



RESEARCH ARTICLE

UNLEASHING THE POWER OF VISUAL ENGAGEMENT: ANALYSIS OF VIDEO MARKETING STRATEGIES USED BY RESORTS IN LAIYA, BATANGAS

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ABSTRACT

This study explores the effectiveness of video marketing strategies used by resorts in Laiya, Batangas, focusing on enhancing brand recognition and customer conversion. It aims to determine the significant differences between factors influencing video marketing effectiveness and respondent profiles while exploring correlations between these factors and key success indicators of marketing campaigns. Various aspects influencing effectiveness, including social media platforms, video testimonials, influencer collaborations, and personalized videos, were analyzed through surveys and interviews. The study used a descriptive research design with a survey questionnaire. Data were gathered from 50 resort employees in San Juan, Batangas. Percentages, weighted mean, and correlation were the statistical treatments applied. Findings reveal perceptions and utilization patterns among respondents based on demographic characteristics and offer insights into audience preferences. Moreover, statistical analysis highlights critical relationships between effectiveness factors and success indicators, informing actionable recommendations for optimizing video marketing strategies. Finally, this research advises marketers and resort owners about leveraging visual engagement to strengthen brand visibility and customer engagement, fostering business growth in Laiya, Batangas.

KEYWORDS

Video Marketing, Brand Recognition, Customer Conversion, and Visual Engagement

1. INTRODUCTION

In today's digital age, video marketing has emerged as a powerful tool for businesses to connect with their target audience in a captivating and memorable way (Ljunggren, 2024). Resorts in Laiya, Batangas are no exception, as they strive to showcase their unique offerings and create a strong brand identity. This research paper aims to analyze the video marketing strategies used by these resorts to enhance brand recognition and drive customer conversions. The study focused on several key aspects of video marketing, including visual storytelling, emotional character, and audience engagement. By examining the content, production quality, and distribution methods used by Laiya Resorts, the researchers seek to identify best practices and effective strategies for leveraging the power of video in the hospitality industry.

Furthermore, this paper explored the role of social media platforms in amplifying the reach and impact of resort video marketing campaigns. It investigated how resorts can optimize their video content for search engines to increase visibility and credibility among potential customers (Clifford, 2023). Finally, the research provided insights into the effectiveness of video marketing in driving customer conversions and enhancing brand recognition. By analyzing metrics such as booking rates, and customer feedback, the study will offer valuable recommendations for resorts looking to harness the potential of video marketing for their

business growth and success.

2. LITERATURE REVIEW

The review of related literature focuses on the study's variable: the definition of video marketing, brand recognition, and customer conversion.

2.1 Definition of Video Marketing

Mowat states, "Video marketing harnesses the power of video by planning for channels, audiences, and emotions and using multiple videos to get results (Mowat, 2021). Video marketing is a strategic mindset that uses insights and planning to deliver brand growth with multiple videos on multiple channels." (p. 9). Brands use videos to market their products and services across channels like televisions, websites, applications, social media, etc. Kumar presented need of ICT infrastructure for the said purpose and also emphasise on digital divide in reference to under-developed and developing countries (Kumar, 2009). The benefits of video marketing are widely used by marketers as it expands the potential audience, captures the viewer's attention, creates compelling content marketing, and showcases the brand and products (Wyzowl, 2021). The implementation of smart city has overcome all the challenges of video marketing and other smart approaches (Kumar et al., 2023a). The sustainable development as per agenda of United nations 2023, are the

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major focus on current and future innovation (Kumar et al., 2022; Kumar et al., 2023b; Kumar et al., 2023c).

2.2 Brand Recognition

According to Kiely “they define brand recognition as the extent to which consumers recognize a brand when they see its logo, colors, tagline, or advertising (Kiely, 2024). Essentially, it is about making your brand so familiar that customers can pick it out in a sea of other brands offering similar goods or services.” Brand recognition enables businesses to distinguish themselves in a competitive market. In a landscape filled with options, a well-established and easily identifiable brand distinguishes a business from its rivals. Consumers develop a sense of affiliation with brands they are familiar with and trust, making them more inclined to choose your business over others lacking such a connection. The use of augmented and virtual reality in brand recognition has important role now a days and it is predicted that in future more that 90% branding will be done using these approaches in 6G environment (Kumar et al., 2023c).

2.3 Customer Conversion

According to a study, “Customer conversion is the proportion of potential consumers that perform a particular targeted activity (LeadOrigin, 2023). It describes the proportion of website visitors who carry out a particular intended action on the website or landing page in e-commerce or online marketing.” The importance of customer conversion lies in its ability to measure the effectiveness of a business's marketing, sales, and website efforts in turning prospects into paying customers.

3. METHODS

The researcher used a descriptive research design. The researcher used a survey questionnaire. The research was conducted at Laiya, Batangas’ resorts which catered various services to the customers. There were fifty (50) marketing staff of different resorts who were asked to answer the survey through a Google form. Summaries of responses were used to analyze the data and establish additional analysis in describing the relationship between the factors of effective video marketing strategies to the success indicators that the resorts in Laiya, Batangas used in terms of Brand Recognition and Customer Conversion.

The Pearson Correlation Coefficient was employed to explore how effective video marketing strategies correlate with success indicators among resorts in Laiya, Batangas. This statistical method enabled the researchers to assess the extent and direction of relationships between these factors. By measuring the strength of these correlations, the study aimed to understand whether and how video marketing influences brand recognition and customer conversion rates within the context of the resort industry. The findings from this analysis provided insights into the effectiveness of video marketing strategies in enhancing brand visibility and converting customer interest into actual bookings or sales. Overall, the research sought to highlight the strategic importance of video marketing in shaping business outcomes for resorts in Laiya, Batangas.

4. CONCEPTUAL FRAMEWORK

The conceptual framework for this research revolves around two main constructs: factors influencing the effectiveness of video marketing and success indicators of marketing campaigns, both of which are examined in the context of respondent profiles. The factors influencing effectiveness encompass content quality, distribution channels, demographic targeting, and resource allocation, while success indicators include brand recognition, customer engagement, and conversion rates. These factors are hypothesized to exhibit significant differences based on respondent profiles, including demographics such as age, gender, occupation, and socio-economic status. Additionally, the framework explores correlations between effectiveness factors and success indicators to elucidate the relationship between strategic choices in video marketing and their impact on achieving marketing goals, ultimately providing insights into optimizing video marketing strategies for resorts in Laiya, Batangas.

5. DATA ANALYSIS

The study explored different important elements of video marketing, such as how to tell a compelling story through visuals, create an emotional connection with viewers, and keep the audience engaged. Social Media platforms like Instagram, Facebook, TikTok, and Instagram can help get the word out to a wider audience and make the marketing efforts more impactful.

Table 1: Descriptive Statistics: Average Likert Scale Scores for Three Factors Influencing Video Marketing Effectiveness				
Factors	Average Mean	Likert Scale Range	Standard Deviation	Verbal Interpretation
Video Testimonials	3.65	4	0.35	Highly Acceptable
Influencer Collaborations	3.51	4	0.45	Highly Acceptable
Personalized Videos	3.71	4	0.38	Highly Acceptable

The study found that three factors, video testimonials, influencer collaborations, and personalized videos, influenced the effectiveness of Video Marketing Strategies. By looking at the videos produced by the Resorts in Laiya, Batangas—considering their content, production quality, and how these videos were shared—the researchers figured out that Personalized Video is the most effective technique and strategy with a weighted mean score of 3.71.

Table 2: Brand Recognition and Customer Conversion Success Indicators				
Factors	Average Mean	Likert Scale Range	Standard Deviation	Verbal Interpretation
Guest Satisfaction and Loyalty	3.64	4	0.30	Highly Acceptable
Enhancing Customer Experience	3.51	4	0.45	Highly Acceptable

To measure how well resorts are doing in building their Brand Recognition and Customer Conversion, is by looking at guest satisfaction and loyalty. This is reflected in a high average score of 3.64, with the most important factor being the quality of amenities and service provided. In other words, keeping guests happy with top-notch facilities and excellent service was rated as the key to achieving strong brand recognition and customer loyalty.

Table 3: Correlation Analysis: Relationship Between Video Marketing Effectiveness and Success Indicators				
Variables	R	P-Value	Decision	Analysis
Video Marketing – Success Indicators	0.22	0.012	Reject H0	Significant

Pearson Correlation Coefficient (r) was employed to investigate the relationship between the effectiveness of Video Marketing and success indicators used in terms of Brand Recognition and Customer Conversion. The results found that there’s a positive relationship between the factors of effective video marketing and success indicators or resorts, $r = 0.22$, $p < 0.05$. This suggests that as resorts implement more effective video marketing campaigns, they tend to experience higher levels of Brand Recognition and greater rates of Customer Conversion. Therefore, the researcher concluded that they had a significant relationship with each other.

6. CONCLUSION

The results implied that video marketing plays a key role in enhancing a resort's visibility and attractiveness to potential customers. This conclusion is supported by the statistical significance of the correlation coefficient, which underscores the reliability of the relationship found in the data. By strengthening Brand Recognition, effective video marketing helps resorts stand out in a competitive market, potentially leading to increased bookings and revenue. Moreover, the positive correlation with Customer Conversion highlights how these marketing efforts translate into actual business outcomes. Therefore, based on these findings, the researcher concluded that there is indeed a meaningful and impactful relationship between the adoption of effective video marketing strategies and the success indicators of Brand Recognition and Customer Conversion within the context of resorts in Laiya, Batangas. This emphasizes the strategic importance of video marketing as a tool for achieving business objectives and improving overall performance in the hospitality industry.

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