



Video usage strategy development and video best practices for B2B content marketing

Project Sponsor

CUNA Mutual Group

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Executive Summary

CUNA Mutual Group provides credit unions with a wide variety of products and services to help them manage risk, stay current, and serve their members better. CUNA Mutual Group currently uses a limited selection of videos spread across their website to market their products and services as well as to provide industry insight and news. They would like to enhance their online video presence.

There were three key steps to the project. The first step was to compare the online video offerings of CUNA Mutual Group with those of their competitors. In doing so, our team evaluated the relative strengths and weaknesses of CUNA Mutual Group's online video offerings. The next step was to perform market research in order to gain an understanding of CUNA Mutual Group's customers' viewpoint regarding online videos, evaluating both what customers think about the status quo and what they would like to see in the future. The third step was to formulate recommendations based on insights gained from the competitive analysis and customer perspectives.

After discussing with CUNA Mutual Group, interviews and survey are chosen as most appropriate tools to gain better insight with Credit Union since these tools allow us to gain primary data from Credit Union directly. We chose to do a competitor analysis with seven companies as a method to gain a better understanding from the external perspective. The contents within each of these data collecting methods comprised of customer experience, internet usage experience, and technical aspects.

Overall, we found that CUNA Mutual Group is in a good competitive position regarding online video. From our interviews, questionnaire responses, and competitive analysis we concluded that CUNA Mutual Group should focus on keeping videos short, creating more informational content, and ensuring that video can be easily viewed by all users. These findings allowed us to recommend that CUNA Mutual Group attempt to keep videos under 5 minutes, organize videos in video content destinations, stream videos directly from cunamutual.com, and keep branding and closings consistent in all videos. Credit unions are excited about online video possibilities, and by polishing content and delivery, CUNA Mutual Group can be an industry leader regarding online video.