and Cox can be applied to understand how videos on social media are used to form relationships between sellers and consumers through engaging content. Meanwhile, Bartels' views on distribution, pricing, and promotional activities help us understand the complexity of marketing strategies involving the use of video on social media platforms. On the other hand, Tucker's contribution to understanding consumer behavior provides valuable insight into how video on social media can influence purchasing decisions and create meaningful interactions with audiences.

In this literature review section, five studies related to the topic being researched will be discussed. The review will begin with the research which seeks to examine the role of social media content in user engagement behavior, focusing on two main aspects (Shahbaznezhad et al., 2021). First, this research explores the direct effects of format and platform on users' passive and active engagement behavior. Second, this research assesses the moderating impact of content context on the relationship between specific types of content (rational, emotional, and transactional content) and user engagement. The dataset used consists of 1,038 social media posts, as well as 1,336,741 likes and 95,996 fan comments, collected from Facebook and Instagram platforms. The analysis results show that the effectiveness of social media content in influencing user engagement is influenced by the context of the content. These findings provide an important contribution to the understanding of user interactions and experiences in social media environments. This research is also one of the first attempts to empirically evaluate social media engagement behavior through the effects of content type and content context on two major social media platforms.

In the second review, we will briefly explain the video-sharing social media platform TikTok which has experienced a rapid surge in usage since its launch in 2016 (Bhandari and Bimo, 2022). While its popularity cannot be denied, at first glance, the platform appears to offer features that are already available on pre-existing and established platforms such as Instagram, YouTube, and Facebook. To understand the process of self-

formation on TikTok, we conducted two data collection methods: exploration of the app and its surrounding environment, and 14 semi-structured interviews with participants. Qualitative analysis of this data found three main themes emerging: (1) awareness of algorithms, (2) content without context, and (3) cross-platform self-creation. These results suggest that TikTok differs from existing platforms in the model of self-formation it generates, which we call the "algorithmized self" – complexity of the pre-existing "monetized self" framework.

The third reviews research examining the moment-to-moment (MTM) effects of dynamic comments during consumption on consumers' responses to digital engagement and the mechanisms involved, as well as the interactive role of ads embedded in short online videos (Zhang et al., 2023). This research used data extracted from 2,081 videos posted on China's leading live online platform, Bilibili. Hypotheses were tested using regression models and natural language processing. The results showed that the intensity of live comments initially had a negative impact on users' digital engagement, while a corresponding increase in live comments at the end had a positive effect. A linear trend and peak differences in live comment intensity positively influenced digital engagement, while variability in live comment intensity had a negative effect. These MTM effects are triggered by sentiment from live comments. Additionally, in-video ads tend to amplify the initially negative effect on users' digital engagement and mitigate the negative variability of live comments. This study is the first to examine the direct effects of MTM comments from an online temporal sequence perspective, distinguishing between process- and performance-based engagement. The mechanisms and interactive role of in-video advertising are identified. These findings contribute to the literature on interactive marketing and provide valuable guidance for influencer marketing.

The fourth review is a study of how youth in Community 8 in Tema, Ghana, use social media and how it affects their interpersonal and communication skills (Tetteh and Kankam, 2024). This study uses a combined framework of Social Learning Theory and Media Richness Theory, as well as an exploratory descriptive design and qualitative techniques, to investigate how youth in Tema Community 8 Ghana perceive and use media. Thematic analysis was used to identify key themes and patterns in data obtained from a sample of 16 youth aged 15 to 25 years using semi-structured interviews, focus groups, and observations. Based on study findings, for young people, social media is the preferred method of contact over face-to-face meetings. Some individuals believe that a more deliberate balance between digital and physical interactions is needed. When it comes to the effect on the ability to communicate directly, there is a decline in ability but some visible progress in self-expression. In comparing platforms, benefits include increased networking and innovation, but excessive use causes social anxiety and distraction. This study shows the need for parental mediation, digital literacy programs that enable youth to use technology intentionally and responsibly, and partnerships between legislators, policymakers, and technology companies, as well as guidance and interventions to help youth maintain a balance between offline and online interactions.

Last review regarding identification of several discrete emotional features that drive video dissemination on social media, previous research treats the video consumption experience as a continuous communication process and combines moment-to-moment (MTM) emotional reactions from the viewer's side with MTM emotional dynamics from the provider's side (Xi et al., 2024). In this article, we examine how discrete emotion synchrony, which refers to the congruence between MTM discrete emotions in video content and MTM viewers' emotional reactions, relates to user engagement in video-based social media. Using a set of state-of-the-art deep learning algorithms and regression models, we first extract discrete emotional synchronization from videos with multimodal data streams. Then, we conduct an empirical analysis to determine the impact of discrete emotion synchronization on user engagement. Our results show that the synchronization of discrete emotions does not necessarily lead to higher user engagement in video-based social media. First, discrete emotion synchronization that increases the number of video tips (e.g., excitement) cannot increase the number of saves and shares. Second, the synchronization of discrete emotions (e.g., calmness, sobriety, and sadness) had a negative effect on the 3 types of engagement behavior in some cases. Third, the negative effects of discrete emotional synchronization outweigh the positive effects. Our work offers new insights into how discrete emotions facilitate or hinder user engagement in the context of video-based social media and has practical implications for corporate marketing strategies in video-oriented social media.

3. RESEARCH METHODS

The research method used in this research is quantitative descriptive, with a focus on the use of secondary data taken from the Wyzowl research

institute presented by Katadata.co.id. Data collection was carried out by accessing information provided by the research institution, which included research results related to video marketing trends and practices. Data analysis was carried out descriptively quantitatively to identify main patterns and trends in the use of video in marketing. This includes analyzing the frequency of use of certain video types, marketer preferences, and changes over time. Data will be interpreted to understand the significance of findings regarding video marketing trends and practices, by linking research results to marketing theory.

4. DISCUSSION

Wyzowl Research Institute has collected information about various types of videos that are often used by professional marketers in marketing their products (Santika, 2023). According to their research results, the most common marketing videos are those published on social media platforms, chosen by 71% of total respondents. These videos are usually short but visually and audio-interesting. In second place, there is an explanatory video or explainer video, which was chosen by 70% of respondents. Then, the presentation video was in third place with the choice of 50% of respondents. Testimonial videos and advertising videos both received support from 46% of respondents, placing them in fourth place. No less interesting, 21% of respondents also chose testimonials from new users as a strategy to strengthen product impressions. However, as well as relying on consumers to provide testimonials, marketers also see the value of videos that involve workers, such as staff training (20% of respondents) and product introductions to new workers (15%). Wyzowl emphasizes the importance of variety in the types of videos marketers use, rather than sticking to just one type. This research involved 528 respondents in November 2022, including professional marketers, companies, and online consumers from various countries. However, the demographics of respondents and research areas were not disclosed in detail by Wyzowl.

4.1 Author's Opinion

The author's opinion about the results of research conducted by the Wyzowl Research Institute is that the information collected provides valuable insight into the latest trends and practices in video marketing. The fact that videos on social media platforms are the main choice for professional marketers shows the importance of utilizing the presence and popularity of social media to reach target markets. Apart from that, the existence of explanatory videos or explainer videos as a second option shows that marketers recognize the need for informative and educational content to attract consumer attention.

The attention paid to testimonials from new users and videos involving employees also demonstrates a deep understanding of the importance of building trust and engagement with audiences. This strategy proves that consumers are more likely to be influenced by real experiences and recommendations from fellow users or company insiders.

The importance of variety in the types of videos used is also a point that Wyzowl emphasizes heavily. This shows awareness of the need to continue to innovate and try different approaches to video marketing, rather than relying on just one type of video or strategy. By considering various audience preferences and needs, marketers can create more relevant and engaging content.

Although the demographics of the respondents and research areas were not disclosed in detail, the results of this research still provide a fairly clear picture of the general trends in video marketing among professional marketers, companies, and online consumers from various countries. In conclusion, this research provides valuable insights for marketing practitioners to increase the effectiveness of their campaigns through the use of video in various contexts and formats.

5. PROBLEMS AND SOLUTIONS

The author's opinion regarding the research results from the Wyzowl Research Institute provides a positive understanding of video marketing trends and practices. However, several problems may be contained in it.

One of them is the lack of explanation of the research methodology used by Wyzowl in collecting data. Without sufficient information about how respondents were selected, how the questions were structured, or how the data were analyzed, it is difficult to assess the reliability and validity of the research results. Therefore, the solution to this problem is that the Wyzowl Research Institute should provide more details about its research methodology, including the sampling technique used, the number of respondents, and the way the data was processed and analyzed.

Additionally, statements about the superiority of video on social media platforms as a top choice for professional marketers may be becoming too

general. Without a deeper explanation of the reasons, such as why a social media platform was chosen and how video can be effectively utilized there, understanding the true benefits of using social media in video marketing is limited. The solution is that the Wyzowl Research Institute must provide further context and in-depth analysis of why video on social media is the first choice, as well as provide practical strategies and guidance to maximize the effectiveness of video marketing on these platforms.

Lastly, while emphasizing variety in the types of video used is important, the risk of too much variety is losing focus or consistency in the marketing message. The solution to this is to provide marketers with practical guidance on how to create a balanced variety of video types, but still maintain strong brand and messaging consistency across platforms and content.

By providing more detailed information on research methodology, providing in-depth analysis of video marketing options on social media, and providing practical guidance on variations in video types, Wyzowl research institutes can increase the value and relevance of their research results for marketing practitioners.

6. THEORY OF MARKETING

From a Theory of Marketing perspective, research conducted by the Wyzowl Research Institute provides important insights into trends and practices in video marketing. The concept of exchange introduced in marketing theory can be seen in the selection of the types of videos most commonly used by professional marketers. For example, the use of video on social media platforms, chosen by 71% of respondents, reflects a strategy of exchanging information between sellers and consumers through popular and easily accessible media.

The choice of explanatory videos or explainer videos as the second choice by 70% of respondents reflects an understanding of the need for informative and educational content to attract consumer attention. This is by the marketing concept which emphasizes the importance of clear and informative communication to influence consumer behavior.

Furthermore, attention to testimonials from new users and videos involving workers demonstrate a deep understanding of the importance of building trust and engagement with audiences, concepts emphasized in marketing theory. This strategy suggests that consumers are more likely to be influenced by real experiences and recommendations from fellow users or company insiders.

Finally, the emphasis on variety in the types of videos used is also consistent with marketing concepts that emphasize the importance of innovating and trying different approaches to meeting consumer needs and desires. Thus, this research provides a valuable contribution to the understanding and development of effective marketing practices in the digital era, by the principles of the Theory of Marketing.

7. CONCLUSION

Research conducted by Wyzowl Research Institute provides valuable insights into the latest trends and practices in video marketing, especially on social media platforms. Findings show that video on social media is the top choice for professional marketers, with short, visually appealing videos and audio being the most common. Additionally, explainer videos, testimonials from new users, and videos involving workers also receive significant attention.

The importance of variety in the types of video used was also emphasized, highlighting the need to continue to innovate and try different approaches in video marketing. However, there are several issues worth noting, such as the lack of detail about the research methodology and the need for a more in-depth analysis of video marketing options on social media. Nevertheless, this research provides a valuable contribution to the understanding and development of effective marketing practices in the digital era.

From a Theory of Marketing perspective, these findings are consistent with basic marketing concepts, such as the exchange of information between sellers and consumers, the importance of informative and educational content, and the role of trust and involvement in influencing consumer behavior. Thus, this research not only provides insight into video marketing trends but also validates the relevance of fundamental concepts in marketing that have been discovered by marketing theory.

Through a deep understanding of the latest trends and practices in video marketing, as well as the application of basic marketing principles, marketing practitioners can increase the effectiveness of their campaigns and better achieve marketing goals in the ever-evolving digital era.

RECOMMENDATION

Recommendations for Users

- I. Understand your audience's preferences: Before creating video content for social media, it is important to understand who your audience is, what they like, and how they interact with video content. Conducting market research and audience analysis can help you create more relevant and engaging content.
- II. Creative and innovative: In the increasingly fierce competition on social media, it is important to continue to innovate and create interesting and unique content. Try different types of videos and experiment with different formats and styles to capture your audience's attention.
- III. Use data to optimize performance: Regularly monitor and analyze your video performance using metrics such as number of views, engagement rate, and conversions. Use this data to understand what is and isn't working, and use these insights to optimize your video marketing strategy in the future.

Recommendations For Government

- I. Support training and education in digital marketing: The government can provide support for training and education in digital marketing, including video marketing on social media. This will help improve the skills and knowledge of local marketing practitioners, so they can compete more effectively in an increasingly connected global marketplace.
- II. Provide incentives for innovation and research: The government can provide incentives, such as grants or tax credits, to companies that innovate in social media video marketing or that conduct research to understand the latest trends and practices in the industry. This will drive growth and innovation in the digital marketing industry.
- III. Strengthen regulations to protect consumers: The government also needs to strengthen regulations to protect consumers from harmful or misleading marketing practices on social media. This includes monitoring dishonest or manipulative advertising practices, as well as protecting the privacy and security of consumer data.

By implementing these recommendations, users, and governments can work together to improve the effectiveness and integrity of video marketing on social media, as well as drive growth and innovation in the digital marketing industry as a whole.

REFERENCES

- Alderson, W., and Cox, R., 1948. Towards a Theory of Marketing. *Journal of Marketing*, 13(2), Pp. 137-152.
- Bartels, R., 1968. The General Theory of Marketing. *Journal of Marketing*, 32(1), Pp. 29-33.
- Bhandari, A., and Bimo, S., 2022. Why's Everyone on TikTok Now? The Algorithmized Self and the Future of Self-Making on Social Media. *Social Media + Society*, 8(1).doi: 10.1177/20563051221086241
- Santika, E.F., 2023, May 4. Trading Reference: This is the Type of Video that Professional Marketers Often Create. Retrieved from <https://databoks.katadata.co.id/datapublish/2023/05/04/reFER-berdagang-ini-jen-video-yang-kerap-dibuat-pemasar-profesional>
- Shahbaznezhad, H., Dolan, R., and Rashidirad, M., 2021. The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*, 53, Pp. 47-65. doi:10.1016/j.intmar.2020.05.001
- Tetteh, P. K., and Kankam, P. K., 2024. The role of social media in information dissemination to improve youth interactions. *Cogent Social Sciences*, 10(1). doi:10.1080/23311886.2024.2334480
- Tucker, W.T., 1974. Future Directions in Marketing Theory. *Journal of Marketing*, 38(2), Pp. 30-35.
- Xi, D., Zhou, J., Xu, W., and Tang, L., 2024. Discrete Emotion Synchronicity and Video Engagement on Social Media: A Moment-to-Moment Analysis. *International Journal of Electronic Commerce*, 28(1), Pp. 108-144. doi:10.1080/10864415.2023.2295072
- Zhang, X., Zhao, Z., and Wang, K., 2023. The effects of live comments and advertisements on social media engagement: application to short-form online video. *Journal of Research in Interactive Marketing*. doi:10.1108/jrim-02-2023-0069

