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# How Workers Access YouTube: Survey Findings

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Presented by  
DH Communications Inc.



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## INTRODUCTION

Video campaigns for B2B seem like a natural fit: companies can demonstrate their products, produce commercials at less cost, and inject humor into their messaging that might not otherwise fare well on television. Video that resides on a corporate Website can also be aimed at a narrowly defined audience and clips can be longer than 30-second TV spots.

Combine B2B video with YouTube, the phenomenally popular social media site, and a company's message can potentially be seen and heard by thousands of people who wouldn't otherwise come across it.

This is what CYBRA Corporation had in mind when they set out to develop a video viral campaign featuring the company's MarkMagic Bar Coding Software. The company produced six 90-second spots which were then uploaded to YouTube.

The company learned, however, that some companies in their target audience blocked access to YouTube – and to streaming video embedded in blogs and on Websites altogether. CYBRA then had to develop a landing page on their site for the videos, considerably lessening the viral aspect of their campaign.

CYBRA's situation, and an article in the *Wall Street Journal* about companies blocking YouTube access<sup>1</sup>, led DH Communications to develop a survey that asked the most obvious question: **Just how many companies block access to YouTube and why?**

## SURVEY METHODOLOGY

The survey was conducted in June 2008 by DH Communications, Inc., a B2B marketing communications consultancy. An email announcing the survey about YouTube usage was sent to approximately 1650 people (subscribers to DH Communications' *MarCom Strategist* newsletter for B2B marketers) with a link that respondents could paste into their browsers in order to maintain anonymity.

The survey remained "live" for one week.

Approximately 5.5% of those who received the email – or 90 people – took the survey. All responses were anonymous. Survey respondents work at companies ranging from one-person consultancies to global enterprises of 5,000 or more. The majority of respondents (52.1%) work at companies with 250 people or less.

## SUMMARY OF KEY FINDINGS

Overall, the survey results revealed that while some companies do block access to YouTube, many do not. In fact, close to two-thirds (63.3%) of survey respondents watch YouTube videos while at work. Of those who access YouTube while on the job, 43.3% watch YouTube videos for both business and pleasure.

While over a third of respondents stated that their companies restrict access to YouTube for various reasons, these respondents do access YouTube outside of business or during “non-work” hours.

The question isn't whether or not workers can access YouTube that is of vital interest to B2B marketers, it's **when they do** that has huge implications – for the following reasons:

- The majority of respondents (83.3%) indicated that they access YouTube during non-working hours. However, these people may not see a video promoting a B2B product or service because they may not be in “work mode” while perusing YouTube for pleasure during their off hours. As copywriter expert and blogger Bob Bly stated in a recent comment on Dianna Huff's *MarCom Writer Blog*, “I unwind with [YouTube] at the end of the day sometimes by watching a jazz clip.” Bly is clearly not looking for business video while he is in “unwind” mode.

In addition, workers may have their access to YouTube blocked or they simply may not have time to view videos during the work day. For these reasons, B2B marketers should not rely solely on viral video campaigns to disseminate their messages and should definitely not use them as the sole lead generation mechanism.

- Survey data reinforces the fact that B2B marketers should use various offline and online tactics to alert the target audience to the video campaign. These tactics include links to video in print and e-newsletters, blogs, press releases, and even print advertising and direct mail campaigns.
- Anecdotal data and the results of the survey show that some companies block video feeds that use the YouTube viewer – which means that people cannot view YouTube videos embedded in blogs or on other Websites. To get past the YouTube restriction, marketers should incorporate video on their blogs and Websites using a non-YouTube viewer, such as Windows Media or Apple QuickTime.
- Despite the challenges associated with B2B video campaigns, marketers should not forego using them to communicate messages – especially since the vast majority of survey respondents indicate that they

access YouTube during work and non-work hours. And, as the survey data indicates, people access YouTube for both business and pleasure, which indicates that the line has blurred between consuming online content for “business” and for “pleasure” purposes. People no longer go online to “work” or to “surf,” they simply are online all the time.

## CONCLUSION

For companies considering whether video is a viable marketing tactic, the answer is “yes.” Clearly, people access YouTube for both business and pleasure during and after work hours.

However, B2B marketers need to ensure that they don’t rely only on video to get their messages out. And, relying solely on video as a method of lead generation will not work. Research by Enquiro Search Solutions, Inc., a search engine marketing firm, has shown that B2B technology buyers prefer “lots of information in an easily accessible, text-based format that can be passed from individual to individual within the organization.”<sup>2</sup>

In addition, marketers should work to develop integrated campaigns to help drive offline “eyeballs” to online media. Research conducted by iProspect, another search engine marketing firm, showed that over “two-thirds of online search users are driven to perform searches as a result of exposure to some offline channel.”<sup>3</sup>

Developing an integrated campaign that takes into account how B2B buyers consume information is key in terms of generating leads that turn into future sales.




And finally, marketers within companies who do block access to YouTube should present a case that YouTube is a viable B2B marketing vehicle. Blocking access only hinders a company’s ability to successfully use social media to present messages in the places where people congregate online.

## SURVEY FINDINGS

### Question #1: Do you watch videos at the YouTube (www.youtube.com) site during work hours?

Almost two-thirds of survey respondents (63.3%) indicated that yes, they watch videos on the YouTube Website during work hours.





For companies planning viral video campaigns, the data indicates that most corporate employees can view video. However, over a third of respondents (36.6%) indicated they do not watch video (reasons listed in Question #3).

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			57	63.3 %
No			33	36.6 %
No Response(s)			0	0.0 %

### Question #2: If you answered, “yes,” do you watch for business purposes, for pleasure, or for both?

The response to this question proved interesting. Of the 65.5% who responded that “yes they watch YouTube videos,” almost half (43.3%) indicated they watch for both business and pleasure. Only 15.5% indicated that they watch for business only, while only 6.6% indicated that they watch for pleasure only.

As with traditional media, the line between business and pleasure use of online media no longer exists. When people read the newspaper, for example, there is usually no distinction between reading the Business section “for work” and the Arts section “for pleasure.” We simply read the paper. It’s the same for the Internet – we are all online, all the time.

Answer	0%	100%	Number of Response(s)	Response Ratio
Business			14	15.5 %
Pleasure			6	6.6 %
Both			39	43.3 %
No Response(s)			31	34.4 %

**Question #3: If you answered “no,” list the reasons why you don’t watch YouTube videos while at work.**

Of the 36% who indicated that they do not watch YouTube while at work, over a third (32.5%) of these respondents indicated their company restricts access to YouTube, while surprisingly 37.2% indicated that they simply don’t have time to watch video.

Only two people responded that they would get into trouble for accessing YouTube while at work while 16% answered that they did not know business and YouTube mixed.

Those who answered “other” wrote, “Too distracting, need to remain focused on work,” “not interested,” and “We’re a government agency and have been told to not use it [YouTube] on government time.”

Although the data indicates that not all companies restrict YouTube access, the message is clear: marketers should keep in mind that not everyone in their target market will be able to view viral video campaigns while at work and should include non-video components in their campaigns to ensure messages are seen and heard.

Answer	0%	100%	Number of Response(s)	Response Ratio
Company restricts access			14	32.5 %
Didn't know business + YouTube mixed			7	16.2 %
Would get in trouble if caught doing so			2	4.6 %
No time			16	37.2 %
Other			4	9.3 %

**Question #4: If your company restricts access to YouTube, have you been told the reason why?**

Of those respondents who cannot access YouTube, 21.1% do not know why their companies have restricted access.

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			14	15.5 %
No			19	21.1 %
No Response(s)			57	63.3 %

**Question #5: If your company DOES restrict access to the YouTube site, please list the reasons why.**

Of those who have restricted access to YouTube and who know why, the number reason cited by 35.7% of survey respondents is “uses up too much bandwidth.” Another third (32.1%) stated that their company thinks watching YouTube wastes too much company time while 17.8% believe that management doesn’t understand the impact of social media marketing.

Those who answered “Other” wrote, “Inappropriate use,” “security concerns,” and “used for personal entertainment.” Given that YouTube does, in fact, serve up erotic or questionable material with business video, the “inappropriate use” response does have merit.

Answer	0%	100%	Number of Response(s)	Response Ratio
Management doesn't understand the impact of social media on marketing			5	17.8 %
Wastes company time			9	32.1 %
Uses up too much bandwidth			10	35.7 %
Other			4	14.2 %





**Question #6: If your company DOES NOT restrict access to the YouTube site, please list the reasons why.**

Of the over 66% who can and do watch YouTube videos at work, 33% work for companies whose management “understands [that] social media marketing is the wave of the future.” Other reasons include using YouTube to keep track of other companies and their marketing (25%), and using YouTube for inspiration for video ideas (15.5%).

The “Other” reasons why companies do not restrict access to YouTube include:

- “You cannot restrict social media and communities in 2008. They are needed for networking purposes, ideas, knowledge exchange, etc., etc.”

- “Employees watching YouTube has never been an issue with respect to interfering with productivity, i.e. no excess use during work hours.”
- “I definitely see YouTube and other video sites as assets to viral marketing.”
- “We have product demo videos that we post on our own site, and we post the same videos on YouTube so that people can find them when searching.”
- “Larger companies (Comcast, my previous employer, for example) do block many things, but YouTube was not one of them.”
- “I own the company and find biz videos valuable. Plus I target Gen X, Y, and younger so need YT as a business marketing tool.”
- “Since we currently cannot host video for our Website, we use YouTube to host product videos and then create a link on our Website.”

Answer	0%	100%	Number of Response(s)	Response Ratio
Management understands social media marketing is the wave of the future			36	33.0 %
We use YouTube to keep track of other companies and their marketing			28	25.6 %
We use YouTube for inspiration for our own video ideas			17	15.5 %
Other			28	25.6 %

### Question #7: If you're not able to access the YouTube Website, can you watch video embedded in blogs or other Websites?

A few experts have advised marketers to embed video in blogs or on corporate sites in order to get around the “no YouTube access” restriction. Although this is a good workaround, it does remove the completely “viral” nature of using YouTube to disseminate video. Why is this? Not everyone reads blogs – and hence will not see video in blog posts – and a few companies (63.3% of those who restrict access) restrict access to \*all\* video feeds – as seen in the answer to question 8.

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			31	34.4 %
No			9	10.0 %
No Response(s)			50	55.5 %

### Question #8: If you answered “no,” please list the reasons why:



Answer	0%	100%	Number of Response(s)	Response Ratio
Company restricts all video feeds			7	63.6 %
Will get into trouble if caught			1	9.0 %
Don't read blogs			1	9.0 %
Don't have time			2	18.1 %
Other			0	0.0 %

### Question #9: Do you watch YouTube during non-work hours?

A whopping 83.3% of respondents indicated that they watch YouTube during non-work hours. For marketers, this is valuable data.








Although respondents do access YouTube during their off-hours, there is a good chance they may not see a B2B video because they're not in “work mode” and instead are perusing YouTube for pleasure.

It behooves marketers to use additional tactics to alert the target audience to the video campaign, for example by including links to video in print and e-newsletters, blogs, press releases, and even print advertising and direct mail.

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			75	83.3 %
No			15	16.6 %
No Response(s)			0	0.0 %

### Question #10: What is the size of your company?

Given that the majority of respondents do in fact have access to YouTube during company time, it was natural to assume respondents worked for small companies (fewer than 100). However, over a quarter of respondents (28.7%) work for companies with 250 or more people, with over half (52.1%) indicating they work for companies with 250 or fewer people.

Answer	0%	100%	Number of Response(s)	Response Ratio
1 person			17	18.8 %
2 - 10 people			18	20.0 %
11 - 50 people			16	17.7 %
55 - 250 people			13	14.4 %
250 - 2,500 people			7	7.7 %
2,500 - 5,000 people			4	4.4 %
5,000 and above			15	16.6 %
No Response(s)			0	0.0 %

### Footnotes

1. "The New Workplace Rules: No Video Watching," *Wall Street Journal*, March 4, 2008
2. Enquiro's Business to Business Survey 2007
3. iProspect Offline Channel Influence on Online Search Behavior Study, August 2007

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## ABOUT DIANNA HUFF

Dianna Huff, principal of DH Communications, Inc. specializes in B2B marketing communications consulting and copywriting for companies such as Cabot Corporation, Microsoft Business Solutions, Thermo Electron, Coldwell Banker, and a host of small to mid-size companies and agencies.

Dianna has contributed to online publications including Marketing Sherpa, Search Engine News, Web Pro News, The Visual Thesaurus, and The B-to-B Marketer and has been quoted in numerous books and articles. She publishes her own e-newsletter, The MarCom Strategist, as well as the MarCom Writer Blog.

Dianna is a four-time Gold MarCom Creative Award winner in the categories of Website Copywriting and e-newsletters, and a three-time IABC Silver Quill award winner in the categories of e-newsletters, marketing writing, and on-going marcom campaigns. She is active in the New England Direct Marketing Association and Search Engine Marketing of New England.

To receive a free Web Marketing Toolkit, subscribe to her newsletter, The MarCom Strategist, at <http://www.dhcommunications.com/free/index.htm>

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