

ONLINE VIDEOS IN THE NON-PROFIT SECTOR: USING YOUTUBE TO STUDY MARKETING COMMUNICATIONS

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Resumen:

Este caso presenta características relacionadas con la identidad organizacional y la imagen de marca usada por organizaciones sin ánimo de lucro. Analiza una muestra recogida en YouTube de organizaciones sin ánimo de lucro operando en India, y plantea preguntas de discusión en temas de comunicaciones de marketing.

Abstract:

This case presents features of organizational identity and brand image used by non-profits in their videos. It analyzes a sample of Indian non-profits collected from YouTube, and uses the findings to discuss marketing communications topics.

1. Introduction

Nair and Subramaniam (2013) noted that in the 21st century marketing communications are moving towards networking and this is becoming an acceptable platform of interaction. Egan (2007) defined marketing communication as “the means by which a supplier of goods, services, values and/or ideas represent themselves to their target audience with the goal of stimulating dialogue leading to a better commercial or other relationships” (2007, p1). A most succinct and best definition related to the present research project comes from Clow and Black (2012) who state that marketing communication involves “the coordination and integration of all marketing tools, avenues and sources in a company into a seamless program designed to maximize the impact on customers and other stakeholders” (p24). Marketing communications involve the development of plan that could include situation analysis, objectives, strategy, tactics, actions and controls at different levels (Smith & Zook, 2011).

In that regards, non-profit organisations can use the opportunities available online to use videos as a marketing communication tool for their activities. Though television and print media, the two prominent aspects of marketing communications, are still active, a drastic change in the communication of companies and individuals has taken place with the emergence of Internet and online social networks. Previously, online social networks were used by individuals for socialising but now they are also used by organisations, for branding, businesses, products and services. Social networking is an activity that many institutions use as a platform for online advertising (Fox, 2009).

Leaman (2008) stated that smaller non-profit organisations who have limited advertising budgets benefit the most from web based tools and technologies, as it is more expensive to handle Television advertisement. The purpose of this study is to identify the characteristics of online marketing videos of non-profit organizations in India. The results identified can be used to study marketing communications strategies, and to further the understanding of this sector in India.

2. Case development

The following sections described the framework in which marketing communications will be studied for this case, namely, YouTube, videography in India and features of online videos.

YouTube as a field for visual analysis

YouTube is the the number one online video sharing website (Toptenreviews, 2013). YouTube has made easy for any business to market their activities with video regardless of their market size (Sayre, 2013) because it has provided equal opportunity to all their clients and equal access to all their viewers regardless of the content. If an organisation wishes to sell a product, to create a new brand awareness, to launch a new location or has developed new use of their products, YouTube has provided sophisticated video and audio tools that enable all these activities to be done. Belk and Kozinets (2005) identify that an advantage of YouTube is the market reach that this Internet platform covers in a single instance. YouTube is an archival system among other such as Vimeo, special editions in journals, film festivals and government repositories (Belk, 2011)¹. Nevertheless it is the online video archive selected because not only is the third most visited website worldwide (Alexa, 2013) but also has a program for non-profits. In the year 2007, YouTube launched YouTube's Non-profit Program, for certified non-profits in the US. This program later expanded into other countries like Canada, India, Australia, Germany, Italy, Ireland and United Kingdom (Non-profit Tech for Good, 2013). It has also upgraded its benefits and started offering free tools such as Google wallet donate button (Google, 2012), Call-to-action overlays, Video annotations, Live streaming and community forum (YouTube, 2013). There is also a forum for YouTube Non-profits to discuss about video making tips and workshops which are conducted free of cost for the sake of producing quality non-profit videos. In 2010 YouTube introduced DoGooderNon-profit Video Awards (DOGOODER) which grants awards in the following categories: “(1) The ImpactX Award, (2) The Best Nonprofit Video Award (3) The Funny for good Award (4) The Change Agent Award” (DoGooder, 2013, p. 1). All these characteristics make YouTube an important field for consumer research in the non-profit sector.

Importance of videography in India

¹ Belk (2011) identify an extensive list of film archives that can be used for visual analysis in consumer research

Figures provided by Comscore (2013) found that views of online videos in India doubled between 2011 and 2013. As the youth continue to increase their use of digital devices in India, the online video marketing opportunity keeps growing. Today, India is ranked as the fourth largest video consumption market and it has seen a steady increase in growth going up 50% in the last three years. The advertising market has shifted from TV advertising and included other regular online advertisements. The Indian brands have sought stronger mindshare by creating relevant contents on a video format that are easily accessible through mobile devices such as smart phones as the device of choice to many users (Balmer, 2010).

Features of non-profit online videos in India

The figures shown in table 1 and 2 were collected for the purpose of better understanding marketing communications in the context of online videos. The data collected was done in the framework of organizational identity and brand image. According to Sciulli (2011), organizational identity is identified with dimensions that represent organisational character in a distinctive manner. This study follows the approach of Waters and Jones (2011) which studied video features to understand the variables of organizational identity and brand image. They noted that interactions with stakeholders play a key role communicating with the community, donors, volunteers, and clients. Waters and Jones (2011) mention that all interactions and communications help in creating organizational identity and a strong brand image. For their study they conducted a content analysis of the Top 100 most-viewed videos in the Non-profit channel in Youtube. The authors analysed features such as Professional appearance, title screen, closing credits, discussion about non-profit's successes, nonspeaking celebrities, speaking celebrities, nonspeaking board members, speaking board members, nonspeaking staff members, speaking staff members, nonspeaking volunteers, speaking volunteers, nonspeaking clients, speaking clients, organization's logo, organization's phone number, organization's website, organization's social media presence, video footage of organization's programs and services, request for a donation, discussion about volunteer opportunities, emotional scenes, statistical reports and requests for feedback from the audience (Waters & Jones, 2011).

There are other methodologies for visual analysis such as: narrative analysis or semiotics (Belk, 2011); however, the data collected for this project used content analysis because previous research in the sector had been conducted following that methodology. The sample was collected in the last week of August of 2013 following a non-probabilistic convenience sampling method. The search was done with the key words "nonprofit India" in the Indian YouTube website. The first 50 videos lasting 120 seconds or less related to non-profit organizations in YouTube were selected. Around 61 YouTube pages with 1220 videos were searched before collecting 50 videos. The following tables present summary findings.

Table 1. Statistical reports from online non-profit videos

Field	Views	Comments	Like	Dislike	Time	Shares
1	71,169	0	89	0	91	0
2	85,635	4	175	2	627	0
3	127,149	63	212	12	873	84
4	18,591	50	140	2	1,041	17
5	302,544	117	616	16	2,632	50
6	605,088	234	1,232	32	5,264	0
7	907,632	351	1,848	48	7,896	0
8	6,411	7	56	0	91	0
Total	262,880	143	700	19	3,380	151

Note: prepared from a sample of 50 videos collected by the student. Links to the organization's websites are provided in Appendix 1

Table 1 presents statistical reports from the sample analyzed. The first column from left to right presents the field in which the non-profits works, the second one the views the video has received, the third one the comments left by users, the fourth one the likes the video has received, the fifth one the dislikes the videos has received, the sixth the length of the video and the last one the number of times the videos have

been share. The organizational field codes are as follow: field 1 represents Culture and recreation, field 2 represents education and research, field 3 represents health, field 4 represents social services, field 5 represents environment, field 6 represents development and housing, field 7 represents law, advocacy and politics and field 8 represents represents philanthropic intermediaries and voluntarism promotion (International Classification of Non-profit organizations as cited in Hall, Barr, Easwaramoorthy, Sokolowski and Salamon, 2005).

Table 2 presents the percentages of the features suggested by Waters and Jones (2011). The percentages are calculated in relation to their own field. For instance, 56% of the organizations in field 2 have a title screen. The study did not include the feature of professional appearance because the feature is related to technical capability that might not be available to all organizations. As well, emotional scenes were not considered because we thought that feature collides with advertising appeals and it is subjective. Organizations in field seven and eight only had two organizations and field one only had one organization.

Table 2. Presence of features organized by the field of work of the non-profit organization

Feature\Field\Total	1	2	3	4	5	6	7	8	Total
Title Screen	0%	56%	69%	40%	25%	60%	50%	0%	50%
Closing Credits	100%	100%	62%	73%	75%	60%	100%	100%	76%
Discussion nonprofit success	0%	22%	15%	40%	25%	40%	50%	100%	30%
Non-Speaking celebrities	0%	11%	0%	27%	25%	0%	0%	0%	12%
Speaking celebrities	0%	22%	54%	0%	25%	0%	50%	100%	24%
Non-Speaking Board members	0%	0%	38%	33%	0%	0%	0%	100%	22%
Speaking Board Members	0%	11%	15%	7%	0%	20%	0%	0%	10%
Non-Speaking Staff members	0%	0%	54%	67%	25%	40%	0%	100%	42%
Speak Staff Members	0%	22%	8%	13%	0%	40%	0%	0%	14%
Non-Speaking Volunteers	0%	11%	46%	60%	50%	40%	50%	100%	44%
Speaking Volunteers	0%	33%	15%	7%	25%	40%	0%	0%	18%
Non-Speaking Clients	100%	67%	54%	73%	25%	60%	50%	100%	62%
Speaking Clients	0%	56%	8%	20%	25%	40%	0%	0%	24%
Logo of the organization	100%	89%	77%	73%	75%	60%	50%	100%	76%
Phone number of the organization	100%	22%	38%	33%	25%	0%	0%	100%	30%
Website of the organization	100%	67%	69%	53%	75%	0%	50%	100%	58%
Social media (Facebook)	100%	67%	69%	53%	75%	0%	50%	100%	58%
Video footage of the organization	100%	100%	77%	87%	75%	80%	100%	100%	86%
Asking for Donations	100%	56%	77%	73%	75%	80%	100%	100%	74%
Discussion of Volunteer opportunities	0%	67%	38%	40%	75%	60%	0%	100%	48%

Note: prepared from a sample of 50 videos collected by the student. Links to the organization's websites are provided in Appendix 1

The information is presented by field because it facilitates the identification of marketing strategies. The aforementioned information is helpful to elicit discussion for the questions that are presented in the following section.

3. Questions for discussion and conclusions/judgements

As mentioned in the introduction, non-profits are using online social networks to communicate with their stakeholders, and marketing communications provide a framework to analyse the information obtained from the internet.

The following questions have been prepared from the section in marketing communications in Lamb, Hair, McDaniel, Faria and Wellington (2012), the marketing communications plan discussed in Smith & Zook (2011).

The statistical reports in table 1 provide information to discuss the following question:

1) Can you identify the characteristics that pertain to personal communications and those that pertain to non-personal communications?

Lamb, et al (2012) identify personal and mass communications categories. In the internet personal and non-personal communication channels collide and this presents opportunities to analyze the relationship among them.

To discuss question two and three consider now the statistical reports (Table 1) and the compilation of features (table 2) identified in the sample:

2) How would you use that data within a marketing communications plan?

Smith & Zook (2011) identify elements of a marketing communications plan such as situation analysis, objectives, strategy, tactics, actions and controls. The compilation of features by field could inform the situation analysis and the statistical reports provide a baseline to measure and control objectives.

3) How would you use that information to develop a communications strategy?

For instance, field 3 involves health organizations. The data shows that in the videos reviewed did not portrayed speaking celebrities; nonetheless, in North America a lot of celebrities support health organizations. Could that be a strategy in India? As well, the volunteer participation in online videos is low, Could communications strategies be developed showing volunteer testimonies?

The aforementioned questions are some examples of questions that can be drawn from a research project using secondary data in the non-profit sector, and that are useful to understand marketing communication strategies. It also provides information to develop a marketing communications plan, and to learn more about the role of statistical reports (digital analytics) in the online setting. We encourage other students to develop their own metrics based on their fields of interest.

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Appendix 1: List of organizations

1. Moksha Foundation	http://www.youtube.com/watch?v=yUpX6E_QOHU
2. Giving Back	http://www.youtube.com/watch?v=MshMigJ_M2k
3. Give India -SERUDS	http://www.youtube.com/watch?v=FfWmFHqyaLc
4. Jab JabSewa NGO	http://www.youtube.com/watch?v=it5b57UGV6s
5. Centre for Empowerment and Initiatives	http://www.youtube.com/watch?v=95xi_J_6IXQ
6. HACI (Help a child of India)	http://www.youtube.com/watch?v=OUMBWJu5kQ
7. Blood donation –Apollo Hospitals	http://www.youtube.com/watch?v=ux5-liDTWnw
8. Blood donation (BBC India)	http://www.youtube.com/watch?v=NtaPEejneug
9. I lead India organ donation day	http://www.youtube.com/watch?v=K2bqQb9cNHk
10. ISHA Foundation	http://www.youtube.com/watch?v=dh8IiTq1J9Y
11. ValamohanIyer Charity services	http://www.youtube.com/watch?v=9GAajiNqGhq4
12. Vidyaranya	http://www.youtube.com/watch?v=ASOWzn8r-TU
13. Help Age India	http://www.youtube.com/watch?v=HhYAAQpNGDQ
14. Samvedana	http://www.youtube.com/watch?v=sciIyWiJSiI
15. Stand up NGO	http://www.youtube.com/watch?v=tGfjGJZkOww
16. Deepalaya (A Safe Home)	http://www.youtube.com/watch?v=-eCPhPTsfMY
17. SHATAYU – The Gift of Life	http://www.youtube.com/watch?v=mmpAXweH_JY
18. Basavatarakam Indo-American Hospital	http://www.youtube.com/watch?v=2hQOVe8dAcY
19. Sphoorti	http://www.youtube.com/watch?v=kOm3Mi2VHXM
20. Akanksha Foundation	http://www.youtube.com/watch?v=QxG1hc2U8Pw
21. Concern India Foundation	http://www.youtube.com/watch?v=KzaD-zl5ZEo
22. The Make-A-Wish Foundation of India	http://www.youtube.com/watch?v=KZxty_I_G_w

23. Manavta NGO	http://www.youtube.com/watch?v=dG_u3qyLCGM
24. The Little Hearts Program	http://www.youtube.com/watch?v=nHu17MfYYnw
25. Being Human	http://www.youtube.com/watch?v=yycFX2pIzaw
26. Global Vision NGO	http://www.youtube.com/watch?v=j2u6cNf46pE
27. SaathSaathprogramme	http://www.youtube.com/watch?v=z7KdX23nonE
28. Deepalaya NGO	http://www.youtube.com/watch?v=-7HyLkFSH2A
29. Asha for education	http://www.youtube.com/watch?v=oDVVgMdnMzg
30. Educate a Girl Campaign (Plan India)	http://www.youtube.com/watch?v=fmb56OX93_c
31. Angakarunya Kendra	http://www.youtube.com/watch?v=-HhOT8E58r0
32. Society for Education, Action and Research in Community Health)	http://www.youtube.com/watch?v=R86uV7aYp0U
33. Teach for India Program	http://www.youtube.com/watch?v=0rYA_l48_p4
34. Teach for India: Teach to Lead	http://www.youtube.com/watch?v=yBwNf5XM48w
35. MIW Foundation	http://www.youtube.com/watch?v=-4HIMUnh16Q
36. YATN NGO	http://www.youtube.com/watch?v=qakIdmTT2SA
37. Harvest Vision Foundation	http://www.youtube.com/watch?v=imBrk-yMhws
38. SIDARTNGO	http://www.youtube.com/watch?v=FpQuMPG3q-k
39. AkshayaPatra Foundation	http://www.youtube.com/watch?v=z2txwGfa9Xo
40. Feed the Hunger Campaign	http://www.youtube.com/watch?v=QIjZPXVzgMk
41. Rehab India Foundation.	http://www.youtube.com/watch?v=LjVO6hFKVhU
42. NavYuvakParishad	http://www.youtube.com/watch?v=fWGs-WZpiDk
43. Subhash Children Society	http://www.youtube.com/watch?v=TpoIqpQa-Mc
44. The Smile Train Charity.	http://www.youtube.com/watch?v=DIEGRwv4bjk
45. SUKRUPA	http://www.youtube.com/watch?v=GCn7N7-8j9g
46. AmrapaliUtkarshSangh: Educating India	http://www.youtube.com/watch?v=xYbhzy-XR_E
47. Kid power India	http://www.youtube.com/watch?v=vGyMIKzFzd0
48. Meljol	http://www.youtube.com/watch?v=6FEc0Xz9IM0
49. SWABHIMAN	http://www.youtube.com/watch?v=uXKiKMuJhCE
50. Agaram Foundation	http://www.youtube.com/watch?v=uC0Bq7drTV8