

2025

Video Marketing Trends

Scaling creativity
to drive growth



Video can make or break how customers see your brand. **Is your team keeping up?**

The demand for video keeps growing. So does the pressure to move faster, do more, and still stay on brand.

But scaling video content isn't easy. Assets live in too many places. Feedback is scattered. Teams lose time searching instead of creating—and the result is work that's rushed, off-brand, or stuck in review.

What marketers need now isn't just inspiration—it's clarity, efficiency, and tools that support creative flow, not slow it down.

That's where this guide comes in. We've pulled together the latest trends and insights shaping the future of video—plus actionable ideas to help your team create high-impact content that moves fast, stays on brand, and drives results.



This report is your step-by-step guide to navigating the latest trends, with insights you can act on right away. Here's what you'll find inside:



Create authentic, engaging videos

Explore the new formats reshaping audience expectations—and how you can stay ahead of the curve.



Tap into emerging platforms

Learn why YouTube, the world's second-largest search engine, is still underused by marketers—and how to unlock its full potential.



Scale production without overspending

Discover strategies to meet rising video demands—even when budgets stay flat.



Harness AI and automation

See how new tools are boosting speed, efficiency, and creativity in video production.



Prove ROI with confidence

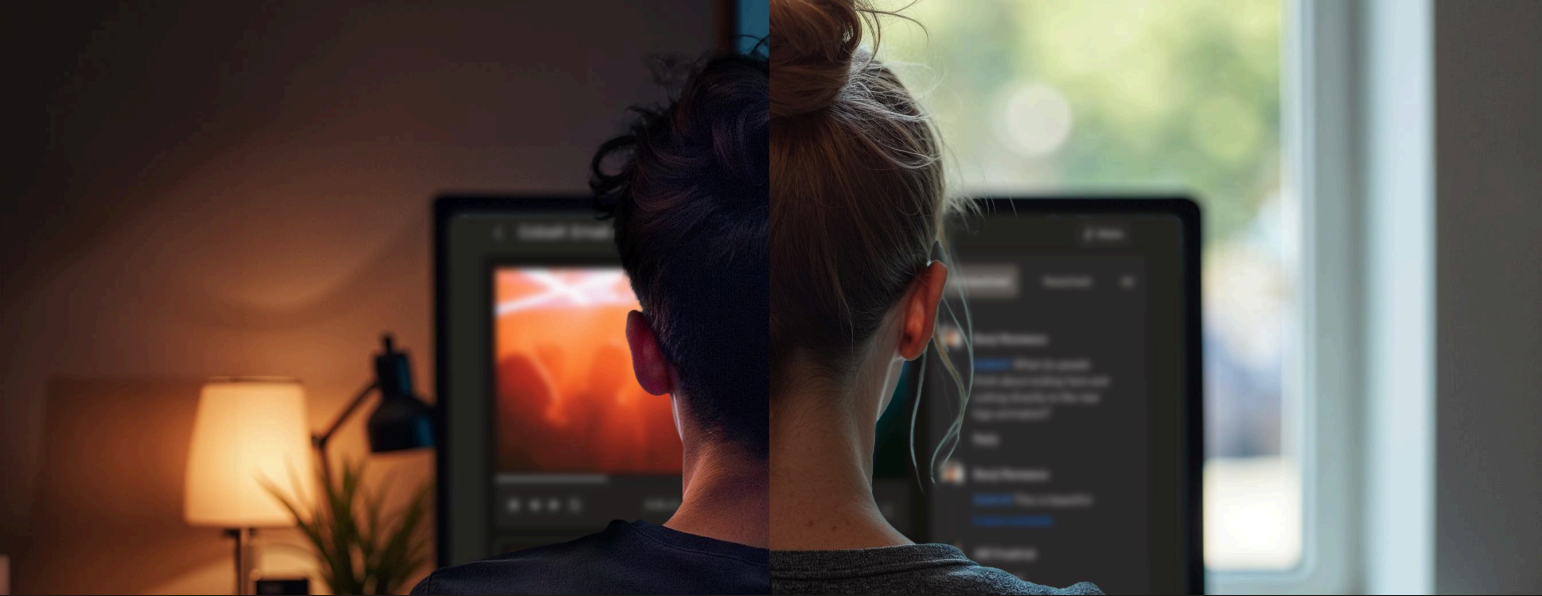
With budgets under pressure, find out which metrics matter most and how to showcase the real impact of your video investments.

Ready to dive in?

Let's explore the trends shaping video in 2025—and how your team can stay ahead.

Contents

5	Video type trends What's driving engagement in 2025?
11	What's driving engagement? A look at video formats What channels matter most?
18	Why shorter is better: the bite-sized video revolution The rise of bite-sized videos
25	Maximizing output: smarter workflows for less effort How to do more with less
33	Making a video in 2025: tools shaping the creative process How are videos being made? From views to value: measuring video ROI that matters
45	Making the case Why video is worth the investment in 2025?
48	Wrapping up How to succeed with video in 2025



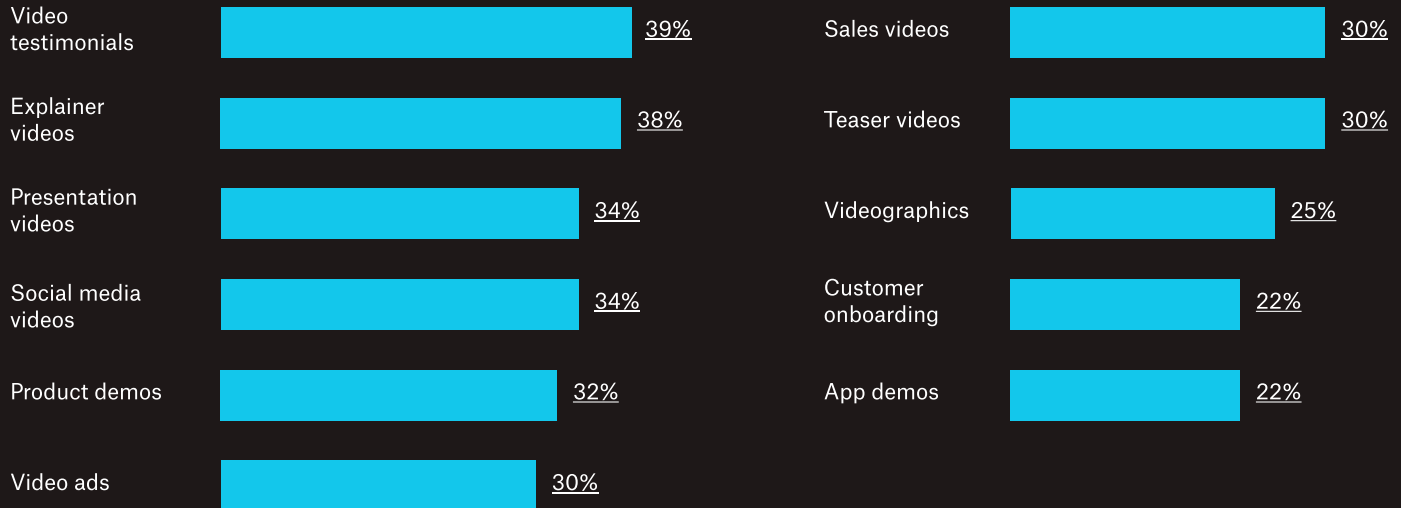
Video type trends

What's driving engagement in 2025?

88%

of video marketers say video improves customer understanding of products and services. But what types of videos are businesses making? The answer: a smart mix that supports every stage of the customer journey.

What videos are video teams creating?



Key takeaway

Focus on value

From testimonials that build trust to explainer videos and product demos that educate and convert, marketers are embracing a diverse video portfolio. What matters most is not the specific type of video, but the content's ability to engage, inform, and build credibility.

Harnessing user-generated content

79%

Percentage of TikTok users who say they enjoy brand challenges, trends, and memes. So why not tap into that enthusiasm?

Create interactive experiences

Start challenges, trends, or contests that invite participation. When audiences engage with your content, it creates a sense of community and adds an authentic layer to your brand—because it's not just you creating the content.

Amplify real stories

Share genuine stories from real customers—whether through testimonials, reviews, or creative user experiences. These real voices can build trust and loyalty in ways traditional marketing can't match.

2025 action plan

Develop a well-rounded video strategy that blends...

- Awareness content (like social media videos and explainers) to boost brand recognition
- Business-driven formats (like testimonials and product demos) to build trust and drive conversions

Build trust first

The best videos have one thing in common: credibility. Whether through customer stories, product demos, or educational content, focus on authenticity and social proof. Use real stats, real people, or even a bit of your brand's personality to make your videos stand out.

Explore new formats

Don't stick to just the basics—experiment with interactive videos, animated infographics, and shoppable content to keep your audience engaged and coming back for more.



"Try it, test it, get out there and do something unique and different. Even if it doesn't work, you've at least learned something and got some insight on what to improve."



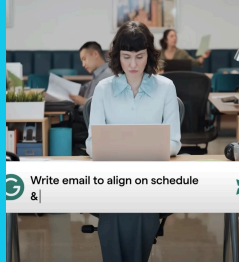
Deanna Adams

Senior Director of Integrated Campaign and
Customer Marketing, Dropbox

Gold-tier video examples to borrow from

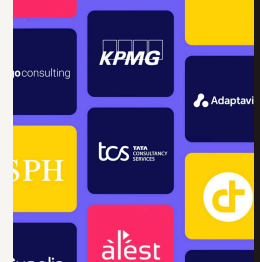
Explainer videos

Saved by the email — Grammarly



Product teasers, demos, and launches

monday.com's Partner Ecosystem



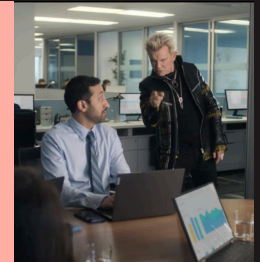
Video testimonials

Box — ft Eurostar



Celebrity-infused videos

Workday: Office of Rock Stars - Extended Version



Behind-the-scenes video

Behind the Scenes of the CHANEL Iconic Handbag Campaign



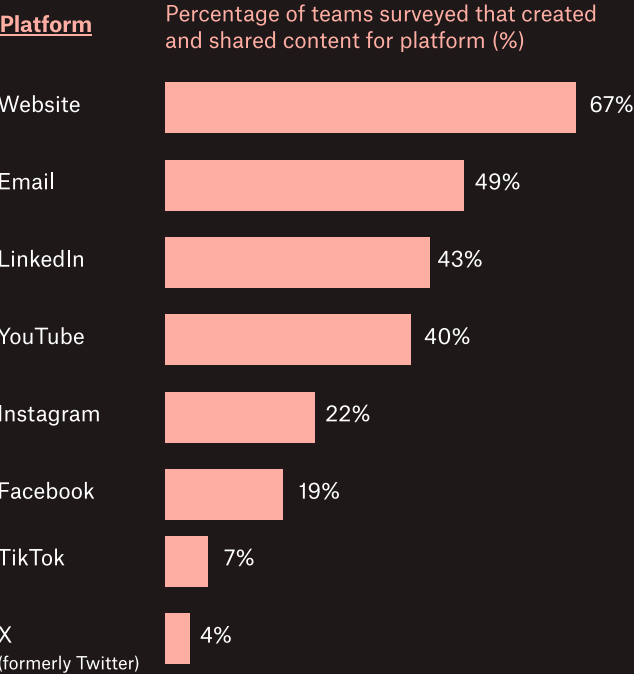


What's driving engagement? A look at video formats

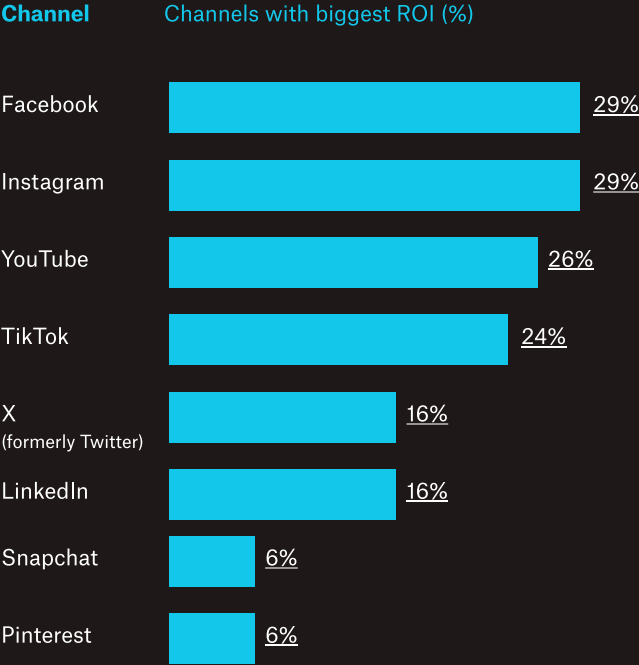
What channels matter most?

Creating great videos is only half the battle—where you share them can make or break their success. In 2024, businesses found that strategic distribution plays a crucial role in maximizing impact.

Where businesses shared videos in 2024



Top ROI channels for marketing



Key takeaway

Social media is still thriving

Platforms built for short-form, vertical video content are growing the most. As user engagement rises, so do marketing budgets—56% of marketers using TikTok plan to increase investment next year, the highest of any platform.

But there's a disconnect

Many businesses are focusing on websites and email for video distribution, while the highest ROI comes from social platforms like Facebook, Instagram, and TikTok. As we move into 2025, reallocating efforts to prioritize these ROI-driven platforms—while maintaining owned channels—could unlock significant growth for brands.

Which channels are growing?

Platform	2023 monthly active users	2024 monthly active users
Facebook	2.96 billion	3.07 billion ▲
YouTube	2.5 billion	2.7 billion ▲
Instagram	2 billion	2 billion
TikTok	1.53 billion	1.6 billion ▲
Snapchat	750 million	800 million ▲
X (formerly Twitter)	556 million	586 million ▲
Pinterest	450 million	518 million ▲

Make the most of vertical video

Think mobile-first

Most social platforms are built for vertical content, and horizontal videos can get lost in the feed, leading to lower engagement. Prioritize formats that match the user experience so your content hits the mark.

Consistency matters

Platforms like Instagram, TikTok, and Snapchat are all about scrolling through vertical feeds. Keeping your content in the same format makes it easier for audiences to engage.



2025 action plan



Follow the ROI

Focus your distribution where the data shows your audience is most active. High-ROI channels deserve the bulk of your investment.



Keep messaging tight

A wide distribution strategy is great for ROI, but consistency matters. Develop a system to keep messaging aligned as you adapt content for different platforms.



Play wide, not tall

It's smart to invest in fast-growing platforms like TikTok, but don't abandon established networks. Reaching audiences across multiple platforms with tailored, engaging content expands your impact.



Optimize for every platform

Consider where and how people watch your videos. Customize edits to fit different platforms and devices for the best results.

“Like any marketing channel, video requires testing, experimentation, and learning. Finding out where your audience is, what they like, what they don't like, and where your video investment can be most impactful.”



Natalie Taylor
Head of Marketing, Capsule

YouTube is a marketer's secret weapon

YouTube is the #2 search engine after Google

+2.7B

monthly users and the Google algorithm now favoring video, YouTube offers marketers a massive opportunity.

Consumers remain deeply engaged with YouTube.

31%

picked YouTube when asked which platform they'd choose on a desert island—beating Netflix, Disney, and other streaming giants.

Driving purchases, not just views

35%

of consumers say YouTube influenced their buying decisions. Brands like Lego leverage this by encouraging user-generated content and creating authentic moments that build trust and drive conversions.



Why shorter is better: the bite-sized video revolution

The rise of bite-sized videos

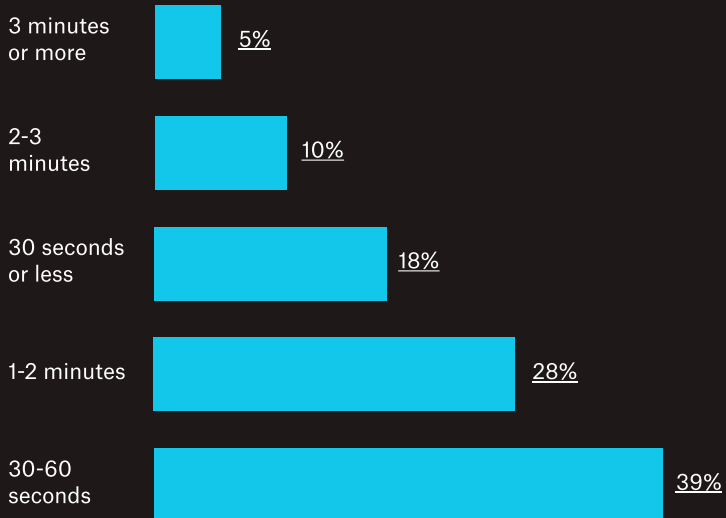
Are attention spans shrinking? Maybe. But one thing's clear—shorter videos are leading the pack.

Key takeaway

Short-form video is king

44% of consumers say they prefer learning about products through short videos. Marketers agree—short-form video delivers the highest ROI, and more than half plan to increase their investment in 2024.

Preferred video length



“Short-form video offers consumers a very quick return versus time put in. If it's good, customers will engage more—and if it's not, they don't feel like they've lost much.”



Nick Arciero
Enterprise Strategy, Videoverse

Tailor video length for each platform

Platform	Average length
Instagram	<u>5-10 seconds</u>
X (formerly Twitter)	<u>5-10 seconds</u>
Facebook	<u>10-15 seconds</u>
LinkedIn	<u>30-60 seconds</u>
YouTube	<u>15-20 minutes</u>

2025 action plan

Keep it short

Capturing attention in 60 seconds or less is key. Brands that can tell a compelling story quickly are set to see the most engagement and ROI.

But make it long enough

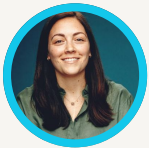
Some content needs more time to land—think explainer videos or product demos. These formats often require more depth to convey complex ideas and hold attention better than written reports.

Mix it up

Experiment with both long and short videos. Splitting up longer videos or combining shorter ones lets you create engaging, flexible content that stands out while providing room for richer storytelling.



“People want to see products or hear about services in a video, but the length is really important; keeping those types of product-related videos under five minutes will really help your engagement.”



Taylor Corrado
Senior Director of Brand Marketing, Wistia

When longer is better: the documentary format

While many are focusing on short-form, Dramamine took a different route with a 13-minute branded documentary, [The Last Barf Bag: A Tribute to a Cultural Icon](#). The film spotlighted the now-obsolete airline barf bag, replaced by nausea-reducing meds (like Dramamine), and racked up over 300,000 views.

The takeaway

Video length trends matter, but ultimately, if the content is engaging, viewers will stick around—no matter how long the video is.





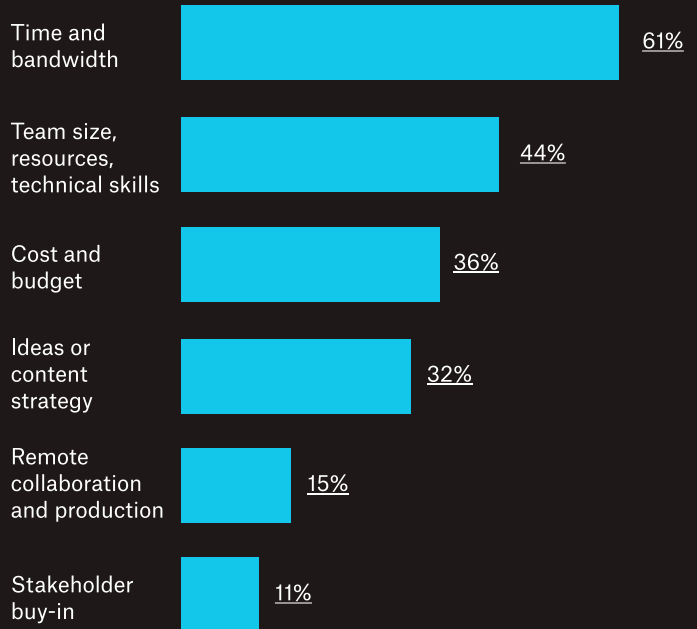
Maximizing output: smarter workflows for less effort

How to do more with less

In 2024, businesses were already posting 3-5 videos per week across social media, and 78% of marketers plan to create even more. Yet, only 57% are adding more resources for video.

The result? Growing pressure on video teams to deliver more with less.

Top video creation challenges



Key takeaway

The bad news?

The same challenges—time, bandwidth, and resources—continue to slow down video production.

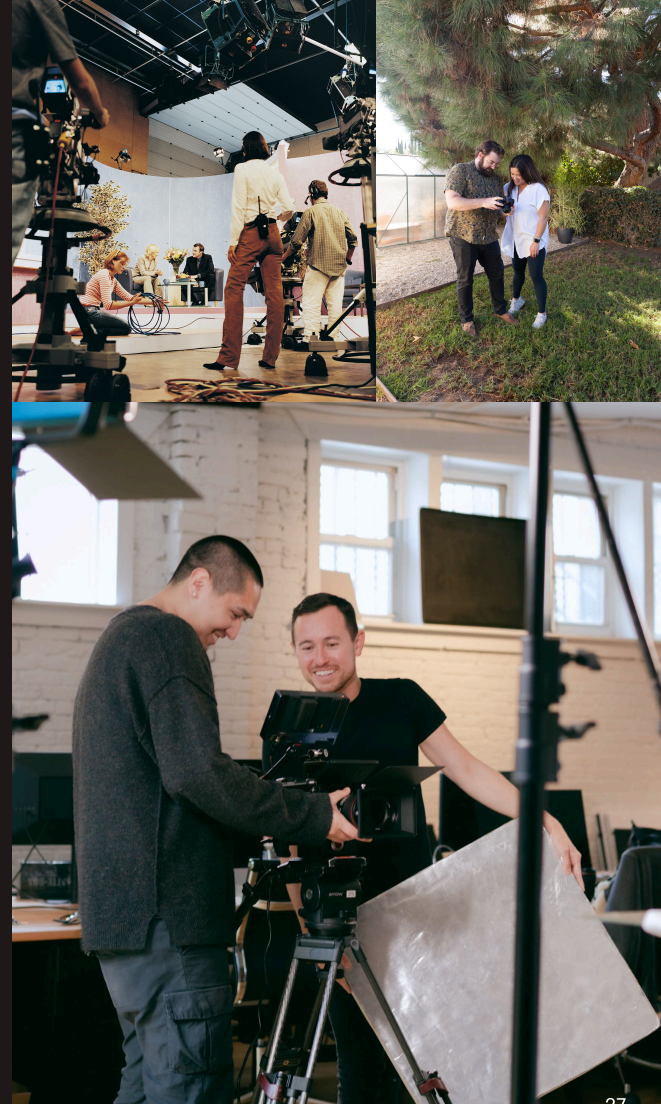
The good news

Streamlined workflows can fix that. Video production speed depends on how well your team shares, collaborates, and gathers feedback. As more external collaborators join the mix, refining these processes will be key to video success in 2025.

2025 action plan

The right tools make the difference

Collaborative tools that simplify sharing and reviewing videos can remove a lot of the bottlenecks. Choosing tools that integrate seamlessly with editing software will free up your video teams to focus on creativity, not admin.



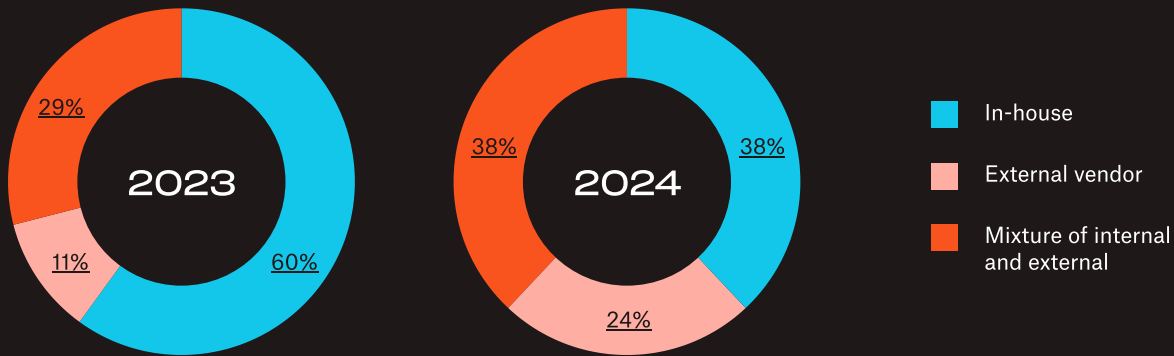
"To improve video workflow management, I recommend tools like Dropbox Replay, where all the different people who may have a voice on the project can give feedback on something simultaneously."



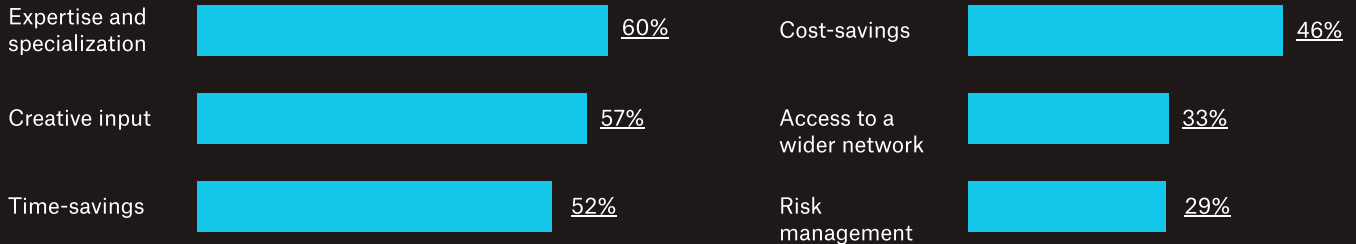
Daniel Jackson

Owner-Operator at Embassy: Interactive, LLC

Who's creating video?



Why are businesses outsourcing more?



Key takeaway

Outsourcing offers skill access

For teams on a budget, outsourcing taps into specialized skills without massive production crews. Most video work is still done in-house by individuals (62%), but outsourcing is on the rise as companies blend internal knowledge with external creative expertise.

Outsourcing saves time and money

Time (52%) and cost-savings (46%) are major reasons for outsourcing, showing businesses see clear efficiency gains by bringing in external help.

2025 action plan

Know what, when, and how to outsource

Not every project needs external help. A hybrid approach lets you balance in-house talent with outside expertise. Decide on a project-by-project basis.

Keep it consistent

Set clear guidelines for style and tone so that all videos stay consistent, no matter who creates them—internal teams or external vendors.

Work smarter, not harder

Project management and video collaboration tools help keep the process smooth. Getting both in-house and external teams on the same page will keep projects moving efficiently.



“When it comes to outsourcing, it’s about really identifying what we want to get out of it. Where do we think we’re going to have the best opportunity, the best outcome, and applying those resources appropriately.”



Deanna Adams

Senior Director of Integrated Campaign and
Customer Marketing, Dropbox

"Crystal clear briefs equals great collaboration. When outsourcing, brands would do well to get really clear about their single brand north star—a few words, a central audience, a clear and distilled sense of the soul of their brand—in order to unlock maximum success when collaborating with external creatives.”



Aubrey Page

Senior Manager of Brand Marketing, Vimeo

“Style and design is really important when it comes to video, but I think the biggest thing is that it's consistent and it stays true to your brand. Without that strong message that speaks directly to your audience or their problems, the style doesn't matter.”



Taylor Corrado
Senior Director of Brand Marketing, Wistia

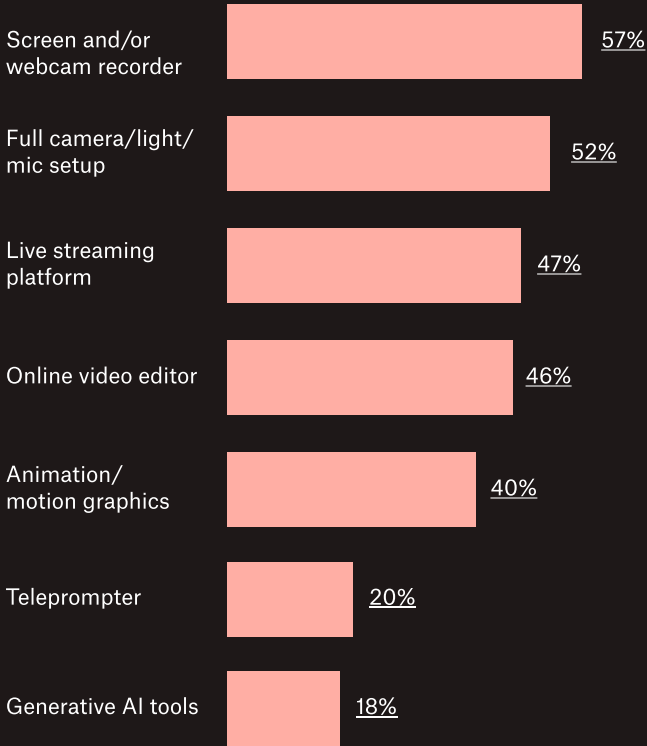


Making a video in 2025: tools shaping the creative process

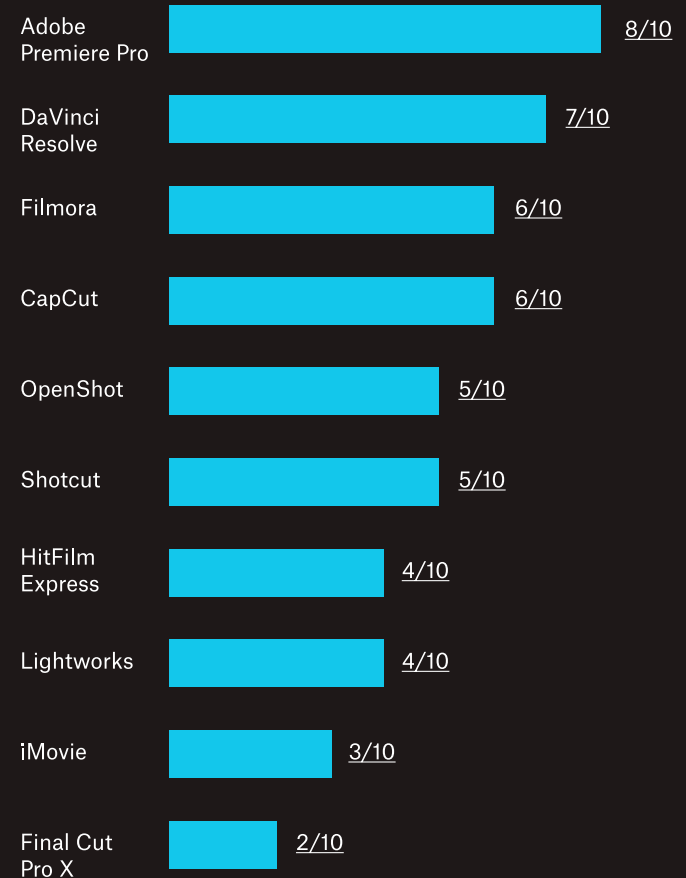
How are videos being made?

Despite all the talk around AI, most video professionals are sticking with their trusted tools to get the job done.

Which tools are creators using?



Most popular software for video creation and editing



Key takeaway

There's a wide variety of tools

Creators are mixing and matching software to bring their videos to life. The real value lies in how well these tools integrate, streamlining the process and saving time.

DIY simplicity wins out

With 57% using screen or webcam recorders and many favoring accessible editors like Filmora and CapCut, a more DIY approach is gaining traction.

2025 action plan

Upskill your team

Using multiple tools? Regular training sessions are key. Make sure your team is proficient with a range of video tools and software.

Streamline workflows

Look for tools that integrate smoothly, connecting your feedback, storage, and editing processes to speed up production.

Balance quick and high-quality

For fast content, use accessible tools. For bigger projects, professional-grade equipment is still the way to go.



"As marketers continue to become more well-versed in the basics of graphic design and editing due to necessity and the help of AI, video producers who specialize in high-quality DIY studio shoots, motion design, and content composition will thrive."



Aubrey Page

Senior Manager of Brand Marketing, Vimeo

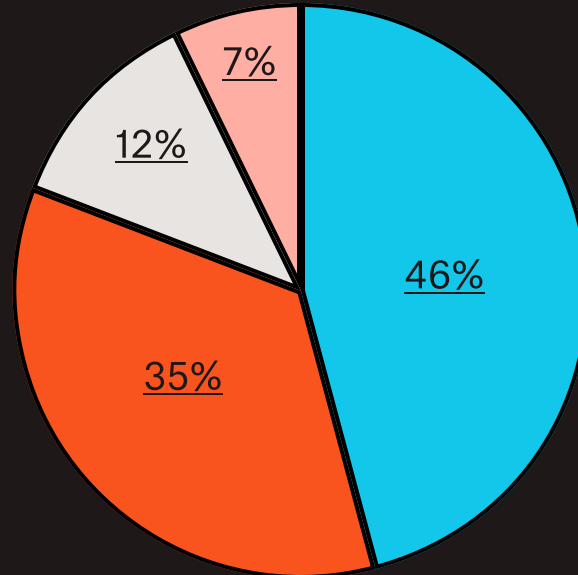
AI on the rise

75%

of video marketers are using AI tools to create or edit videos, primarily for workflow improvements like scripting, storyboarding, and editing out pauses.

So, what does the future hold for video professionals?

Will AI replace video experts?



- Yes, it will completely change it (strategy, vendors, creation rhythm)
- Yes, but not to a large extent
- No, it won't change my video marketing strategy
- I'm not sure

Key takeaway

AI adoption is surging

But its current role is more about boosting efficiency than replacing creativity. It's streamlining tasks like outlining and editing, allowing video teams to focus on higher-level creative work.

Less admin, more creativity

AI is reducing time spent on repetitive tasks, freeing up video professionals to concentrate on storytelling and production.

"I see AI almost like a booster pack... I don't necessarily see AI taking over, but it can be used in ways that boost, amplify, and speed up that [video] process."



Deanna Adams

Senior Director of Integrated Campaign and Customer Marketing, Dropbox

2025 action plan

Think of AI as an efficiency tool

Use AI to handle time-consuming tasks, like captioning, transcribing, and removing pauses, so your team can focus on creative execution.

Experiment with advanced AI tools

Try out AI-powered tools for personalization, A/B testing, and more. You may discover ways to enhance both efficiency and creativity.










"Now is the time to get your hands on different tools, interact with different people, ask their opinions, see how they're using AI, and start incorporating it. Don't be afraid, because it's so easy to undo the things that you do with AI. Just get your hands on it."



Henry Ceiro

Video Content Producer, Dropbox

AI tools you can experiment with today

Research	 perplexity Perplexity
Transcription	 Otter.io
Script drafting	 ChatGPT  Claude
Storyboard imagery	 Midjourney  DALL-E
Video generation	 Synthesia  Runway
Video editing	 Capcut



From views to value: measuring video ROI that matters

21-30%

of marketing budgets going to video, the pressure to demonstrate its value is rising.

So, how are companies measuring success?

Engagement metrics: views, view rate,
average watch time

74%

Lead generation: conversion rates

48%

Traffic: direct traffic and branded search
traffic

48%

Brand perception: brand recall and brand
uplift studies

33%



Key takeaway

Companies are leaning heavily on engagement metrics like views and watch time, signaling a focus on short-term wins. While these numbers are easy to track, they don't always paint the full picture of ROI. As video budgets grow, expect more demand for deeper, business-driven insights in 2025.

2025 action plan

Align metrics with goals

Track metrics that tie directly to broader marketing and business objectives.

Set your own KPIs

Define metrics that reflect your brand's specific challenges and goals in video marketing.

"The more you dig down into specific channels, you'll probably uncover deeper, more detailed metrics. You'll ask: how long are they engaged? Are they sharing or re-watching? Once you've answered these questions, you've got an opportunity to re-engage with those target accounts to drive either expansion or upsell additional content."



Deanna Adams

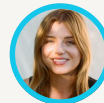
Senior Director of Integrated Campaign and Customer Marketing, Dropbox

"To successfully prove ROI to stakeholders, you need to be very clear on the objective you're trying to drive and articulate exactly how this video initiative is going to get you there—and set those expectations immediately."



John Emrick
VP of Content, Metia

"Even when a single TikTok or more expensive brand activation may not ladder up to closed deals or direct revenue, if the content is well-positioned to make a splash with a target audience or in a key digital space, then its ROI is well-justified."



Aubrey Page
Senior Manager of Brand Marketing, Vimeo



Making the case

Why video is worth the investment in 2025?

Short-form video remains the top content format for ROI, but flashy stats alone won't win over stakeholders. To secure budget, you need to show the metrics that matter—and clearly connect them to your campaign goals.

How exactly do you show ROI on your video efforts?

ROI is a valuable metric, but it means different things to different people—depending on your campaign goals, channels, and the metrics you have available. This section provides a high-level overview of how to measure video ROI effectively.

1. Establish key success metrics

92%

of video marketers are satisfied with ROI, but how success is measured will depend on your specific goals, channels, and tactics. Here's a breakdown:

Awareness Metrics	Consideration Metrics	Conversion Metrics
Views	View-through rate	Clicks
Impressions	Watch time	Calls
Unique users	Drop-off rate	Signups
Awareness lift	Time on page	Sales
Ad recall lift	Engagement rate	Purchase intent lift
Branded search lift	Social shares	Leads

2. Determine your costs

Video costs generally fall into two categories:

- **Production costs** – Expenses related to creating video assets, including in-house and external resources.
- **Paid ad spend** – The cost of driving traffic to your videos through paid campaigns.

3. Calculate your ROI

Use this formula to measure the return on your video investment:

$$\text{ROI} = \frac{\text{Gain from investment} - \text{Cost of investment}}{\text{Cost of investment}} \times 100$$



Wrapping up

How to succeed with video in 2025

2025 is set to be a defining year for video marketing. Success won't just come from creating more content—it'll come from working smarter, not harder. The businesses that win will be the ones that know how to scale video production efficiently while keeping creativity and audience connection front and center.

The future of video is all about blending creativity with smart workflows, leveraging AI, and optimizing for the right platforms. Whether you're experimenting with short-form clips, diving into long-form storytelling, or embracing user-generated content, the key is agility.



What will set you apart in 2025?



Workflows that move fast

Efficiency will be the name of the game. The faster your team can collaborate and produce, the better your ROI.



Tools that empower your team

AI and streamlined video tools aren't just nice-to-haves—they're must-haves. Integrating the right tools will make all the difference.



Data that drives decisions

Metrics that matter are more than just views. Focus on the KPIs that tie directly to business goals to show real value.

In 2025, it's not just about keeping up—it's about leading. By optimizing your video strategy for both speed and impact, you'll be well-positioned to boost engagement, drive conversions, and achieve stronger ROI.

Ready to level up?

Staying ahead with video takes more than great creative. [Discover how **Dropbox Dash** helps teams move faster across every kind of content.](#)