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MarketAbility

Content Marketing Insight You Can Use Right Now

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About

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Travis Zeiler, pmp

Marketing Consultant

Video Producer

Owner of TSZ Enterprises



"Do it better, faster, and more efficiently. Let me show you how."

Read my **Ad*Vantage*** blog here for more ideas:
https://advantage-tszenterprises.blogspot.com/

What can I do for *your* business?

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Let's supercharge your content feed. Talk to you soon.
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Here is some fast insight that matters to your business, plus one DIY solution.

(Attention time: 8-12 minutes to gain the benefits)

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1

Measuring What Matters

Marketing ROI & Benchmark Metrics

- Marketing ROI / ROMI
- Baseline Benchmarks by Industry
- *Why This Matters to You*

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What's ROMI?

(Return on Marketing Investment)

What it is: Measures how much net revenue your marketing generates compared to costs:

$$\text{ROMI} = \frac{\text{Revenue Generated} - \text{Marketing Cost}}{\text{Marketing Cost}}$$

Why it matters: Provides clear insight into marketing effectiveness, budget efficiency, and profitability.

Baseline Benchmarks

- **5×** return is considered strong
- **10×+** return is exceptional
- **Below 2×** indicates low ROI or unprofitable spending

Why ROMI Matters to You

- Helps allocate marketing budget effectively.
- Builds credibility with finance and executive teams.
- Clarifies which campaigns/channels are producing profit—and which are not.

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Baseline Marketing Benchmarks

You can quickly assess how your business stacks up against common industry averages:

Email marketing open rate: ~20–40%
(finance/hospitality tends to be higher)

Click-Through rates (CTR):

- Emails & website ads typically average **0.1%–2%** depending on placement
- Social ads: around **0.2%–0.4%** (Facebook **~2.5%** CTR for traffic ads)

Email conversion rate: ~2.4–2.8%
(B2B/B2C average)

Social media engagement:

- Instagram **~1–2%** average
- Facebook **~0.06%** engagement rate

Why These Benchmarks Matter to You

- Know if your results are average or outstanding
- Pinpoint which channels are underperforming
- Decide which approach deserves more investment

Put This to Use Now

- Compare your latest campaign data against these benchmarks.
- Highlight areas where you're achieving better or worse performance.
- Ask: "What existing marketing activities produce 5× or greater ROI? Can we scale them?"

Section 1
Sources/Further Reading

- Improvado – ROMI: Definition, Formula & Optimization Guide (5× = strong, 10× = exceptional).
  - HubSpot Blog+10Improvado+10MarketingForIT+10
- Brand Finance – Measuring Return on Marketing Investment (ROMI).
  - Socialinsider+13Brand Finance+13Improvado+13
- DashThis – Marketing ROI benchmarks: 5:1 good, ≥10:1 exceptional.
  - MarketingForIT+2DashThis+2Terakeet+2
- Forbes (George Deeb) – cites average companies doing ~5× ROMI, 10× is terrific.
  - nerdmarketing.com+9Forbes+9MarketingForIT+9
- Sprout Social – 2025 Social Media Benchmarks by Industry (Engagement, post freq, audience metrics).
  - Improvado+9Sprout Social+9Sprout Social+9
- Rival IQ – 2025 Social Media Industry Benchmark Report (engagement rate trends across platforms).
  - Socialinsider+4rivaliq.com+4Sprout Social+4

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Call: 415.990.0720
Email: travis@traviszeiler.com

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Video Content *is* the Way

Video Marketing Adoption & Impact

- Usage Rate & Engagement Trends
- *Why This Matters to You*

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Usage Rate

Broad Adoption

Around **89%–91%** of businesses now regularly use video as a core marketing tool.

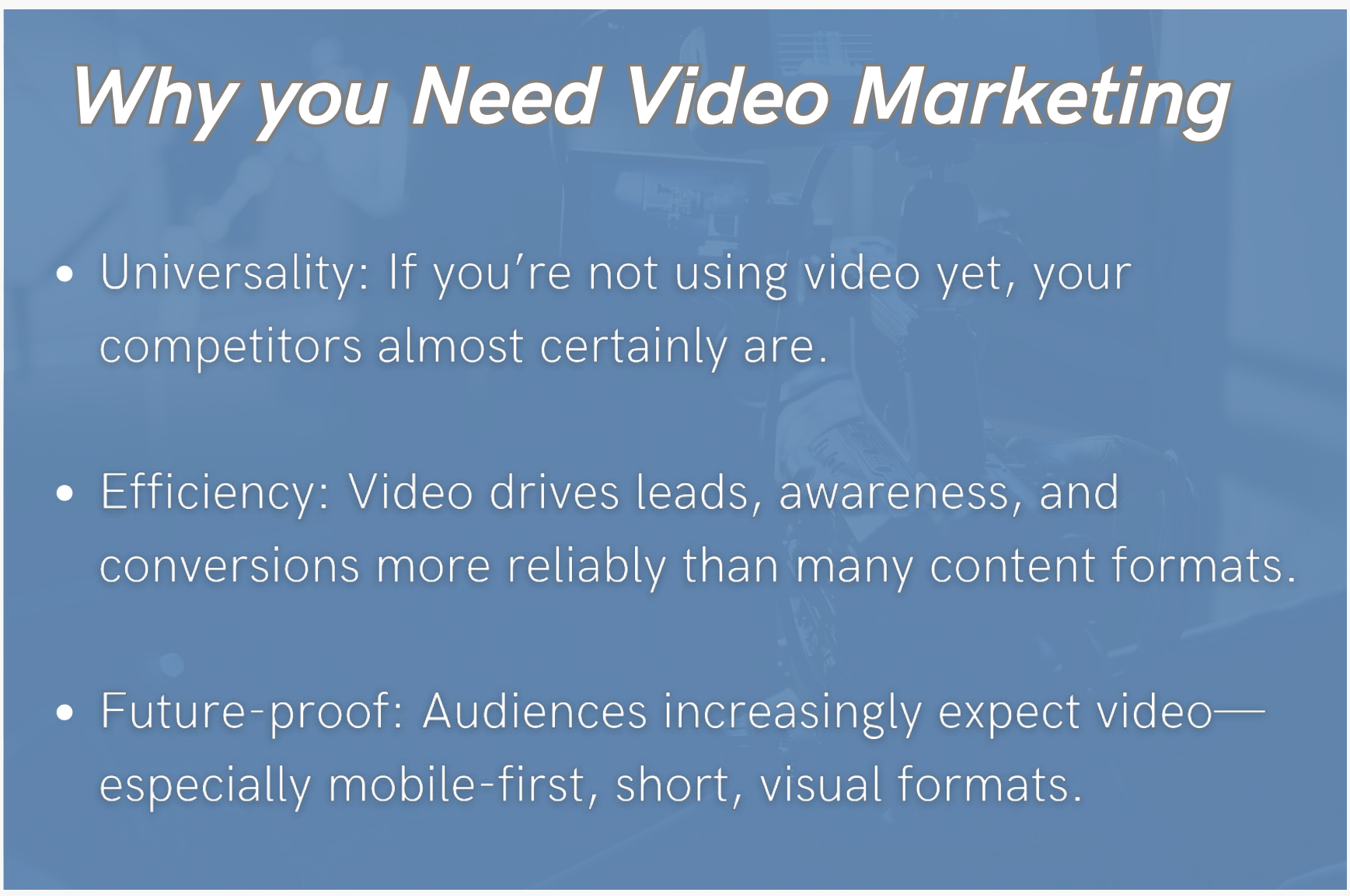
Strategic Importance

95% of marketers say video is crucial to their overall marketing strategy.

Strong ROI & Lead Gen

- **~90%** of video marketers report positive ROI
- **~87%** attribute direct sales increase to video
- **~86%** say video helps them generate leads effectively

Engagement Trends: Videos under 1 minute retain **~65%** of viewers, while videos over 20 minutes retain only **20%**.



Section 2
Sources/Further Reading

- Wyzowl – State of Video Marketing 2025 (≈ 89–91% businesses use video; 95% of marketers say video is essential; ~37% don't know where to start, etc.)
  - Wikipedia+8Wyzowl+8b2w.tv+8
- HubSpot Blog – Video Marketing Statistics 2025 (13.99% of marketers plan to invest more; prioritizing short-form video formats)
  - HubSpot Blog
- Insivia – Video Marketing Statistics You Must Know in 2025 (~90% report positive ROI; 87% say video increases sales; 86% lead generation boost)
  - Insivia+1Film Division+1
- B2W.tv – 2025 Video Marketing Stats & Insights (89–91% adoption; 95% strategic importance; short video retention benefits)
  - b2w.tv
- Zebracat – 2025 Video Marketing Statistics (92% report strong ROI; conversion and lead generation improvements)
  - ikipedia+15zebracat.ai+15b2w.tv+15
- Siege Media – 67 Video Marketing Statistics to Drive Strategy (91% adoption; trend toward AI usage in video; engagement metrics)
  - Insivia+6siegemedia.com+6Goldcast+6
- Desire Company – Top 40 Global Video Marketing Statistics 2025 (short-form video preferences; explainer video use; conversion impact)
  - nsivia+4thedesirecompany.com+4linkedin.com+4
- Lifewire – Short-form Video Domination & Consumer Influence (66% of video ads <30 sec; 57% Gen Z & 73% all consumers use short videos for product discovery)
  - ifewire.com+1b2w.tv+1
  - Vidyard

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How Your Customers See It

Consumer Behavior & Platform Trends

- Retention & Effectiveness
- Influence & Purchasing Behavior
- *Why This Matters to You*

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Consumer Behavior & Platform Trends That Drive Growth

Short-Form Video is Dominant

- **73%** of consumers prefer short-form videos over other formats to learn about products and services.
- Engagement for short-form content is **2.5×** higher than for long-form videos.

Retention and Effectiveness

- Videos shorter than 90 seconds retain about **50–65%** of viewers, compared to much lower retention in longer videos.

Influence and Purchase Behavior

- **57%** of Gen Z, and **73%** of all consumers, use short-form video content to help in buying decisions.

Gen Z's Discovery Habits

- **71% of Gen Z most often discover new brands via social media platforms.**
- **57% discover through YouTube, and 39% through TikTok, especially product-related content.**

Why Understanding Audience Behavior Matters to You

- Video drives discovery, not just entertainment—short clips are becoming the first avenue for learning about brands.
- Gen Z drives this trend, and even older consumers are following.
- Higher engagement and retention from short-form video means better signal quality and opportunity to turn viewers into customers.

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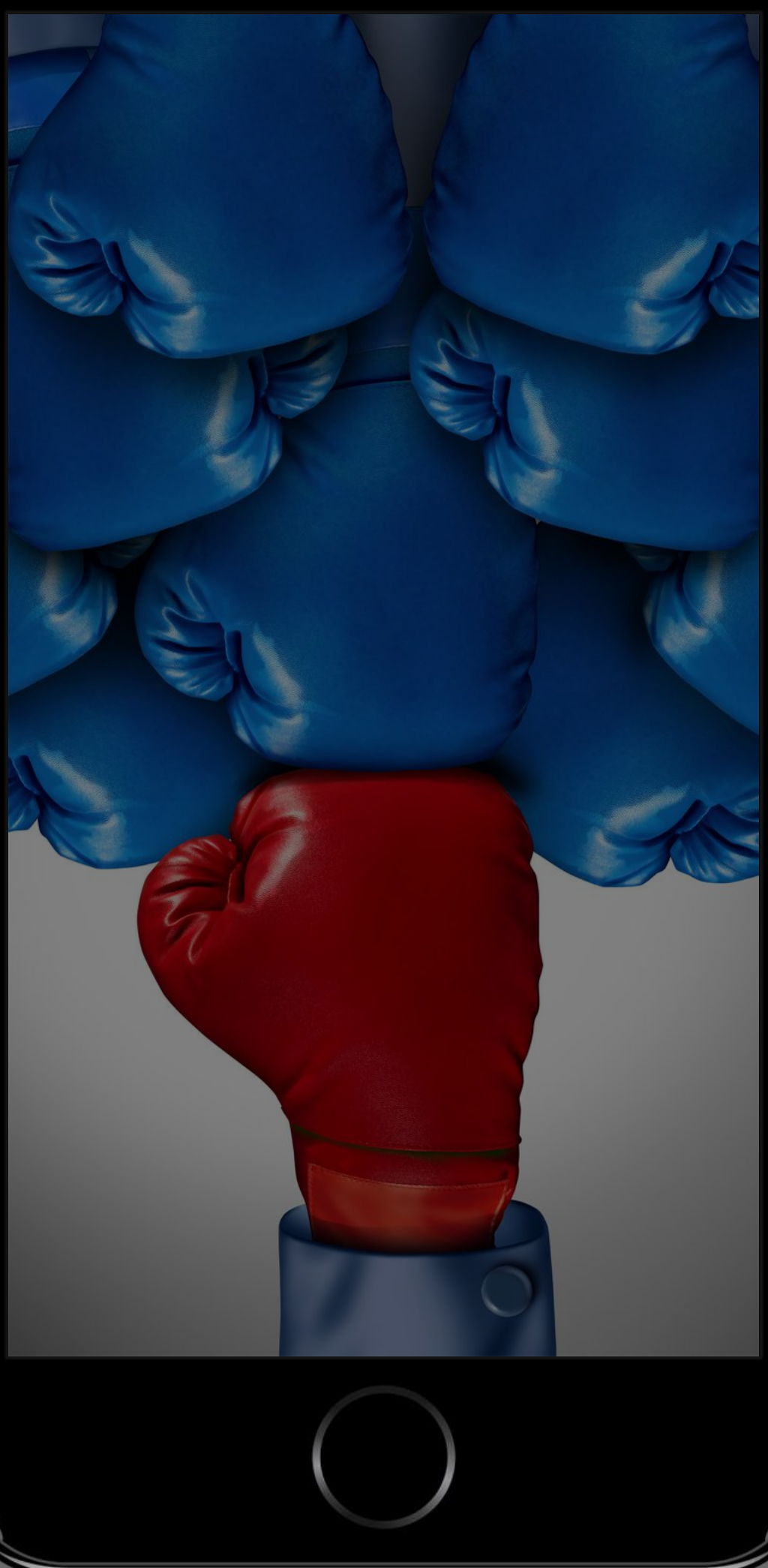
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- Lifewire – Short-form videos (<90 sec) drive more than twice the engagement of long videos, with 57% Gen Z and 73% of all consumers using them for product discovery.
  - Wyzowl+2SundaySky+2The Times+2Vogue Business+15Lifewire+15HubSpot+15
- HubSpot / The Leap (via HubSpot) – 73% of consumers prefer short-form videos to learn about products/services.
  - HubSpot
- Sprout Social (2025 Index) – 51% of consumers prefer social video posts like Facebook/Instagram; 37% prefer YouTube or TikTok for cultural updates.
  - Vidico+4Sprout Social+4Wyzowl+4
- NuVoodoo (2025) – Over 90% of Gen Z and Millennials regularly watch short-form videos on platforms like TikTok, YouTube, and Facebook.
  - Wikipedia+2NuVoodoo+2Brenton Way+2
- Deloitte Insights (2025) – Gen Z users spend 50 minutes more per day on social platforms; 56% consider social content more relevant than traditional media.
  - Vogue Business+9deloitte.com+9Sprout Social+9
- Sprout Social – Gen Z Social Media Usage (Q4 2024 Pulse) – Nearly half of Gen Z plan to make more purchases via social media; many use social as their primary product discovery source.
  - Sprout Social

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Email: travis@traviszeiler.com

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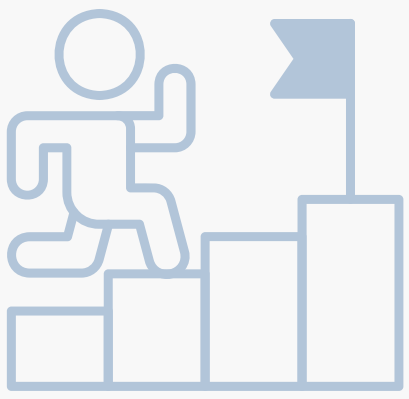
Overcome Those Obstacles

Current Adoption & Barriers

- Why Some Businesses Still Don’t Use Video
- Where the Opportunity Lies
- *Why This Matters to You*

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Why Some Businesses Still Don't Use Video & Where the Opportunity Lies

Finding the starting line is tough.

- **37%** of marketers don't know how to start with video.
- **26%** report they lack time to create content.
- **16%** aren't confident video delivers ROI.
- **11%** say production seems too expensive.

But a change is coming…

- **68%** of non-video marketers plan to start using video by 2025, signaling growing adoption opportunity.

AI adoption is an opening.

- As of 2025, **40–59%** of marketers are leveraging AI tools to produce or caption video content, meaning there's significant room for adoption growth in automation and efficiency.

HOWEVER, AI still is not perfect and can *cost extra time* to oversee, due to mistakes it can make. AI tools are most effective when used by a subject matter expert (i.e. video editor using AI to automate part of that process).

Why This Matters to You

- Misconceptions create opportunity: Dozens of businesses delay video marketing due to perceived complexity or cost. A little guidance or templated workflows can overcome these barriers quickly.

- Efficiency gap: Those who know how to leverage AI tools to create quality video content can outpace competitors still struggling with manual processes.

- Win with some help: Automate some marketing processes and run lean projects with measurable results (while your competitors delay doing this).

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    - New York Post+13Bunker Hill Media+13teleprompter.com+13
- HubSpot / Teleprompter.com summary of Wyzowl findings – Reinforces barriers: knowledge gap, time, ROI uncertainty, cost concerns; adoption plan by 68% non-users.
    - HubSpotteleprompter.com
- Gudsho / Insivia / HubSpot AI stats – ~40-59% of marketers using AI for video tools, captioning, content automation in 2025.
    - HubSpot Blog+1gudsho.com+1
- SurveyMonkey / Semrush data – 88% of marketers use AI in daily work; 51% + of teams use AI to optimize content & videos.
    - SurveyMonkey+1semrush.com+1

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Email: travis@traviszeiler.com

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Engage!

Strategic Metrics Marketers Monitor

- KPIs That Signal Real Growth
- Funnel Alignment Metrics
- *Why This Matters to You*

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Key Performance Metrics That Signal Real Growth

Engagement Rate: Measures how much of your video content viewers watch (completion rate), how they interact (likes, comments, shares), and whether the content resonates. It's a critical leading indicator of creative quality.

Click-Through Rate (CTR): The percentage of viewers who click from video to your website, landing page, or offer—indicating real interest.

Conversion Rate: How many viewers become leads or customers after clicking—this ties directly to revenue.

Brand Awareness & Preference Lift: Metrics like branded search volume or brand preference correlate strongly (≈90%) with sales and long-term growth.

Funnel Alignment Metrics:

- **View-Through Rate (VTR):** Measures top-funnel traction
- **CTR:** Middle-funnel interest
- **Conversion Rate:** Bottom-funnel effectiveness

This layered approach benchmarks performance across buyer journey stages.

Why These Metrics Matter to You

- Stop chasing vanity numbers like total views or followers. Instead, focus on metrics that reflect behavior, sentiment, and purchase intent.
- Data-driven improvements: Engagement metrics reveal what content hooks viewers; CTR and conversion highlight where to optimize funnels and messaging.
- Strategic confidence: Brand preference lift gives you credibility with finance and leadership teams, and not just tactical campaign wins.

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Section 5
Sources/Further Reading

- Firework — Top 7 Video Marketing Metrics That Actually Drive Results (engagement, CTR, conversion rate, brand lift, ROI).
  - Firework+1Adverity+1

- MetricsWatch — Engagement Rate Benchmarks for Social Media Platforms (Q1 2025) (Instagram ~4.7%, Facebook ~3.2%, LinkedIn ~2.8%, X ~1.6%).
  - Metrics Watch+1Rival IQ+1

- SocialInsider — Video Metrics Guide (CTR benchmarks: YouTube typical CTR 2–10%; importance of engagement-completion data).
  - socialinsider.io

- Forbes — The Financial Power of Brand Preference (~90% correlation between brand preference and sales performance).

- Rival IQ — 2025 Social Media Industry Benchmark Report (engagement rate declines across platforms; context for modern channel performance).
  - sproutsocial.com+5Rival IQ+5Metrics Watch+5

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Call: 415.990.0720
Email: travis@traviszeiler.com

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Problem*Solver*: DIY Tips

5 Things You Can Do to Boost Your Podcast Audience ***Fast***

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5 Easy Steps to Boost Your Podcast Audience

1

Optimize Local Metadata & Audience Targeting

- Action: Add keywords like your city, service type, or business focus (“San Francisco café podcast,” for example) into your podcast title, episode titles, and descriptions.
- Why: Improves visibility in Google search and podcast directories for local or niche listeners.

2

Distribute Episodes on Local/Niche Platforms

- Action: Submit your feed to community-oriented podcast directories, embed episodes on your website, or share on relevant local blogs.
- Why: Those platforms often have less competition, higher trust, and better exposure to local audiences.

3

Create Short Video Teasers (30–60s)

- Action: Edit key podcast moments into captioned clips and publish them to Instagram Reels, TikTok, or YouTube Shorts.
- Why: Short-form content retains ~2.5× more attention & encourages follows and shares.

4

Run Local Geo-Targeted Ads

- Action: Promote teaser clips via Facebook or Instagram ads targeted to your city or region.
- Why: Targets local listeners most likely to engage with your full podcast content.

5

Partner with Guests & Related Shows

- Action: Invite guests who serve overlapping audiences or swap promo clips with complementary podcasts and share via social channels.
- Why: Expands reach into existing, trusted communities and increases credibility.

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Why Every Podcaster Should Try This

Fast Implementation:

No complicated tools or budgets required.

Leveraged Discovery:

SEO and metadata optimization combined with short-form sharing drives listeners.

Network effect:

Collaboration tactics broaden reach efficiently, even without a big following.



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Section 6
Sources/Further Reading

- Riverside – Podcast Statistics & Trends for 2025: Lists listener growth projections (450M in 2023 to ~619M by 2026) and how podcasts are monetizing.
    - Cloudinary
- Sweetfish Media – The 2025 State of Video Podcasts: Notes that YouTube is increasingly the top discovery platform, yet only ~17% of podcasts publish video.
    - Heyzine
- Goldcast – Recommends creating social video snippets from podcasts to boost visibility and engagement across platforms.
    - Canva
- Cohost Podcasting – Explains value of short (30-60 sec) clips versus full-length versions for promotion and discovery.
    - Heyzine
- CastMagic – Highlights rapid listener growth and that many podcast ad listeners make purchase decisions.
- Edison Research / Sounds Profitable – Confirms YouTube is used by ~50% of weekly podcast listeners as a discovery channel.
    - bankcomm.com

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Email: travis@traviszeiler.com

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415.990.0720

Travis@TravisZeiler.com

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SAN FRANCISCO CHAMBER OF COMMERCE

City & County of San Francisco BAN 1176210

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