THE EFFECTS OF VIDEO MARKETING ON SENIORS

by

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THE EFFECTS OF MODERN MARKETING TENCHNIQUES ON SENIOR CONSUMERS USING VIDEO MARKETING

Approved: _____

Aparna Sundar

In recent years, video and "unbranded" social media marketing has taken off in every industry. Everywhere you look, companies are attempting to connect with consumers in new and creative ways. However, there has been a marked lack of materials, studies, and thought put toward older demographics. While the 55 and older community is not as well connected to technology as their Millennial counterparts, they are far from absent. Over a third of United States seniors (recognized as those who are 55 and older) use social media, and 76% of that population are on Facebook. Facebook's powerful, easy to use campaign management tools, combined with the large population of seniors on the platform, offers a potential opportunity for new insight into social media marketing that is directed to this population.

This research looked to challenge the current beliefs and standards for senior marketing by creating a video marketing campaign targeted toward the older demographic. Working in conjunction with a luxury retirement community company,

three videos (showcasing three different themes) were launched, real-time data gathered, and the successes and shortcomings of the campaign analyzed. The findings show that older demographics engage positively with video marketing materials, and the videos' success correlated to higher page engagement and higher awareness. This has huge potential for not only the retirement community industry but any company looking to connect with the 55 and older demographic.

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"Every day I make my mark. I am Touchmark."

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Introduction

Problems and Purpose

In the modern age, marketing has transcended PT Barnum (the widely held "Father of Marketing/Advertising") and his creation of spectacle. Today's consumers are more informed, hold higher standards, demand lower prices, and expect businesses to be more socially responsible. It's a consumer's market out there now, and the days of company power are dwindling faster and faster. Marketers and advertisers alike have struggled to keep up with these demands and have been forced to become more creative in how they sell their products, services, and brands.

Businesses focus their efforts on reaching specific groups and communities they believe have the most buying power and the largest likelihood of becoming repeat customers. These target markets vary in size, disposable income, and any number of demographics or psychographics. A popular way to break down these groups is by generations. Big corporations, the media, and industry researchers tend to focus on the two largest generational groups: millennials and baby boomers. Millennials make up individuals born between 1981 to 1997, and they tend to be environmentally, quality, and politically conscious of the brands they buy from. Baby Boomers were born between 1946 and 1964, and are considered the opposite of everything the millennials are. They are described as the older, slower, less tech-savvy customer who is just looking for the simplest fix to their problem. To marketers, Millennials are the hip, hot, interested customer, and baby boomers are the old, grouchy, simplistic buyers (Towner 2016).

These assumptions have caused marketers and advertisers to focus almost all their attention on Millennials, whom they believe to be the best option for loyal, continual customers. Advertisements, studies, and products have, therefore, all been tailored to fit the millennial lifestyle and mindset, but then where does this leave Baby Boomers? Sure, millennials have sexier research behind them, but they also have very little disposable income. Millennials are just having kids, buying houses, paying off cars and student loans, and working low-paying jobs. These are not the qualities of a good buyer. On the other hand, baby boomers have no dependents, financial stability, have recently retired or downsized, and are by and large the better candidate for consuming. Furthermore, many baby boomers are just barely in their 50's and early 60's and keeping up just fine with their younger counterparts when it comes to new technology and changing political environments, but they have the added bonus of longer attention spans (Marconi 2001). So why aren't marketers making interesting content for seniors when they are clearly the more ideal customer?

Current literature leaves a lot of questions unanswered. It barely skims the surface of a complex and unique market. Simplistic research looks at the differences between Boomer and Millennial internet usage, what gets senior loyalty on social media sites, and why seniors use the internet or social media. This research was valuable in the early 2000s, but the novelty has since worn off in today's modern marketing world. These earlier studies also lack in-depth research into future trends, and they do not address the fact that the senior demographic will not always be made up of the same consumers. The population is always aging, and demographics are constantly changing, as are their wants and needs.

This research project explores how companies can access this demographic using modern marketing techniques. By using video marketing, this study looked at what kinds of messages and themes seniors connected and engaged with the most. Then, the effects of engagement on company-customer relationships were investigated to see if video marketing to seniors can be concretely associated with sales, followers, customer population, or brand recognition. Later on, there will be a more in-depth discussion on how the videos increase awareness and engagement, but have difficulty drastically increasing page followers and likes.

Research Approach

A series of three videos were released on the Facebook pages of a retirement community to evaluate the effects of modern marketing techniques (video marketing) on the 55+ demographic. Facebook users were able to freely and organically interact with the materials in order to accurately gauge how they normally engage with online content. Facebook Analytics then collected a huge pool of data on almost every interaction that took place on the page. Then the data was collected, organized by community, video, and month, and run through IBM SPSS for testing.

The goal of this research was to answer the question: does using creative video marketing, specifically targeted toward older adults, increase the awareness and traffic on a company's Facebook page? This study explored how the metrics of the company's (Touchmark, a retirement community company) Facebook page changed after the release of these videos. Can they increase page follows, likes, post engagement, and/or page awareness? If they can, it will mean that creative video marketing for seniors, a trend not yet explored, could have huge potential for future marketing efforts.

Literature Review

Having a positive social media presence is important for any contemporary business. They need to be able to keep up with trends, seek out new markets, and continually increase engagement. Social media platforms are perfect for storytelling and selling, but getting the right mix is difficult and has pushed marketing research to find the answers. Positive virality (shareability) is the key to a good campaign. Emotional and dramatic advertisements work best, as they engage and entertain the viewer, while information-focused materials do poorly and can even negatively affect a company's social media (Tellis 2019).

However, we do not know how these theories hold up across age demographics. It is true that younger markets (35 and younger) demand story, drama, and connection, but does an informative commercial still work for older adults? If a company does a really good job of making it easy to understand and purchase their product, will seniors connect more with them? While observing current senior marketing techniques, it's that most companies do think this is true. Thus, they simplify and dull their online efforts with purely informational advertising campaigns, which undoubtedly hurts them in the long run.

The key to a good campaign is one that creates valuable virality. Here we define virality as the ability for digital content to be shared from user to user online quickly and widely. Having a video or ad that goes viral across the internet is exciting, but if it doesn't boost brand perceptions or increase purchase potential, then it hasn't really done anything for the company (Akpinar 2017). This is key to understanding the value of good social media marketing and follower connection; however, value is a hard thing to

pin down. Akpinar doesn't really give concrete advice for companies to do this. If we are talking about value for the company, does that mean increased sales, followers, or engagement? Depending on how the organization defines "value," the campaign has to change and evolve based on the goal. Furthermore, if we are discussing value for the consumer/follower, that completely changes the process the campaign has to go through. In this case, value is actually easier to define for a consumer. They want to feel heard and connected, and a valuable campaign will recognize the unique ways they feel, buy, and engage.

Halfhearted content won't work either. Most people believe that online users are used to advertisements and pop-ups by now and have trained themselves to ignore them. To a degree this is true, but research shows us that consumers aren't so invincible to these kinds of advertisements yet. Doing the basics right (i.e. timing, targeting, and creating relevant content) can drastically increase user awareness and engagement. Something as simple as conscientious post timing can increase engagement by 15% and targeted content advertising (TCA) success by 21% (Kanuri 2018). Getting users and followers involved by sending in their own content (User Generated Content) is a fun and successful way to increase traffic by nearly 9% (Karahasanovic 2009). This is further supported by the fact that no age is immune to these tactics, including the senior market.

In fact, the senior mobile community is one of the fastest growing demographics on the internet. Specifically, the 74+ group is the fastest growing social media user group (Anderson 2017). Over 70% of adults age 65 or older have a mobile device that they use daily, and about 80% of all seniors show interest in joining social networking

sites, but they simply don't have the technical skills to get started. Seniors say they use

social media predominantly to connect with family and old friends, share photos, further

their education, and seek out support groups (Kim 2016). That's a lot of time potentially

spent on the internet and social media, and yet no one is creating creative marketing

content for them.

Many studies have shown that YouTube has a huge potential for company

visibility and audience growth. 82% of seniors say YouTube is their preferred online

video site, and that they are more likely to engage with a post if it includes a video

(Rutigliano 2017). A business looking to expand its YouTube presence would also set a

company apart from the competition because of the real lack of senior retirement,

healthy living, and entertainment-focused content.

In a study looking at senior loyalty to social network sites (SNSs), the

researchers discovered the importance and impact of sociological theory (Kim 2016).

Social Capital theory (SC) and Attachment theory explain why seniors have the drive to

even venture into the realm of SNS. SC and attachment theory explain why humans

form groups, and, in turn, group identities. Since we want to feel connected to people

and purposes, we form strong social bonds that drive us to find new and easier ways to

stay connected. While Kim proved that seniors value social capital online, they didn't

define how companies can foster social growth. This is absolutely imperative for an

organization to be successful with their digital marketing and social media; thus, we

must prove that it is a worthwhile endeavor.

This is particularly relative to the senior citizen demographic. They are looking

for sites and material that fill this need, and by creating videos that help them achieve

these connection goals, we have a higher probability of building strong loyalties and relationships. If some family or intergenerational videos were created, we would have the potential to reach a huge number of possible prospects. This is because online videos have the highest rate of media engagement (75% of watchers take action after watching), especially among older adults (Perrin 2015).

YouTube has great potential for the industry because of its incredible shareability and mobile compatibility. It is easy to share across all devices and platforms, whether Facebook, email, text, or simply on a mobile device. Besides the fact that it is the second biggest search engine, it is also connected to Google. This means YouTube content will be some of the first chosen material to show when something is Googled. As a bonus, now that Google owns YouTube, if someone watches several videos from one company, Google Ads recognizes that you may be interested in that company and will place their ads along the border of the next search. It will also remember that you have engaged with that material, making the company more likely to appear the next time similar material is searched (Zuiderveen 2016).

Additionally, the data and analytics collected from this study will investigate information that is new to the industry. So far, most studies looking at older adult media/internet usage have just focused on the question of "why." Currently, critical investigation inquiries into why seniors go online, what they use it for, and how much time they spend there (Genoe 2018). These are all good questions to ask, but that doesn't really help a brand create targeted material that viewers will connect with. By looking at not just where they share, but what content seniors share, this study could help businesses do a better job of building relationships with this demographic.

Dick Shroud, a marketing consultant who specializes in the senior market, is the only author that really works with the idea of ageless marketing. He believes that only focusing on younger demographics limits companies and closes the door to a nearly $13 trillion market. More than that, he believes that using simplistic, dated marketing materials on this demographic turns potential senior customers off from your company (Stroud 2013). He comes the closest to really exploring the way older adults interact with modern marketing, but he is limited by his time. His two books exploring the 55+ demographics are several years old and were published before social media advertising really came into its own. Furthermore, his work is based on survey material and is largely theoretical. This is a problem that many current studies face as well, and one that Hilde Voorveld says must be overcome in order to move forward in the field (Voorveld 2019). Stroud has very little primary field evidence to prove his ideas, and his recommendations don't give clear guidelines for the effectiveness of social media marketing materials.

The company in this study already had a significant social media presence, and it does a good job of creating interesting, modern marketing materials. However, most of these materials are print and mail-based, and there is not as much online exploration. They already have videos on their YouTube page, but they are missing a connection with viewers. If you search for 'Retirement Communities,' or simply the company's name, you don't see any mention of them anywhere in sight. That includes their content, mentions of them, and basic information like location. They also don't currently have any purely entertainment content, which has the highest potential for being shared and watched by the target demographic. It is hard to support a campaign

that explores creative video marketing targeted toward seniors, though, because there is little to no current research about it.

A simple interest in senior consumers is a relatively new exploration, and in-depth marketing techniques have almost no literature on them. Companies must go to general internet searches or the popular press to find new and relevant materials. Even then, the content is vague and largely stereotypical, as well as based on outdated theory. Given the company's current standing with social media, their considerable number of followers, and their drive for improvement, they were perfectly situated to explore these topics. The goal was to create three videos for YouTube and other social media platforms to see how they would impact the company's viewer engagement. To simplify the study, content was only posted and interacted with on Facebook. The research will help open the doors to more comprehensive senior marketing research, as well as break the stereotype that older consumers are boring consumers. Furthermore, it will be able to say whether the value of video marketing, currently popular with younger demographics, is transferable to senior markets.

Materials and Methods

Concepts and Definitions

A large part of this study deals with specific metrics collected by Facebook Analytics. A full collection of variable names, definitions, and measurements can be found in the Appendix; however, it will discuss a few of the major ones. Starting with overall page metrics, one of the biggest variables is page reach. Reach gives you a measure of how many people were exposed to your page materials during a given time period. People don't always seek out and click on your page, but they may be more likely to engage with your company when they see your posts. Page reach is measured by counting the individual Facebook users who came into contact with your content. These users don't necessarily need to be your followers; they can be friends of followers or completely new users. A high page reach tells a page manager that their company has a large population to potentially connect with.

The other two main page metrics looked at page follows and page likes. Page follows are calculated by counting how many people have actively clicked the "Follow" button at the top of your page. When someone follows you, they see your posts in their news feed. Users automatically follow people they accept friend requests from. They can also follow the posts of people or pages they're interested in. You can also choose to allow people who aren't your friends to see your posts in their news feed. When it comes to page likes, users can show support for a page and see updates from it in their news feed when they click the like button at the top of a page. Page likes are similar to page follows, and it is not always clear which is more attractive to a page manager. It

tends to be a company's individual preference which, if either, they pursue more aggressively.

The study also looked at these same metrics, but for each individual video. The only difference is that posts can't have followers, so it analyzed shares instead. A user can click the "share" button on a post as a form of engagement. They also have options to click "like," "comment," or choose an emoji. The video metrics are all calculated the same way as the three page variables, but for each post instead of each page.

Experimental Design

Three videos were created and released, over three weeks, and each followed a separate theme: Community, Environment, and Friendship. The videos ran from September 2018 to December 2018, with exact run times varying due to the staggered release dates. The themes were based on values that prior research showed the demographic appreciated (Stroud 2013). Video 1, about community, featured a collection of photographs and video clips of residents throughout the campuses. The collection included arts and craft, trips, dances, friends, families, parties, and several other activities residents partake in. Video 1 runs for 80 seconds, with light music in the background, and a voiceover. The voice described what it is like to be a resident at the community and activities that are available. Ideally, the video would allow potential residents to see who their future neighbors and friends would be and let them have a sneak peek into the daily life there.

Video 2 captured the theme of environment, which was about what the company, employees, and buildings are like. It featured a collection of employees, who all had different titles, talking about what they do, what they like about the community,

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and what makes it different from all the other communities. Employees were from several different communities as well, to show the individual culture at each campus. Video 2 runs for 86 seconds and features light music as well as a voiceover describing the environment at the company. This theme would help potential residents and their families see the people who would be serving and taking care of them, in an effort to make them feel comfortable with the big change they were considering.

Video 3 was about friendship. In it, three friend groups were interviewed about how they met each other, what lessons they've learned, and why they are important to their experience living at the community. Interviews were only collected at two out of the thirteen campuses, but a long list of similar friendships from all the others were collected, so the ones chosen were representative of a larger trend. Video 3 is the longest video and runs for 90 seconds; like the other two, it features the same music and voiceover style. (For examples of each video, see Appendix A, Video Screen Shots.)

Sample

4357 Facebook followers from 13 retirement communities (79% female; $M_{age}=$ 48.79, SD = 19.03) were exposed to three videos with different themes through the company's Facebook feed. These followers could choose whether to interact with (like, share, watch, click on, or save) the material or videos or not. Each page's data was collected over an entire year, with specific interest to the last four months of the year (when the videos were released). Followers were able to view and engage with each of the videos at their own leisure; therefore, data was only collected from those interested in the material. No names or specific locations were saved, only overall page activity

and age. The study was executed electronically, through each of the company's 13 Facebook pages.

Data Collection

Facebook followers were able to view, like, share, and comment on each video until the end of the year (December 31, 2018), or about four months, and the control data was collected from the rest of the year. All engagement and interaction with the pages and materials were collected through Facebook's analytics software. Facebook's data from each page included information regarding followers, reach, engagement, number of posts, number of promotions, and individual video success (i.e. reach, engagement, and views).

Additionally, the percentage of views from Facebook users who were either followers or non-followers ("Other"), average and total watch time, and unique views were collected from each video. While followers and outside observers can view public variables (i.e. followers, likes, and number of shares, likes, and comments on individual posts), most of the data is only available to the Page Admin. The study was allowed administrative access to all of the pages, and thus all the data collected from each video. For a table that describes all the variables collected, their descriptions, and their unit of measurement, see Table 1.

Analysis and Testing

For each of the three variables, for both the page and the posts, a univariate analysis was run to examine the relationship between the presence of a video and the variable. Additionally, the variables from the posts were compared between each other

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using an independent sample t-test. This test was used to uncover if a single video had a

different effect on any of the variables. This would uncover whether a specific video

connected better to the audience, thus identifying a theme that should be used again in

future marketing materials.

Results and Findings

Follower Population

     Over all 13 pages, results showed that most followers were a majority female (79%), middle-aged (M_{age} = 48.7, SD = 19.03), and on average engaged with material 9% of the time. Engagement is classified as any kind of interaction with the page materials, which could include liking, commenting, sharing, or clicking on further materials. During 2018, the company saw page-wide follower growth of 34%, an average Page Reach of 7258, and posted about 13 times a month (approximately 160 times a year) across all pages. The communities cater to those 55 and older but saw only about 35% of their followers come from that age demographic. The other 65% of followers were younger than that, with the majority of followers falling between the ages of 35-45. This majority is made up mostly of the family and friends of current residents, and while they make up the most followers, they engage with material the least. Those followers that are 55 and older engage the most, with 61% of engagement coming from this age demographic.

Page Effects

     A univariate analysis comparing the effects of the three videos, and the control, on page followers revealed there was a marginally significant effect of videos (F(258)= 3.716, p = 0.055). Specifically, the page follows in the control (n= 104) were marginally lower than simply the presence of any video (n= 156, t(258)= -1.928, p=.055). The difference between individual videos could not be accurately presented because all three

videos ran during the same period of time. Thus, they all began and ended with the same number of page followers. What these results tell us is that there is a possibility for effect on followers given the presence of videos; however, it is not clear what is causing the increase. It may be that just having any kind of video has a positive effect on the number of followers on each page, but the changes could also only be from a single video or something else entirely. Further analysis of individual theme effects would be needed to say for sure.

A univariate analysis comparing the effects of the presence of any video and the control on page likes revealed there was a marginally significant effect of the presence of any video ($F(258)= 2.756$, $p = 0.098$). Again, individual videos all ran during the same period of time so the effects of individual videos cannot be exposed. Given the analysis, though, it isn't completely clear whether having videos affects the amount of page likes received. Upon further investigation of the pages' like history, most of the people who follow also like. By comparing the list of those who have liked or followed, we see that they have almost the exact same combination of names. There is nearly a 1:1 ratio between likes and follows on all 13 pages. It is more likely that an increase in likes is related more to an increase in follows than the presence of videos.

A univariate analysis comparing the effects of the three videos, and the control, on page reach revealed there was a significant effect of the presence of a video on page reach ($F(258)= 8.845$, $p< 0.05$). Due to the timeline previously expressed, it is difficult to say if one video had a greater effect than another. Thus, we again use post reach later on to investigate the relationship between reach and video presence. However, we can say that just the presence of a video increased page reach.

Video Effects

A univariate analysis comparing the effects of the three videos and the control on post shares revealed there was a significant effect on increased shares caused by just the presence of a video ($F(260)= 4.701$, $p< 0.05$). An independent samples t-test was run on the three videos' effect on total shares. Between Video 1 (m= 4.62) and Video 2 (m=2.57) we see a lower level of significance than between Video 1 and Video 3 (m= 2.75); however, neither pair is considered statistically significant (Video2: n=52, $t(102)=1.089$, $p=.279$, Video 3: n=52, $t(102)= 1.557$, $p=.122$). While the differences are not significant, we see that Video 1 has a higher mean that both Video 2 and Video 3. Video 2 and Video 3 had even less significance between the two of them (n=52, $t(102)=0.746$, $p=.458$). Therefore, we know that no single video is making more of an impact than the other two in what area? On shares?.

Recalling that page likes were difficult to analyze per video, post likes were used to gauge an initial effect. A page that has a lot of engagement, which includes posts likes, usually sees an increase in page likes. Therefore, video likes were compared between each other and the control. Specifically, the likes between Video 1 (m= 5.92) and Video 2 (m=2.85) had a significant relationship ($t(102)= 1.38$, $p< .05$), as did Video 1 and Video 3 (m=0.75) ($t(102)=2.59$, $p<.001$).Video 2 and Video 3 also had a significant relationship between them ($t(102)= 1.98$, $p< .05$). These relationships are further supported by running an independent samples t-test between the control (n=104) and the presence of a video (m=3.17, $t(258)= -3.396$, $p<.05$). What this tells us is that all the videos were successful, but no single one had a bigger effect than the others.

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The last variable analyzed was post reach in relation to video presence. This was important because the effect on page reach couldn't be accurately broken down between videos. We do know, however, that post reach has a positive correlation with page reach ($r=.221$, $p<0.005$). Since post reach is used to calculate total reach, video reach was compared between each other and the control. Specifically, the reach between Video 1 ($m= 64.92$) and Video 2 ($m= 36.5$) is marginally significant ($t(102)= 1.14$, $p=.055$), while Video 1 and Video 3 ($m=29.1$) is more significant ($t(102)= 1.49$, $p<.05$). Video 2 and Video 3 do not have a significant relationship, which tells us that Video 1 has a bigger impact on reach than the other two.

Discussion of Results, Limitations, and Recommendations

This research found that video marketing specifically targeted toward older adults had a positive response. It correlated to increased page activities and audience engagement (two variables greatly sought after by marketers). Further analysis into the effects of each video showed that no single Videohad a greater effect than the others. However, Video 1 continuously outperformed the other two, and Video 2 continuously had the lowest performance across variables. Overall, there was a marginal effect on increased page values (i.e. followers, likes, and general engagement), but a significant effect on increasing page and company awareness.

Facebook is a powerful tool for any company, as is most social media, but while the younger Millennials seem to be leaving it, the 55 and older demographic is just finding their place within this platform. It appears, though, that marketers and advertising have continuously missed the mark when it comes to connecting to older demographics. Up to this point, researchers working with the senior market haven't been able to get them to interact the same way their younger customers do. This is because they have boxed themselves in by trying to "dumb-down" their communication styles.

A lot of work and research has gone into trying to create social media networks and mobile platforms that are supposedly senior friendly. However, simplistic networks and "user-friendly" marketing materials seem to go unnoticed and are easily forgotten. These researchers believe the shortcomings resulted from the demographic lacking the interest or the technical ability to connect or engage. This study challenged this theory by working to change the message, not the medium. By working with many in the 55+

age demographic, it was able to get first-hand insight into how seniors connect to modern marketing and advertising. While some felt that the quickly changing technology was difficult, they all felt they could easily keep up with a little help. The biggest problem, they said, was being left out.

Commercials, radio ads, social media, and every industry from mattresses to food and beverages, all seem to tell older folks the same thing: you no longer matter. This perception is further supported by the tactics and techniques used by the few companies that do actually market to them. A barrage of scare tactics and halfheartedly produced early morning television ads seem to follow seniors everywhere. "Buy this medication, or you could die." "Technology is hard, isn't it? Luckily we made you something a child could use." "You can't do anything for yourself now." These messages, and many more just like it, are the only techniques used to reach seniors; and companies wonder why they don't have any older consumers? Frankly, it's a wonder they have any to begin with.

The mission of this study was to prove that the 55+ community was worth more effort than a poorly-made infomercial and an AARP discount. Modern marketing techniques are just as effective on this demographic, as long as you tailor the message correctly. They have been consumers for decades, they know what they like and what they don't, and they are looking for someone to connect with them the right way. The experiment used videos, social media, and complex marketing messages to see which message had the greatest success.

The research shows that seniors interact and engage with lots of content and aren't afraid to pass it on to their friends and family. They enjoy the long-distance

networks and connections that social media allows them to maintain. They enjoy the endless opportunities to learn and explore. They use and enjoy many of the same online activities as their younger counterparts; they just also have the added bonus of longer attention spans and a more stable financial profile.

In the small scale environment this study worked with, it saw great potential for video marketing to seniors. The study showed that Video 1, which encouraged these themes of community, continually did better than all the others, and saw several significant relationships to increased page and post metrics. If past efforts to connect with this demographic fell short, and quality materials were used, try incorporating messages that encourage a community of peers to form. The key is to focus on how their peers are using or interacting with the product or service and elevate the quality of your material. If it wouldn't work for a younger consumer, it also won't work for an older one.

Limitations

A big issue with this study was the timeline for the videos. In order to follow the company's standards for posting on social media, the study was not able to do a paired sample for each video. If it had, groups of similar pages (those with similar followers, engagement, and reach rates) would have been split, allowing one to have videos and the other to be the control. This would have helped to break down the effects of the individual videos on page variables (reach, likes, and follows). Since it was not able to do that originally, it is hard to say how exactly each video affected those variables.

The other limitation to take into consideration was the sample itself. While it was large enough to be statistically significant, it was not necessarily representative of

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the population. The mean age of the population in the study was under 55+, and while a significant proportion of those using and engaging with the materials were in fact over 55, it's hard to say who exactly interacted with the specific videos. Additionally, the company caters to a highly educated, high-income clientele, which does not reflect the entirety of US seniors. Therefore, it's hard to say if the findings are reflective of the entire population. It would be interesting to see if the findings could be reproduced with a more representative sample. The case could then be made stronger for companies to be more modern and creative when it comes to marketing materials for seniors.

It should also be mentioned that the sheer amount of data available from Facebook Analytics is somewhat hampering. It is possible that any number of variables were significantly impacted by the presence of a video, but it would be hard to know based on the small segment of metrics analyzed for this study. For instance, while the study only looked at basic engagement variables, there was an interesting connection between average watch time and page metrics increasing, as well as with the percent of viewers who were not originally followers. Furthermore, it might be more precise to choose just one of the campuses and focus an entire campaign there. Since data was accumulated from all 13 pages, there were over 1,000 data points, which makes it hard to accurately focus on just one variable. By limiting the study to one page, it would be easier to look at more of the data that Facebook Analytics provides.

Recommendations

Based on the results from the test, the videos were a well-received addition to the company's Facebook pages. However, the initial plan to base the videos on values important to the audience didn't appear true. The findings show that viewers were

drawn to videos with the new information to them. This, in turn, showed two paths of marketing that videos could be used for, depending on who a company is trying to market to. If a company is simply creating content for their current followers, with the goal of raising engagement, then more novel stories need to be told. In this case, the video showcasing strong friendships between staff and residents from several different communities did the best with current followers. This video (labeled Video 3), had the most views, shares, and comments from followers across all 13 pages. The data showed that they were less interested in the other two videos which showcased what the community was like (presumably because they already knew that information, as they were already residents).

Conversely, if a company wanted to reach non-followers in an attempt to raise awareness or gain new followers, the video that showcased residents (labeled Video 1) did the best. It had the most Other Viewers (non-followers who watched the video), as well as the most reach. As the results showed, having a higher percentage of Other Viewers on a video also related to higher follower and like counts. This video, which highlighted what a new resident's neighbors would be like, did well with new viewers, perhaps because they got a better idea of how they fit into the community. It allowed them to see the people, the activities, and the inside of several campuses. Its high reach was in part due to viewers seeing themselves or others they knew and sharing it with their own network. Video 3 only had a select few who were showcased, and thus you would have to be part of the community to really find enjoyment. But Video 1, with its large selection of people and activities being highlighted, would be more interesting to a

bigger audience, especially those who were interested in learning more about the company.

The final video (labeled Video 2) did the worst out of the set. It had the least amount of engagement, viewers, and watch time. This video showcased the staff and their connections to the company and various communities. It was also targeted more toward the families of possible residents who wanted to know their loved ones would be well taken care of. It also had the possibility of being shared among staff members and their networks in hopes of attracting more well-trained staff. Evidently, both audiences were drawn towards the other two videos and not this one. What this means is that videos about teams/staff, while perhaps entertaining for company meetings, are not very popular on social media. They don't off the kind of information current or perspective followers want.

Appendices

Variables Table

Variable	Description	Unit of Measurement	Total Statistics
Page Followers	When you follow someone, you see their posts in your News Feed. You automatically follow people your friends with. You can also follow the posts of people you're interested in. You can also choose to allow people who aren't your friends to see your posts in their News Feed.	Individual page followers	N = 47861 M=306.8 SD= 138.8
Page Likes	To show support for a Page and to see updates from it in News Feed, users can click the like button at the top of a Page.	Individual page likes	N =48803 M= 312.84 SD= 145.97
Page Reach	Reach gives you a measure of how many people were exposed to your message during a given time period. People may not always click on your page, but they may be more likely to engage with your business when they see your message.	Facebook users	N = 1,132,238 M= 7257.94 SD=7820.96
Post Engagement	Post engagement includes all actions that people take involving your content. Post engagements can include actions such as reacting to, commenting on or sharing the ad,	Actions	N = 95,747 M= 613.76 SD= 655.86

	claiming an offer, viewing a photo or video, or clicking on a link.		
Posts	Content you create, and release through your Page. Followers, friends, and users can view this content based your privacy settings.	Posts	N = 1974 M= 12.65 SD= 5
Promotions	The number of advertisements you created, paid for, and released in a given time period.	Ads	N = 56 M=0.36 SD= 0.71
Item Code	Each data set has an item code that connects it to a month, location, and video	(month) / (video number) / (location)	
Location	Each campus is abbreviated using the name of the company and city/state it is located in	Campus abbreviation	
Month	The months are abbreviated	January-December	
Video	Each video is themed and labeled 1, 2, or 3, unless it was a month without a video, then it is coded as 0	Coded (0, 1, 2, or 3)	
Video Reach	Video Reach is the same as Page Reach, but is only calculated for each video as opposed to content from the entire page/	Facebook Users	N = 6786 M= 43.5 SD= 108.86
10 Second Views	The number of times your video played for at least 10 seconds, or for nearly its total length if it's shorter than 10 seconds.	Viewers	N = 3261 M= 20.9 SD= 52.96
Shares	The number of shares of your post. People can share your posts on their own or friends' Timelines, in	Clicks	N = 66 M= 0.42 SD= 1.47

	groups and on their own Pages.		
Likes	The number of likes on your Page's posts. In this case, the individual videos	Video Likes	N = 495 M= 3.17 SD= 9.52
Total Minutes Viewed	The total amount of minutes each video was viewed in a given time period, per page, per video.	Minutes	N = 2760.31 M= 17.69 SD= 46.88
Average Watch Time	The average time a video was played, including any time spent replaying the video for a single impression.	Minutes	N = 156 M= 0.13 SD= 0.07
Unique Views	With unique page views, you eliminate the factor of multiple views of the same page within a single session. If a user views the same page more than once in a session, this will only count as a single unique page view.	Count	N = 5935 M= 38.04 SD= 94.6
Percent of Views (Followers)	The percent of total views that were Page Followers of the page the video was posted on.	Percent out of 100	N = 156 M= .57 SD= .37
Percent of Views (Non-Followers)	The percent of total views that were Non-Page Followers of the page the video was posted on.	Percent out of 100	N = 156 M= .3 SD= .31

Individual Video Statistics

Variable	Video 1	Video 2	Video 3
Total View Time (minutes)	1378	827	435
Average Watch Time (seconds)	17	17	7
Likes	305	148	38

Shares	36	18	11
Reach	3083	1898	1390
10second Views	1630	1001	498
Unique Views	2595	1792	1324
Follower Viewers (%)	59%	68%	74%
Other Viewers (%)	41%	32%	26%
Run Time (days)	104	99	92

Video 1 Screenshots

Meet Your Neighbor

Touchmark at All Saints Retirement Community Follow

👍 Like 💬 Comment ↪ Share

Video 2 Screenshots
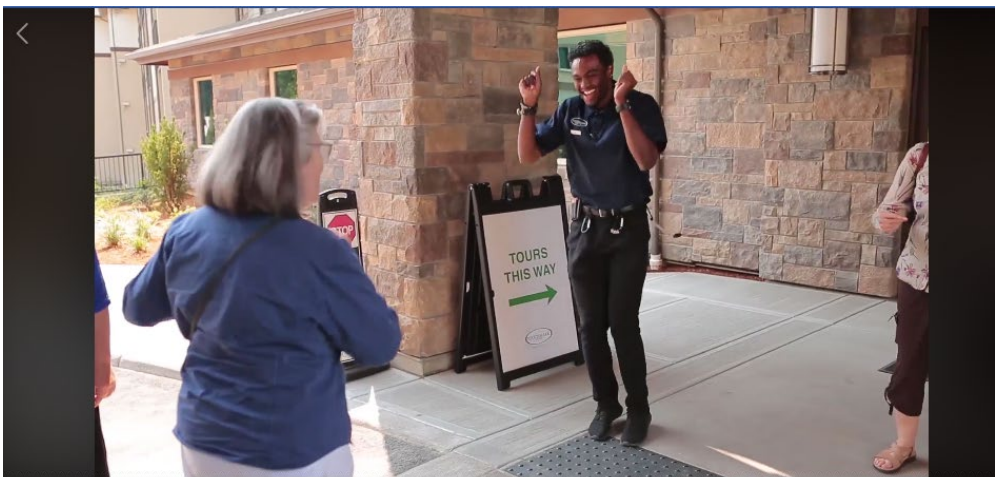
It's a Family

Touchmark at All Saints Retirement Community Follow

👍 Like 💬 Comment ↪ Share

It's a Family

Touchmark at All Saints Retirement Community   Follow

Like   Comment   Share   5

It's a Family

Touchmark at All Saints Retirement Community   Follow

Like   Comment   Share   5

Video 3 Screenshots

Age Doesn't Matter   👍 Like   💬 Comment   ↗ Share   ···

Touchmark at All Saints Retirement Community   ⊕ Follow   👍 5   4 Shares

Age Doesn't Matter   👍 Like   💬 Comment   ↗ Share   ···

Touchmark at All Saints Retirement Community   ⊕ Follow   👍 5   4 Shares

Age Doesn't Matter

Touchmark at All Saints Retirement Community Follow

👍 Like   💬 Comment   ↗ Share   ▾   ⋯

👍 5   4 Shares

Univariate Test Results

Page Follows

Between-Subjects Factors

		N
video.split	.00	104
	1.00	156

Tests of Between-Subjects Effects

Dependent Variable: Page Follows

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	71483.077[a]	1	71483.077	3.716	.055
Intercept	24357003.32	1	24357003.32	1266.131	.000
video.split	71483.077	1	71483.077	3.716	.055
Error	4963237.077	258	19237.353		
Total	30959374.00	260			
Corrected Total	5034720.154	259			

a. R Squared = .014 (Adjusted R Squared = .010)

Page Likes

Tests of Between-Subjects Effects

Dependent Variable: Page Likes

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	58708.269[a]	1	58708.269	2.756	.098
Intercept	25232918.98	1	25232918.98	1184.423	.000
video.split	58708.269	1	58708.269	2.756	.098
Error	5496426.635	258	21303.979		
Total	32349005.00	260			
Corrected Total	5555134.904	259			

a. R Squared = .011 (Adjusted R Squared = .007)

Page Reach

Tests of Between-Subjects Effects

Dependent Variable: Page Reach

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	610027675[a]	1	610027674.7	8.845	.003
Intercept	1.510E+10	1	1.510E+10	219.001	.000
video.split	610027674.7	1	610027674.7	8.845	.003
Error	1.779E+10	258	68968521.30		
Total	3.543E+10	260			
Corrected Total	1.840E+10	259			

a. R Squared = .033 (Adjusted R Squared = .029)

Post Likes

Tests of Between-Subjects Effects

Dependent Variable: Likes

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1332.385[a]	3	444.128	8.518	.000
Intercept	1346.291	1	1346.291	25.820	.000
Video	1332.385	3	444.128	8.518	.000
Error	13348.212	256	52.141		
Total	15623.000	260			
Corrected Total	14680.596	259			

a. R Squared = .091 (Adjusted R Squared = .080)

Post Shares

Tests of Between-Subjects Effects

Dependent Variable: Shares

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6.962^a	2	3.481	1.618	.202
Intercept	27.923	1	27.923	12.981	.000
Video	6.962	2	3.481	1.618	.202
Error	329.115	153	2.151		
Total	364.000	156			
Corrected Total	336.077	155			

a. R Squared = .021 (Adjusted R Squared = .008)

Post Reach

T-Tests

Shares

T-Test

Group Statistics

	Video	N	Mean	Std. Deviation	Std. Error Mean
Shares	2	52	.3461538462	1.045712355	.1450142121
	3	52	.2115384615	.7755210383	.1075454180

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Shares	Equal variances assumed	1.928	.168	.746	102	.458	.1346153846	.1805412381	-.223487305	.4927180743
	Equal variances not assumed			.746	94.071	.458	.1346153846	.1805412381	-.223849948	.4930807170

35

T-Test

Group Statistics

	Video	N	Mean	Std. Deviation	Std. Error Mean
Shares	1	52	.7115384615	2.181351789	.3024990663
	3	52	.2115384615	.7755210383	.1075454180

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Shares	Equal variances assumed	9.239	.003	1.557	102	.122	.5000000000	.3210478190	-.136796827	1.136796827
	Equal variances not assumed			1.557	63.690	.124	.5000000000	.3210478190	-.141426928	1.141426928

T-Test

Group Statistics

	Video	N	Mean	Std. Deviation	Std. Error Mean
Shares	1	52	.7115384615	2.181351789	.3024990663
	2	52	.3461538462	1.045712355	.1450142121

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Shares	Equal variances assumed	4.750	.032	1.089	102	.279	.3653846154	.3354620796	-.300002829	1.030772060
	Equal variances not assumed			1.089	73.265	.280	.3653846154	.3354620796	-.303149615	1.033918846

Likes

Group Statistics

	Video	N	Mean	Std. Deviation	Std. Error Mean
Likes	1	52	5.923076923	14.26891061	1.978741879
	2	52	2.846153846	7.384096890	1.023989998

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Likes	Equal variances assumed	7.082	.009	1.381	102	.170	3.076923077	2.227997967	-1.34230033	7.496146480
	Equal variances not assumed			1.381	76.488	.171	3.076923077	2.227997967	-1.36006180	7.513907957

Group Statistics

	Video	N	Mean	Std. Deviation	Std. Error Mean
Likes	1	52	5.923076923	14.26891061	1.978741879
	3	52	.7500000000	1.898141506	.2632248664

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Likes	Equal variances assumed	24.714	.000	2.591	102	.011	5.173076923	1.996173027	1.213677189	9.132476657
	Equal variances not assumed			2.591	52.804	.012	5.173076923	1.996173027	1.168914677	9.177239169

Group Statistics

	Video	N	Mean	Std. Deviation	Std. Error Mean
Likes	2	52	2.846153846	7.384096890	1.023989998
	3	52	.7500000000	1.898141506	.2632248664

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Likes	Equal variances assumed	12.711	.001	1.983	102	.050	2.096153846	1.057280874	-.000957755	4.193265447
	Equal variances not assumed			1.983	57.711	.052	2.096153846	1.057280874	-.020449643	4.212757335

Reach

Group Statistics

	Video	N	Mean	Std. Deviation	Std. Error Mean
Video Reach	1	52	64.92307692	163.6846377	22.69897517
	2	52	36.50000000	72.30829963	10.02735700

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Video Reach	Equal variances assumed	3.760	.055	1.145	102	.255	28.42307692	24.81514381	-20.7976432	77.64379700
	Equal variances not assumed			1.145	70.175	.256	28.42307692	24.81514381	-21.0670005	77.91315439

Group Statistics

	Video	N	Mean	Std. Deviation	Std. Error Mean
Video Reach	1	52	64.92307692	163.6846377	22.69897517
	3	52	29.07692308	57.13446340	7.923124515

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Video Reach	Equal variances assumed	6.410	.013	1.491	102	.139	35.84615385	24.04203352	-11.8411056	83.53341334
	Equal variances not assumed			1.491	63.246	.141	35.84615385	24.04203352	-12.1943650	83.88667272

Group Statistics

	Video	N	Mean	Std. Deviation	Std. Error Mean
Video Reach	2	52	36.50000000	72.30829963	10.02735700
	3	52	29.07692308	57.13446340	7.923124515

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Video Reach	Equal variances assumed	1.253	.266	.581	102	.563	7.423076923	12.77981966	-17.9256348	32.77178862
	Equal variances not assumed			.581	96.821	.563	7.423076923	12.77981966	-17.9419183	32.78807219

Correlations

		Post Engagement	Page Likes
Post Engagement	Pearson Correlation	1	.324[**]
	Sig. (2-tailed)		.000
	N	261	261
Page Likes	Pearson Correlation	.324[**]	1
	Sig. (2-tailed)	.000	
	N	261	261

[**]. Correlation is significant at the 0.01 level (2-tailed).

		Page Reach	Video Reach
Page Reach	Pearson Correlation	1	.221**
	Sig. (2-tailed)		.000
	N	261	261
Video Reach	Pearson Correlation	.221**	1
	Sig. (2-tailed)	.000	
	N	261	261

**. Correlation is significant at the 0.01 level (2-tailed).

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