Developing your video playbook

To reach senior executives with video, organizations need to pay close attention to the viewing habits of their targets. Below are some of the possible best practices for business-focused video, based on the responses to the Forbes Insight survey.

MIX TEXT AND VIDEO
The survey shows that 59% of senior executives agree that if both text and video are available on the same topic on the same page, they prefer to watch the video. (Fig. 8) So whether developing advertising or providing training materials, Web developers should consider offering both text and video.

It is also important to be sensitive to another key issue for business users of online video. Although 87% of respondents said their companies are comfortable with their executives watching work-related video during business hours, 44% still fear that their colleagues may see watching video at work as a waste of time. So producers of such material, at least for the time being, might want to consider avoiding any elements of presentation that could seem less than business-like.

MATCH THE MESSAGE TO THE MEDIUM
Executives have different expectations for the videos they see depending on the site where they're viewing it. When visiting business-related websites, senior executives

primarily seek out business news (74%), business insight/expert advice (64%), and speeches and presentations (57%). (Fig. 9)

When visiting YouTube, the interest shifts from news in favor of more subjective content. The top three objectives of a YouTube visit in a business context are customer testimonials (29%), product demonstrations (28%), and product reviews (27%).

FIGURE 8: If video and text covering the same topic are on the same Web page, I will watch the video first.
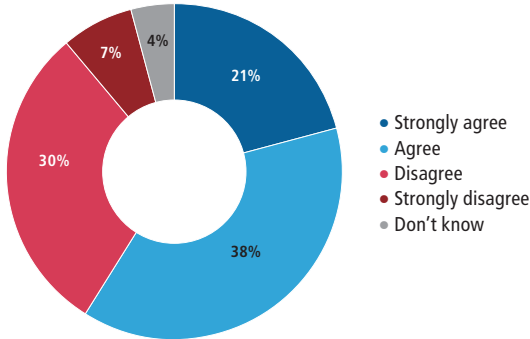

FIGURE 9: What types of work-related online videos do you watch most often on business-related websites and on YouTube?