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RESEARCH ARTICLE

UNLOCK THE SECRETS OF SUCCESS: YOUTUBE AND LINKEDIN, THE MAIN CHOICE CHANNELS OF MARKETERS IN VIDEO MARKETING - TRENDS 2023

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ABSTRACT

This research reveals that YouTube and LinkedIn will dominate as the main channels in video marketing by 2023, with Instagram and Facebook also having a significant impact. TikTok is also starting to be recognized as a platform capable of marketing products, indicating a shift in consumer preferences and trends. However, Twitter and Snapchat are considered less effective in video marketing. The importance of adapting to changing trends and dynamics in video marketing is the main focus, with recommendations for exploring new platforms, adapting marketing strategies, and collaborating between related parties. Education and training on effective video marketing strategies were also identified as a key to success in exploiting the full potential of video marketing.

KEYWORDS

YouTube, LinkedIn, Instagram, TikTok

1. INTRODUCTION

The background of this research suggests that in the context of video marketing, YouTube and LinkedIn have become the two main dominant channels in 2023. This phenomenon raises questions about the reasons behind their success as well as the implications for future marketing strategies. As digital technology develops, video marketing has become one of the most effective tools for introducing products and services to a global audience. Choosing the right channel is the key to achieving marketing success. YouTube, the world's largest video-sharing platform, and LinkedIn, an increasingly popular professional network, have taken the lead when it comes to video marketing. However, to understand the dynamics behind their dominance, in-depth research into video marketing trends in 2023 is required. A comprehensive analysis is required to identify the key factors influencing the popularity of YouTube and LinkedIn as the top channels of choice in video marketing.

The problems that arise in this research include several aspects that are relevant to the use of the main video marketing channels, namely YouTube and LinkedIn. First of all, the importance of content optimization is highlighted as both platforms have different audiences and require a suitable approach to curate effective content. How to structure content to suit the characteristics of each platform is a challenge that needs to be overcome. Furthermore, the importance of measuring the success of video marketing campaigns is also in focus, where how to measure success on YouTube and LinkedIn and translating success metrics into actionable insights for marketers is an essential issue. Finally, identifying the barriers and challenges that marketers may face in utilizing YouTube and LinkedIn as primary marketing channels is also an integral part of this research.

This research aims to provide deeper insight into video marketing trends in 2023, particularly in the context of the dominance of YouTube and LinkedIn as the top channels of choice by marketers. This research also aims to analyze the key factors that influence the popularity of these two

channels, while highlighting the benefits and advantages of each channel. Then, this research aims to identify the problems and challenges that marketers may face in utilizing YouTube and LinkedIn as the main marketing channels. This research will develop practical recommendations and strategies for marketers, providing useful guidance in designing more effective and sustainable video marketing strategies in this digital era.

This research has high urgency because it reveals the latest dynamics and trends in video marketing, especially in 2023, where the use of YouTube and LinkedIn channels as the main choice is increasingly dominant. Knowing the factors that influence the popularity of these two channels and identifying the problems and challenges faced by marketers in utilizing them is very important.

The benefits of this research are:

- **Deeper Understanding:** This research will provide a deeper understanding of current video marketing trends and their impact on future business practices and marketing strategies.
- **Guide for Marketing Practitioners:** The results of this research will provide valuable guidance for marketing practitioners in designing more effective and sustainable video marketing strategies, by optimally utilizing YouTube and LinkedIn channels.
- **Identify Challenges and Solutions:** This research will help identify the challenges faced by marketers in using key video marketing channels and devise appropriate solutions to overcome them.
- **Contribution to the Literature:** The results of this research will also be a contribution to the literature in the field of marketing, especially in the understanding of video marketing trends and the use of social media channels in a business context.

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2. THEORETICAL BASIS AND PREVIOUS RESEARCH

Innovation Theory is a field of study that includes various conceptual frameworks for understanding how innovation develops and influences various aspects of life (Sweezy, 1943; Tamney et al., 1989; Telser, 1982). One of the main contributors to this theory was Paul Sweezy, an American economist, who in 1943 put forward his views on the role of innovation in the transformation of economic structures, especially in the context of monopoly and market competition. In addition, Michael Telser, an economist, describes how innovation influences consumer and producer behavior, as well as the strategies taken by individuals and companies in the face of market changes, as put forward in his work in 1982. On the other hand, in the field of sociology, a group of researchers explored the impact of innovation on social structures, norms, and values in society (Tamney et al., 1989). Thus, innovation theory cuts across various disciplines, such as economics, sociology, and management, to provide a comprehensive understanding of the innovation process and its implications in various contexts.

Innovation Theory, as outlined by Sweezy, Telser, and others, provides a strong foundation for understanding why channels like YouTube and LinkedIn have become the go-to choice for video marketing strategies, as reflected in 2023 trends. In this context, YouTube, with its dominance as a marketing channel Prime Video, can be understood as the result of innovations in digital technology and online video-sharing platforms. YouTube has been able to change the way content is produced, consumed, and shared, providing marketers with the opportunity to reach a wide audience at a relatively low cost. This is consistent with the concept of economic innovation proposed by Sweezy, which emphasizes the role of innovation in changing market structures and providing advantages for major players such as YouTube in dominating the video marketing market. On the other hand, LinkedIn, as a channel increasingly chosen by marketers, can be interpreted as an example of how innovations in social media platforms, as argued by Telser, influence marketing strategies and business interactions. LinkedIn's emergence as a major channel for video marketing may be the result of innovations in leveraging online professional networks for promotional and marketing purposes. Therefore, through the perspective of innovation theory, we can see how technological evolution and changes in consumer and producer behavior play a role in shaping video marketing trends, with YouTube and LinkedIn emerging as key choices reflecting innovative transformations in the digital media ecosystem.

In this literature review section, we will briefly discuss four previous studies related to the topic being researched. A review will begin with the research from a group of researchers which examines how consumer engagement with social media platforms influences engagement with advertisements embedded on those platforms and, subsequently, evaluation of those advertisements (Voorveld, et al., 2018). Our survey (N = 1,346, ages 13 and over) mapped social media users' experiences of engagement with Facebook, YouTube, LinkedIn, Twitter, Google, Instagram, Pinterest, and Snapchat, as well as their experiences with and assessments of advertising on these platforms. Our findings suggest that engagement is highly context-dependent; this includes different types of experiences on each social media platform so that each platform is experienced uniquely. Additionally, on each platform, a different set of experiences is associated with evaluating ads. It is also shown that engagement with social media advertising itself is key in explaining how social media engagement relates to ad evaluation. The general conclusion is that there is no such thing as "social media."

The second review of the article proposed and tested a two-way, two-effects model to explain how brand videos can inspire consumers and generate further effects (Chang, 2020). Inspiration involves both "inspired by" and "inspired for" pathways. Through the persuasion effect, which comes from the "inspired by" path, inspiring brand videos motivate consumers to search for meaning in life. Furthermore, they feel grateful for the inspiring content and its source, which results in better attitudes toward the video and brand and more positive persuasion effects. Through the effect of personal growth, which comes from the "inspired to" path, inspiring brand videos motivate consumers to appreciate the meaning of life. Next, they seek important personal goals and enter a state of high expectations, which is beneficial to their subjective well-being. Findings from three studies support this proposed model, where inspiring and self-transforming brand videos produce positive outcomes for both consumers and brands.

The third review is a research which investigates how marketers' video optimization practices influence the number of video views on YouTube (Tafesse, 2020). Using data on 4,398 videos from YouTube's trending list, this study analyzes four optimization practices: the information content of

video titles and descriptions, the intensity of emotions in titles, and the number of video tags. The key finding was that video titles with more information tended to have fewer views, while titles with negative emotional sentiment were more likely to attract more views. More informative video descriptions are positively correlated with the number of views, while the relationship between the number of video tags and views shows an inverted U-shaped pattern, where up to 17 tags can increase views, but more than that can have a negative impact. This study provides insight into the importance of metadata elements in influencing viewer engagement on YouTube videos.

Finally a study of influencer marketing on YouTube which is increasingly important in brand promotion, especially in the beauty category (Chen et al., 2023). Many studies on the effects of influencer marketing use self-reported surveys, the results of which provide limited help in formulating effective videos. This study aims to characterize YouTube influencer marketing videos through speech act analysis and genre analysis, and then determine significant features related to audience response through correlation analysis. This study collected 12 videos from 8 YouTubers in the beauty category and found that the overall speech act composition was 56% assertive statements, 26% expressive, 10.1% commitment, and 7.4% directive. This study also proposes a 10-step structure. Significant positive correlations were reported between audience responses and the percentage of directives and three steps, suggesting YouTubers use more directive speech acts, share more personal experiences, and spend more time preparing the audience for the opening of videos asking for subscriptions.

3. RESEARCH METHODS

This study adopts a quantitative descriptive approach using secondary data obtained from reports or articles published on the katadata.com site, which refers to the results of a survey conducted by the Wyzowl Research Institute. The collected data will be analyzed using descriptive statistical methods, such as percentage calculations, averages, and frequency analysis, to identify patterns, trends, and relationships between variables observed in the data. The analysis aims to provide a better understanding of marketers' preferences and perceptions of video marketing, as well as the effectiveness of specific social media platforms in this context.

4. DISCUSSION

According to a research results from Wyzowl, various channels are considered effective by marketers for promoting product videos or marketing videos (Santika, 2023). YouTube ranked first with 78% of respondents choosing it, followed by LinkedIn with 69%. Instagram is in third place with 67%, while Facebook is in fourth place with a proportion of 59%. Interestingly, TikTok is also starting to be recognized as a platform capable of marketing products, with 27% of respondents choosing it. Wyzowl notes that major video channels such as YouTube, LinkedIn, Instagram, and Facebook continue to dominate video marketing strategies. However, Twitter and Snapchat were deemed less effective, with only a small number of respondents choosing them. For example, Twitter was only chosen by 24% of respondents, while Snapchat was only chosen by 6% of respondents. 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 are not described in detail by Wyzowl.

4.1 Author's opinion

The author's opinion is that the research results from Wyzowl highlight the importance of understanding consumer preferences and behavior in choosing a platform for video marketing. YouTube and LinkedIn stand out as key channels that are effective in reaching audiences, with Instagram and Facebook also having a significant impact. In addition, the recognition of TikTok as a platform capable of marketing products shows a shift in consumer preferences and trends. However, it is important to remember that the effectiveness of a platform can vary depending on the industry, target market, and specific marketing goals. Therefore, marketers need to continuously monitor trends and adapt their strategies according to changing consumer behavior and technological advances. Additionally, while Twitter and Snapchat may be less desirable for video marketing, that doesn't mean that they have no value or relevance at all. Each platform has its uniqueness and advantages and can be part of a wider marketing strategy if used appropriately and by established marketing objectives.

YouTube and LinkedIn stand out as key channels that are effective in reaching audiences for several reasons:

- Video Content Dominance: YouTube is the leading platform for video

content, with a large number of users actively seeking and consuming various types of content. This makes it an ideal venue for video marketing, where brands can leverage the appeal of visual content to capture audience attention.

- **Professional Networking:** LinkedIn, on the other hand, is a powerful professional network, where many individuals and companies are involved in various business and recruiting activities. Therefore, LinkedIn becomes an effective place to promote products or services to a more targeted professional audience.
- **Visual Appeal and Engagement:** Instagram and Facebook also have a significant impact as they are both very popular visual platforms. Visual content such as images and videos have great appeal to users, and both platforms enable strong interactions between brands and audiences through features such as stories, live streaming, and other visual features.
- **Audience Reach and Targeting:** These three platforms have a large number of active users worldwide. Each has a powerful algorithm to target relevant audiences based on interests, demographics, and behavior. This allows marketers to reach the right audience with the right message.
- **Analytics and Advertising Tools:** YouTube, LinkedIn, Instagram, and Facebook provide a variety of powerful analytics and advertising tools. Marketers can use this analytical data to track the performance of their campaigns, understand audience behavior, and optimize their marketing strategies based on the results generated.

With these factors combined, YouTube, LinkedIn, Instagram, and Facebook have become highly effective channels for video marketing, allowing brands to reach broad audiences, interact directly with them, and optimize campaigns based on accurate data.

4.2 Problems and solutions

The problem that arises from the results of this research is the imbalance in the understanding and implementation of video marketing strategies on various platforms. While YouTube, LinkedIn, Instagram, and Facebook dominate as key channels in video marketing, there is still a lack of appreciation for the potential of other platforms like TikTok, Twitter, and Snapchat. This can result in ineffectiveness in reaching a wider and more diverse audience, especially considering that consumer preferences and behavior continue to evolve.

To overcome this problem, solutions that can be implemented are:

- **Education and Training:** Provide education and training to marketers regarding the diversity of social media platforms and the potential of video marketing on each platform. This can be done through seminars, workshops, or training courses that emphasize the importance of understanding the audience and context of each platform.
- **Experiment and Evaluation:** Encourage marketers to experiment with less popular platforms like TikTok, Twitter, and Snapchat, and measure their performance objectively. Through a testing and evaluation approach, they can discover whether these platforms have the potential to increase audience reach and engagement.
- **Use of Data and Analytics:** Encourages marketers to use existing data and analytics to understand consumer behavior and the effectiveness of video marketing campaigns across platforms. By understanding this data, they can make smarter decisions in resource allocation and marketing strategy development.
- **Collaboration and Partnerships:** Encourage collaboration between marketers and social media platforms to develop innovation and more effective solutions in video marketing. By working with the platform, marketers can gain deeper insight into new features and how to best utilize them.

By implementing these solutions, it is hoped that there will be an increase in the effectiveness of video marketing across various platforms, as well as a better understanding of consumer preferences and behavior in the ever-evolving social media context.

4.3 Innovation theory

In the context of innovation theory, solutions to problems faced in video marketing can be viewed through the lens of marketing strategy evolution and adaptation. Based on the perspective of innovation theory, changes in

consumer preferences and the development of social media platforms create new needs in marketing strategies. Therefore, solutions can be directed at three main aspects:

- **New Product Development:** Through new product development in terms of video marketing strategies, marketers can adopt innovative approaches to explore and utilize emerging social media platforms. This includes experimentation with platforms like TikTok, Twitter, and Snapchat, as well as the development of more relevant and engaging content for different audiences.
- **Adaptive Marketing Strategy:** Marketers need to adopt adaptive marketing strategies to accommodate changes in consumer behavior and the dynamics of social media platforms. This involves continuously monitoring trends and shifts in consumer preferences, as well as adjusting marketing strategies according to data analysis findings and results.
- **Industry Collaboration and Innovation:** Collaboration between industry players and social media platforms can be key to developing innovative solutions in video marketing. By leveraging shared knowledge and resources, they can create more effective and relevant solutions to overcome challenges and capitalize on emerging opportunities in a changing marketing environment.

By adopting this approach through the lens of innovation theory, marketers can face changes and challenges in video marketing more effectively, while taking advantage of opportunities to create new value and strengthen their position in a competitive marketplace.

4.4 Recommendation

Based on research results and an innovation theory perspective, the following are recommendations for users, sellers, and governments in the context of video marketing:

4.4.1 Recommendations for Users

- **Diverse Content Consumption:** Take time to explore a variety of social media platforms, including less popular ones like TikTok, Twitter, and Snapchat. By viewing content from multiple sources, you can gain greater insight and discover more valuable information.
- **Actively Participate:** Don't just be an observer, but also actively participate in interacting with the content you enjoy. Providing responses, and comments, and sharing engaging content can help expand the impact of that content and strengthen online communities.
- **Be Critical in Consuming Content:** Always evaluate and review the content you consume critically. Make sure the content you watch or follow is trustworthy and has good informative or entertainment value.

4.4.2 Recommendations for Sellers

- **Explore New Platforms:** Feel free to explore emerging social media platforms, such as TikTok, Twitter, and Snapchat. Through experimentation and innovation, you can find new ways to reach your audience and expand your customer base.
- **Marketing Strategy Adjustments:** Always pay attention to trends and changes in consumer behavior, as well as responses to your marketing campaigns. Immediately make adjustments to your marketing strategy according to the findings and analysis of the data you obtain.
- **Collaboration and Partnerships:** Leverage collaborations with social media platforms and other industry players to develop more effective and innovative marketing strategies. Collaboration with related parties can open new opportunities and strengthen your position in the market.

4.4.3 Recommendations for Government

- **Education and Training:** Provide education and training to businesses on effective video marketing strategies, including knowledge of various social media platforms and relevant marketing techniques.
- **Creative Industry Support:** Provide support and incentives to the creative industry to drive innovation in video marketing. This can be done through subsidy programs, tax incentives, or funding for research and development.
- **Supportive Regulation:** Urgently regulate and oversee the video marketing industry to protect consumers and ensure fair and ethical

practices. Balanced and progressive regulations can help create a sustainable and competitive business environment.

By following these recommendations, users, sellers, and governments can come together to create a video marketing ecosystem that is more effective, inclusive, and sustainable in facing the challenges and opportunities of today's digital era.

5. CONCLUSION

Based on the research results and recommendations that have been submitted, the following conclusions can be drawn:

- **Main Channel Dominance:** YouTube, LinkedIn, Instagram, and Facebook remain the main channels in video marketing, with large user numbers and significant impact in reaching audiences.
- **Increased Recognition:** Nonetheless, new platforms like TikTok are also starting to be recognized as an effective means of marketing products and services, indicating a shift in marketer and consumer preferences.
- **Platform Limitations:** Twitter and Snapchat, while still having a significant number of users, are considered less effective in video marketing. This indicates the need for further evaluation of marketing strategies on these platforms.
- **The Importance of Adaptation:** Users, sellers, and governments need to be able to adapt quickly to changing trends and dynamics in video marketing. This includes exploring new platforms, adjusting marketing strategies, and collaborating between related parties.
- **Education and Training:** Education and training on effective video marketing strategies, as well as knowledge of various social media platforms, are key to success in exploiting the full potential of video marketing.
- **Supportive Regulation:** Balanced and progressive regulation is needed to protect consumers and ensure fair and ethical marketing practices while providing support for innovation and the development of creative industries.

Thus, marketers can take advantage of the diversity of social media platforms and keep abreast of changes in consumer behavior to create more effective and sustainable video marketing strategies in facing the challenges and opportunities in today's digital era.

The limitations of this research lie in the lack of clarity regarding the demographics of respondents and the research area, as well as the lack of detailed information about respondent characteristics such as industry background and marketing experience. The study's limited timeline to

November 2022 also limits the ability to reflect trend changes that may occur after that. Research methodology that uses secondary data from the Wyzowl research institute via the katadata.com site can also limit the depth of analysis that can be carried out by researchers. Therefore, recommendations for future research include conducting longitudinal research to track changing trends over time, more in-depth analysis of consumer preferences and perceptions of video marketing, as well as qualitative research to gain a deeper understanding of effective video marketing practices and challenges faced by marketers across industries and contexts. Thus, future research is expected to provide more comprehensive and relevant insights to understand trends and dynamics in video marketing in the current digital era.

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