

The 2026 Video *Marketing Landscape*

What lean marketing and communications teams need to know about rising content demand, AI-assisted production, and the formats most likely to drive results this year.

PUBLISHED
April 2026

READING TIME
12 minutes

SOURCES
HubSpot, Wistia, Wyzowl, LinkedIn

91%

of consumers want more video from brands they follow

87%

of video marketers say video delivers positive ROI

5x

more LinkedIn engagement for video vs. other formats

3 in 4

marketers say short-form video is their top performer

Short on time? Skip to the Quick Summary on the last page for the four key takeaways in plain language.

00 | INTRODUCTION

The gap between what video can do and what most teams are doing with it is still wide.

Every year, the research gets more consistent. Video is the format that performs. It converts, it engages, it builds the kind of trust that other content types rarely achieve at the same speed. And yet, most marketing and communications teams are still operating on one of two extremes: producing too little because production feels expensive and complicated, or producing too much generic content that doesn't accomplish anything specific.

This guide is meant to help lean teams navigate the middle. We pulled from HubSpot's 2026 State of Marketing, Wistia's State of Video 2025, Wyzowl's annual video marketing statistics, and LinkedIn's B2B video research to find what's actually shifting and what that means practically for the teams doing the work.

We're a production company, not a trade publication. That means we have a perspective, and we're honest about it. Where the research supports how we think, we say so. Where it complicates things, we say that too.

The goal here isn't to sell you something. It's to give you something you can actually use.

The demand for video content is growing faster than the capacity to produce it.

More channels. More formats. More touchpoints across the buying journey. The number of places a marketing team is expected to show up with video has expanded faster than most budgets or headcounts have followed.

What's changed in the last two years isn't that video became important. It's that the volume requirement has reached a point where it's genuinely difficult to meet with internal resources alone. Website hero video, social reels, LinkedIn content, onboarding materials, internal communications, event recaps, sales enablement assets. Each of those categories could run on its own content calendar.

According to Wistia's 2025 State of Video report, companies with more than 50 employees saw video creation volume increase significantly year over year. The challenge isn't deciding whether to invest in video. For most teams, the strategic question has shifted to: how do we produce consistently without building out an internal video department?

3x

Companies say they are expected to produce roughly three times the volume of video content compared to three years ago, while team size and budgets have not kept pace. Source: Wistia State of Video 2025

The teams navigating this well tend to share a few approaches. They plan content with repurposing built in from the start. They're selective about which channels they actually commit to. And they've moved toward external production partnerships for specific, high-output needs rather than trying to own every piece of the workflow internally.

Key Implication: A single well-planned shoot day can generate content across multiple channels and formats if it's designed that way from the start. The bottleneck is usually planning and production bandwidth, not ideas. Teams that shoot with repurposing in mind can change that ratio significantly.

96%

of marketers say video is an important part of their strategy, up from 78% five years ago

Wyzowl 2026

86%

of businesses now use video as a marketing tool, the highest adoption rate ever recorded

Wyzowl 2026

72%

of marketing teams say they don't have internal capacity to meet their video strategy demands

HubSpot 2026

AI is changing production workflows. It's not replacing authentic footage.

The conversation around AI and video has gotten noisy. On one end, sweeping claims that AI will replace video production entirely. On the other, reflexive skepticism that dismisses it as a toy. The reality for marketing teams is more specific and more useful than either of those positions.

Where AI is genuinely accelerating workflows: scripting and brief development, auto-captioning and transcription, rough cut assembly from long-form footage, repurposing long-form interviews into short clips, metadata tagging and organization, and social caption generation. These are real time savings, and they're meaningful for lean teams.

Where AI is falling short: generating authentic human footage that holds up under scrutiny. AI-generated video has improved dramatically, but audiences are increasingly calibrated to spot it. More importantly, the thing that makes video effective for brand trust, testimonials, and live events is precisely that it's real. You can't generate authenticity. You can only capture it.

"The gap is widening between teams producing authentic original footage and teams relying on AI-generated content. Authenticity is becoming a differentiator, not just a preference."

The smarter frame is to treat AI as a force multiplier for good original content rather than a substitute for it. A well-planned shoot day produces raw material that AI-assisted tools can then help you process, caption, clip, and distribute far more efficiently than before. The production investment goes further. The authenticity remains intact.

What to Watch: Teams investing in original footage now are building a library that becomes more valuable over time. AI tools will continue to improve at processing and distributing that footage. Teams that skip the original capture thinking AI will fill the gap are likely to find themselves without the raw material that makes AI post-production tools useful in the first place.

It's not about more video everywhere. It's about which video does which job.

One of the most consistent findings across this year's research is that the teams getting the best results aren't necessarily producing the most. They're being more deliberate about format and channel fit. The question isn't "should we be doing video?" It's "what kind of video, on what platform, for what stage of the relationship?"

Format	Best For	Where It Belongs
Short Social Video (under 90 seconds)	Awareness and reach	LinkedIn, Instagram for organic growth
Brand Film (60 sec – 4 min)	Mid-funnel trust building	Website, proposals, sales conversations
Testimonial Video	Conversion and closing	Proposals, sales email sequences
Event Recap (2–5 min)	Retention and reuse	Post-event email, social, future promos
LinkedIn Native Video	B2B reach without paid media	LinkedIn organic content calendar
Email Video Thumbnail	Lifting click-through rates	Existing email campaigns (quick win)

LinkedIn deserves particular attention for B2B-focused teams. The platform's algorithm has been favoring native video for several years, but the engagement gap between video and other content formats continues to widen. For teams selling to other businesses or reaching donors and partners, LinkedIn video is one of the most underused tools available right now.

2x+

Marketers who plan social cutdowns into the original shoot report more than twice the content output per production day compared to teams that produce each format separately. Source: Wistia State of Video 2025

80%

of marketers say video has directly helped increase sales, up from 72% last year

Wyzowl 2026

68%

of buyers prefer to learn about a product through a short video over any other format

HubSpot 2026

40%

higher email click-through rates on average when the email includes a video thumbnail

Wistia 2025

04 | VIDEO ROI

ROI isn't a single number. It's how video enables everything else.

The hardest part of making the internal case for video isn't the math. It's defining what you're measuring in the first place. "Views" is a vanity metric for most B2B and nonprofit use cases. The right metrics depend on what job the video is doing in your funnel.

For brand films and website video: time on page, return visit rate, and whether prospects watched the film before getting on calls. For social video: organic reach, saves, and DM inquiries. For event recap: post-event email engagement and social shares. For testimonials: proposal conversion rate before and after adding video.

The way to build the internal case isn't to prove ROI before spending anything. It's to run a small, well-planned test with clear tracking, document what changed, and use that to justify the next investment.

"The question isn't what video costs. It's what it costs to not have credible video in your proposals, on your website, and in the channels where your buyers are paying attention."

One framing that tends to land well in internal conversations: compare the cost of a video production to the cost of a single new client. For most B2B or nonprofit organizations, one converted opportunity covers the production cost multiple times over. That math makes video feel less like a marketing expense and more like a sales infrastructure investment.

The Compounding Case: Video assets don't depreciate the way a paid ad does. A brand film produced this year is still working in proposals, on your website, and in sales conversations two years from now. When you calculate ROI over a two- or three-year horizon, the per-conversion cost looks very different than it does in the first month. This is the framing most finance conversations are missing.

QUICK SUMMARY

Four things worth knowing if you read nothing else.

01 Content Demand	The volume of video content marketing teams are expected to produce has roughly tripled in three years. Budgets and headcounts haven't kept up. The teams handling this well are planning for repurposing from day one and partnering externally for high-output needs rather than trying to own everything internally.
02 AI and Workflows	AI genuinely saves time in post-production: captioning, rough cuts, social clip generation, caption writing. It doesn't replace authentic footage. The thing that makes video effective for brand trust and live events is that it's real. Use AI to stretch the value of a good shoot day, not to skip the shoot.
03 Formats and Channels	Short social video builds awareness. Brand films and testimonials close deals. Event recap extends your event investment for months. LinkedIn native video is the most underused B2B tool right now. Plan social cutdowns into your shoot from the start and you'll more than double your content output per production day.
04 Video ROI	Stop measuring views. Measure what the video is supposed to do: time on page, proposal conversion rate, post-event email engagement. Compare production cost to the value of one new client. A well-produced brand film still works in proposals two years from now. Calculate ROI over a 2-year horizon and the math changes significantly.

Stagger Creative Full-service commercial filmmaking, event production, and live event coverage. Based in the Philadelphia area.
staggercreative.com

Work With Us If this guide raised questions about how to approach video for your organization, a discovery conversation is a good place to start. Schedule a Discovery Call staggercreative.com/contact

Sources: HubSpot 2026 State of Marketing (hubspot.com/state-of-marketing) · Wistia State of Video 2025 (wistia.com/state-of-video) · Wyzowl Video Marketing Statistics 2026 (wyzowl.com/video-marketing-statistics) · LinkedIn B2B Video Research