



Effective assistance of video marketing strategies through AI applications: The case of YouTube as a social media platform

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Abstract

This thesis explores the effective integration of artificial intelligence (AI) into video marketing strategies, using YouTube as a case. Through literature review, expert interviews and a practical use case, the study explores how AI can enhance different stages of a video strategy. In addition, the paper examines the differences between video marketing strategies on the platforms YouTube and LinkedIn, highlighting the unique characteristics, algorithmic behaviors and audience engagement patterns. Findings suggest that while AI can significantly assist video marketing strategies, human oversight remains essential to maintain authenticity and emotional resonance. The outcomes offer theoretical insights into the intersection of AI and marketing psychology. Furthermore, they provide practical guidance for implementing AI in platform-specific video strategies.

Title

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Author

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Key words

Artificial intelligence, video marketing, video strategy, content marketing, social media platforms, YouTube, LinkedIn

Sumário

Esta tese explora a integração eficaz da inteligência artificial (IA) em estratégias de marketing em vídeo, utilizando o YouTube como estudo de caso. Por meio de revisão de literatura, entrevistas com especialistas e um caso prático, o estudo analisa como a IA pode aprimorar diferentes etapas de uma estratégia de vídeo. Além disso, o trabalho examina as diferenças entre estratégias de marketing em vídeo nas plataformas YouTube e LinkedIn, destacando as características únicas, os comportamentos algorítmicos e os padrões de engajamento do público. Os resultados sugerem que, embora a IA possa contribuir significativamente para estratégias de marketing em vídeo, a supervisão humana continua sendo essencial para manter a autenticidade e a ressonância emocional. As conclusões oferecem insights teóricos sobre a interseção entre IA e psicologia do marketing. Além disso, fornecem orientações práticas para a implementação da IA em estratégias de vídeo específicas para cada plataforma.

Título

Assistência efectiva a estratégias de marketing de vídeo através de aplicações de IA: O caso do YouTube como plataforma de redes sociais

Author

Pascal René Schmitt

Key words

Inteligência artificial, marketing em vídeo, estratégia de vídeo, marketing de conteúdo, plataformas de mídia social, YouTube, LinkedIn

Preface

3, 2, 1 action and let's go. This is how to start a scene for a video shoot, and this is how I will start my master's thesis, combining my hobby of videography with my academic path. Since I already wrote my bachelor thesis on video marketing strategies on YouTube, I am happy to continue my master thesis on this research topic.

The technology of AI will change every aspect of our lives, and I am looking forward to explore in detail how it will affect the topic of video marketing in particular. I deeply appreciate the guidance and support of my supervisors, René Bohnsack, Arash Rezazadeh, and Claudia Durante. I am also grateful to put my work experience into practice and test the received knowledge with a video strategy for the project “Venturely”. I am looking forward to my research and I am sure that the knowledge and insights will be helpful in my future career path.

Prefácio

3, 2, 1, ação e vamos lá. É assim que começa uma cena para uma filmagem, e é assim que eu quero iniciar minha dissertação de mestrado, combinando meu hobby de videografia com meu caminho acadêmico. Como já escrevi minha dissertação de bacharelado sobre estratégias de marketing em vídeo no YouTube, fico feliz em continuar minha pesquisa de mestrado sobre este tema.

A tecnologia de IA mudará todos os aspectos de nossas vidas, e estou ansioso para explorar em detalhes como ela afetará o tema do marketing em vídeo, em particular. Sou muito grato aos meus orientadores René Bohnsack, Claudia Durante e Arash Rezazadeh. Também sou grato pela oportunidade de colocar minha experiência de trabalho em prática e testar o conhecimento adquirido com uma estratégia de vídeo. Estou empolgado com minha pesquisa e tenho certeza de que o conhecimento será valioso para minha futura carreira.

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List of abbreviations

A.XX Appendix interviews
AI Artificial intelligence
B.XX Appendix video strategy
CI Corporate identity
CTA Call-to-action CTR
Click-through-rate
DSR Design research method KPI
Key performance indicator
LI LinkedIn
RQ Research questions
SEO Search engine optimization
VR Virtual reality
VTR View-through-rate
YT YouTube

1 Introduction

Video marketing is one of the most powerful tools in marketing. Through motion and sound, it is possible to address several senses at once and transmit much more information as with one single text or image (Petit et al., 2019). On video platforms such as YouTube it is possible to integrate videos and communicate the message of the organization, product or service. Interaction by sharing and commenting the content is easily possible. Viewers can directly communicate their feelings and attitudes towards the content and trigger discussions (Han et al., 2022). As the chart shows (illustration 1), YouTube has the second most network users in the world (Statista, 2024) and therefore will play a major role in future marketing strategies.

1.1 Academic and managerial relevance

As AI continues to evolve rapidly, it is poised to significantly transform video marketing strategies (Chintalapati et al., 2022). AI not only is able to formulate and summarize text prompts. Artificial Intelligence can be used in various aspects of video marketing strategies. Through AI applications, it is possible to conduct marketing research, write scripts for videos, assist content creation and additionally analyze the success of the videos by its viewers (Dwivedi, 2023). It is therefore necessary to explore how the most effective video marketing strategies can be supported using AI. As illustration 2 indicates from a managerial perspective, it is strongly expected that the market for video platforms will experience significant growth in the coming years, along with a corresponding rise in the AI market.

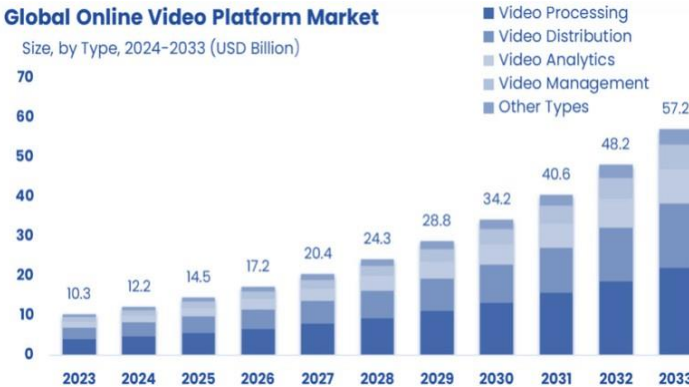
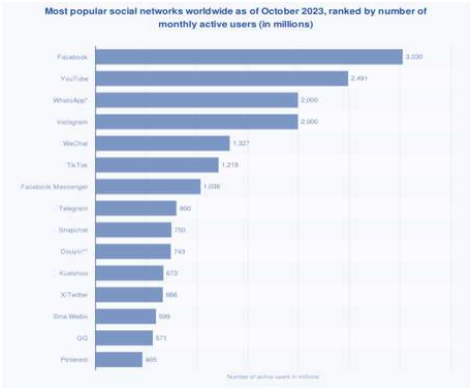


Illustration 1: Most popular social networks worldwide

Illustration 2: Global online video platform market

1.2 Aims and objectives

The research framework of the master’s thesis will explore how video marketing strategies can most effectively be assisted by artificial intelligence. To further narrow down the topic, the thesis will specialize in video marketing strategies for the video platform YouTube. Additionally, the video marketing strategy will be compared and differentiated to the platform LinkedIn. Various experts will be interviewed in order to evaluate the status quo and give future prospects.

1.3 Structure

After an introduction and deep dive into the topic, the theoretical background is further explored in the literature review section. The literature review consists of the input of video marketing insights, psychological insights and the status quo of AI. The literature review provides a basis for a better understanding of the research questions and findings. Expert interviews will be conducted as the main research method. As the research topic is new, it is important to get the latest insights on the technology from experts working currently in the field. Finally, the results of the literature review and the output of the expert interviews will be tested for a video strategy of the project “Venturely”. The video strategy will be assisted by AI and the results will be measured by quantitative research of analysis tools. After conducting expert interviews and applying the results to the use case “Venturely”, the outcomes will be discussed and concluded. Finally potential research gaps and future perspectives will be identified.

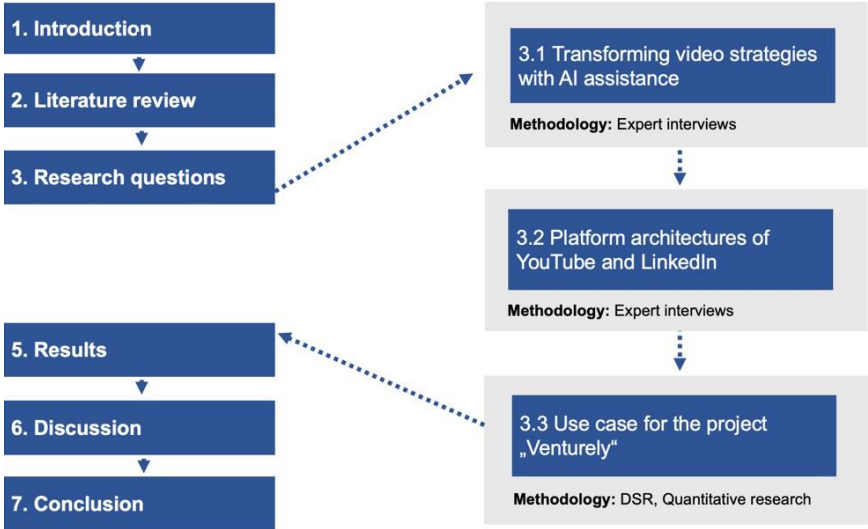


Illustration 3: Structure of the master thesis

2 Literature review

Before addressing the research questions, it is important to establish an overall and fundamental understanding of the related subjects. In the context of this thesis, it is therefore necessary to familiarize oneself with video marketing in general and with the operation of platform algorithms on which the videos are published. In addition, it is important to understand the psychological principles that are necessary for effective video marketing. The principles will be relevant for the intersection with artificial intelligence.

2.1 Video marketing

Video marketing is a valuable tool in digital marketing strategies. A video marketing strategy is a systematic plan of multiple videos to achieve specific goals (Mowat, 2018). The strategy includes different formats of videos to attract customers (Panda & Mishra, 2022). Examples of different video formats are entertaining videos with a storytelling character or how-to videos that help potential customers in different problem areas (Che et al., 2015). The main objectives of video marketing strategies are to increase brand awareness, conversion rates and purchase intentions of potential customers. Depending on the target audience and objectives, the overall video strategy needs to be aligned. The strategy includes the release dates, the content of each video and many other tactical settings (Mossner & Herhausen, 2017). Several platforms can be used to publish the videos and need to be well chosen, depending on the target and audience.

2.2 Psychological factors

To understand how video marketing strategies work effectively, we need to take a closer look at how the brain processes information and apply psychological principles to marketing (Han et. al, 2022). These principles influence the consumer's decision to engage with the video content or to purchase the advertised product or service. AI will significantly affect the application of commonly used psychological principles and their effectiveness in video marketing. In this thesis four main principles are selected as being particularly relevant to the intersection of video marketing strategies and artificial intelligence.

2.2.1 Emotions

Decision-making and consumer behavior is driven by emotions. Especially in videos, emotions can be created through the combination of sound and visuals, influencing strongly the viewer's perception of people and products. According to the American Psychological Association, an emotion is a “*complex pattern of response involving experiential, behavioral, and physiological elements (Uwa, 2023)*”. Emotions separate humans from machines and are the reason why we connect with people and find them likeable (Martines-Mirada & Aleda, 2005). As early as 1962, psychologist Robert Plutchik categorized emotions into eight basic emotions. Plutchik's categorization leads to the basic emotions: fear, anger, joy, sadness, anticipation, trust, disgust and surprise (illustration 4). Furthermore, humor is also a commonly used tool in videos (Mattenklott, 2015). Emotions can be measured in videos (Knautz & Stock, 2011). The study by Knautz & Stock showed that it is possible to measure emotions in YouTube videos and that emotions play an important role in purchase intentions for advertised products. One of the ways to detect emotions in videos is through artificial systems. Artificial systems can recognize emotions by analyzing facial expressions, enabling them to understand how a character is feeling in a given situation (Marcheal et al., 2019, p. 316).

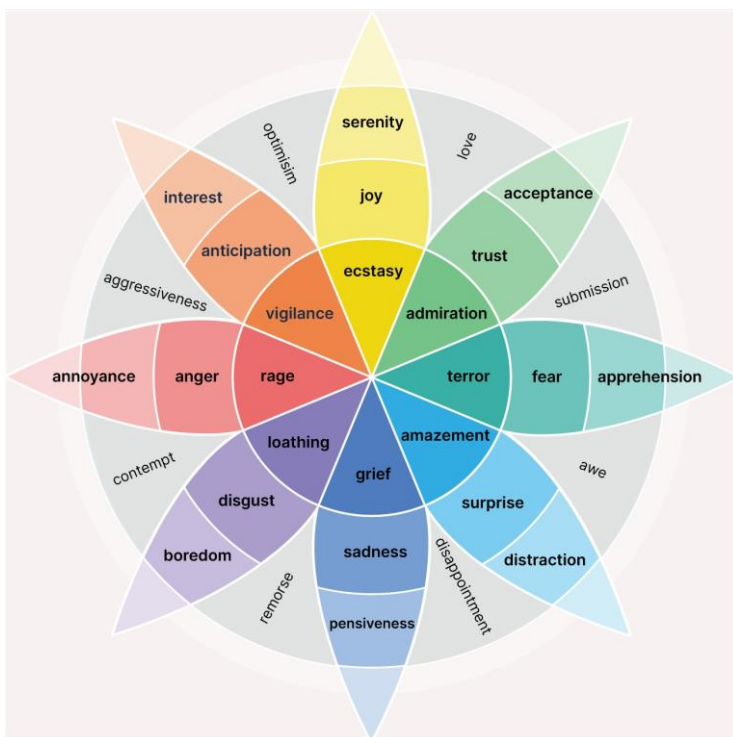


Illustration 4: Plutchik's wheel of emotions

The use of AI in videos will make it possible to create artificial emotions. Existing tools, such as HeyGen (HeyGen, 2024) are capable of creating human avatars and could be enhanced to display artificial emotions. For example, when developing video chat bots to live avatars that

show emotions through their facial expressions as they answer questions. The question is to what extent it will be possible to imitate emotions through artificial systems, since emotions are one of the most complex patterns.

2.2.2 Storytelling

One successful way to evoke strong emotions is through storytelling. Storytelling has been a practice since the Stone Age. At that time, there were no videos, just stories told around the campfire (Fog, 2015). People shared their stories and got to know each other better. Just as people at that time often showed their competence in the stories, today storytelling plays an important role in the branding process and is used to emphasize the characteristics of the advertised product or service (Mucundorfeanu, 2018). Storytelling in YouTube videos has a positive impact on customer engagement with a brand (Fernandes, 2019). In a 2017 study, scientists tested viewer's attitudes towards different video channels of brands. The researchers showed respondents video channels with a narrative character and video channels without a narrative character. The results of the research showed that respondents had a significantly higher attitude towards video channels with a narrative character confirming the importance of storytelling (Coker et al., 201, p. 82).

Storytelling is fundamental because it enables our brains to link new impressions with existing ones, making it easier for the viewer to connect and remember the stimuli presented in a video (Fuchs, 2013). The storyline of a clip immerses viewers into the subject and focuses their attention on the characters. Especially YouTube videos, which tend to be longer than 5 minutes, can draw the viewer deep into the story. Short video content on platforms like LinkedIn, TikTok, and Instagram is often less effective for storytelling, as these formats prioritize quick, attention-grabbing clips over the deeper narrative development. In my opinion, AI will be able to create and invent stories, but usually the most interesting stories happen in real time and include personal details of humans. Consequently, AI will only play a supporting role when it comes to emotional storytelling videos of longer than five minutes.

2.2.3 The uncanny valley hypothesis

Many AI tools, such as HeyGen (2024), can create personal avatars and imitate human characteristics with remarkable precision. However, when AI is misused in video marketing, it can lead to negative outcomes best explained by the uncanny valley hypothesis. The concept of the uncanny valley hypothesis was first proposed in 1970 by Japanese roboticist Masahiro Mori.

Mori was a professor at the Tokyo Institute of Technology and his research focused on robots and people's reactions to them (Britannica, 2024).

“I have noticed that as we approach the goal of making robots appear like humans, our affinity for them increases until we reach a valley that I call the uncanny valley (Mori et al; 2012).”

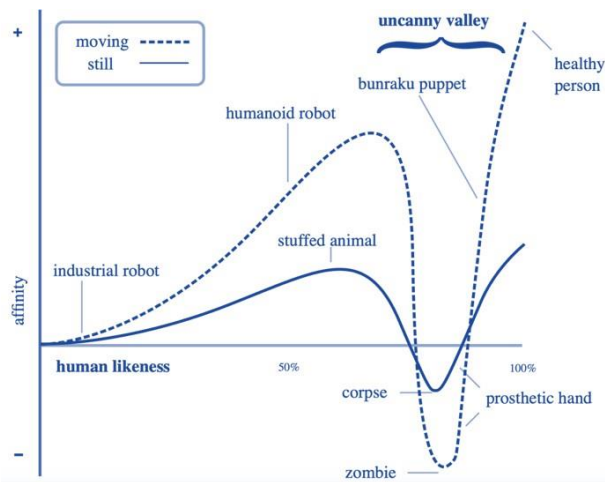


Illustration 5: The uncanny valley hypothesis

As shown in illustration 5, the uncanny valley effect describes the following process: The y-axis represents the affinity with the artificial entity (Sciencehowstuffworks, 2024). The x-axis represents the human similarity and ranges from 0% to 100%. Initially, as the human similarity increases, so does the affinity for the entity. At a certain point, as the human resemblance increases, the affinity decreases drastically into the so-called uncanny valley, proving the hypothesis. Finally, the graph shows that artificial entities very similar to humans also have a high affinity (Sciencehowstuffworks, 2024).

The reason for such a decline in affinity could have several causes. One of the explanations is the evolutionary instinct, which reveals that artificial characters appear scary to humans and may not fit into the usual social experience system (Jari Kätsyri et al., 2015). Another explanation is the circumstance that artificial characters are not sexually attractive to humans, since the perception of attractiveness is related to seeing the character as a mate that will produce viable offspring (Little et al, 2002). In 2016, a paper by Maya B. Mathur and David B. Reichling was published. The paper included an experiment proving the hypothesis. The experiment involved showing people the face of several robots between a range of low and high

human similarity, asking the participants for their reaction. By marking the points on a graph, the same shape of curve was identified (Martuhr & Reichling, 2016).

Nevertheless, there are several studies showing that the hypothesis is inconsistent (Jari Kätsyri et al, 2015). When applied to content marketing, the uncanny valley hypothesis explains why certain posts may be perceived as inauthentic. Text posts, AI-generated images, voice, or video that lack a human touch often come across as robotic and are rejected by viewers. The phenomena highlights the importance of maintaining authenticity in video strategies, particularly when using human imitating tools like HeyGen (HeyGen, 2024). In order to avoid these phenomena, it is necessary to distinguish between the two approaches. Either AI systems should be super realistic, or they should differentiate themselves from humans strictly. The hypothesis will be central for the development of successful video strategies with AI assistance.

2.2.4 Halo effect and brand equity

Videos convey vast amounts of information combining visuals, audio and storytelling to engage viewers on multiple levels. As a result, video marketing plays a serious role in shaping consumer perceptions of brands by delivering powerful messages that resonate emotionally and cognitively. The halo effect describes the phenomenon whereby an overall impression of a subject leads to an evaluation of other characteristics of the subject. The effect can refer to a product or a person (Oh & Remaprasand, 2006). In the well-known paper “What is beautiful is good”, the authors show that attractive people are perceived as more successful and competent simply because of their appearance (Dion et. Al., 1972).

$$A_{jk} = \sum_{i=1}^n I_{ik} B_{ijk} \quad (1)$$

where:

- i = attribute, or product characteristic
- j = object (brand)
- k = individual
- A_{jk} = individual k 's attitude score for brand j
- I_{jk} = importance weight to attribute i by individual k
- B_{ijk} = individual k 's belief as to the extent to which attribute i is possessed by brand j

Illustration 6: The multi attribute-attitude model of brand equity

One method of quantifying the halo effect is brand equity through the multi-attribute model (Leuthesser et al., 1995). The model explains that attitudes towards a brand are the sum of

individual beliefs and attitudes and is closely related to the halo effect (illustration 6). The underlying assumption of both models is that people judge people and objects on the basis of single attributes (Grcic, 2008). The formula attempts to explain individual attitudes towards a brand or organization as the sum of individual attributes of the brand and individual weights for those attributes.

The halo effect can refer to different aspects of an individual, such as their voice or appearance. Voice plays an important role and is a significant characteristic in how people perceive a person's success (Surawski & Ossoff 200). Especially through videos and the halo effect, brand equity is influenced. Consequently, it depends much on who represents the company or organization in videos. The halo effect must be considered from two perspectives. Viewers not only form judgments about the individuals in the videos based on their appearance but also indirectly assess the organization's brand equity through the person representing it. Additionally, when addressing brand equity, it is important to highlight the role of corporate identity as part of the equity (CI). "*Corporate Identity refers to the perceptual image a corporation establishes and maintains, distinguishing it from its competitors (Noriditigal, 2024).*" AI can be used to monitor and optimize corporate identity. In practice, this means that AI can analyze the corporate identity and suggest what fits the current CI and what does not.

2.3 Artificial intelligence

"Namely, artificial intelligence can be defined as an information processing system capable of generating new non-trivial information processing systems; simplifying - to create new algorithms for solving certain tasks (Suleimenov et al., 2020, p. 25)." As early as 1950, the field was defined as a research area and researchers thought about self-learning mechanisms. In the following years, working systems were developed and knowledge-based systems were introduced (Toosi et. al, 2021). In the 1990s, AI research shifted more towards machine learning, a field that focuses mainly on self-learning algorithms. The goal was to train computers to make predictions based on collected data. Over the past few decades, the field has evolved rapidly, and several AI driven technologies have been introduced. The main open source software that caught everyone's attention is the ChatGPT chatbot, which was launched in June 2020 and now includes more than just a text chatbot (Rooser, 2024). Artificial intelligence has a wide range of diverse applications. The technology can be found in almost every industry, optimizing or replacing processes. In healthcare, it can be used to help diagnose diseases. For example, AI can already detect cancer patterns on ultrasound images better than

the human eye (Du-Harpour et al., 2020). AI can optimize transport or logistics systems by reducing time or costs. In finance, it can monitor fast-moving changes, analyze data and make valuable predictions (Cao, 2022).

2.4 The case of YouTube to assess the role of AI in video marketing YouTube was founded on 14 February 2005 by Chad Hurley, Steve Chen and Jawed Karim (Hora, 2014). The name “YouTube” comes from the term “tube”, which colloquially refers to television. The goal was to create a platform that resembled a television-like channel for individuals (Rana, 2024). On 9 October 2006, Google acquired YouTube for \$1.65 billion. Since then, the platform has evolved to become one of the most popular social media platforms in the world (Hora, 2014). It offers different formats such as livestreams, movies and the new short video format “YT Shorts”, which was launched in 2021 (Sueddeutsche Zeitung, 2022). In this context, it is important to emphasize that YouTube is no longer just a platform for videos or related content but has become an essential social network that is poised to become the future of television viewing. This was already noted in the 2013 study “Future in Focus - Digital Germany”, where Germans perceived YouTube as the television of the future. In particular, the YouTube algorithm plays an important role. Rather than relying on a single algorithm, on YouTube multiple algorithms work together, communicating with one another to make well-defined decisions for its users. It quickly becomes clear how much power the algorithm has over both parties – Users and creators. Users spend a considerable amount of their time on YouTube watching videos suggested by the algorithm. For creators, the success of a video is determined by the algorithm. The algorithm is responsible for the video being suggested to viewers and for the video being ranked higher in user’s searches (Bishop, 2020). The precise workings of the algorithm remain unknown (Heerde et. al., 2020). In 2016, the algorithm was changed significantly, affecting many creators who had to change their video strategy concept in order to keep up with competition. The algorithm constantly changes and will continue to improve with artificial intelligence (Krachten & Henghold, 2018).

2.5 The nexus of video marketing and AI

The thesis will focus on the intersection of video marketing (chapter 2.1) and artificial intelligence (chapter 2.3). Video marketing has been a well-established and researched field for over 20 years, whereas AI represents a relatively new area of exploration and innovation. Artificial intelligence is developing mechanisms and tools that will significantly enhance video marketing strategies, but the question will be HOW artificial intelligence can effectively support

the whole process of a video marketing strategy. Currently, there is little research in this area. It will be essential for video agencies and creators to gain more knowledge. In the following chapters, we will break down the video strategy process into different stages and explore how AI can best support in the single steps.

3 Research questions

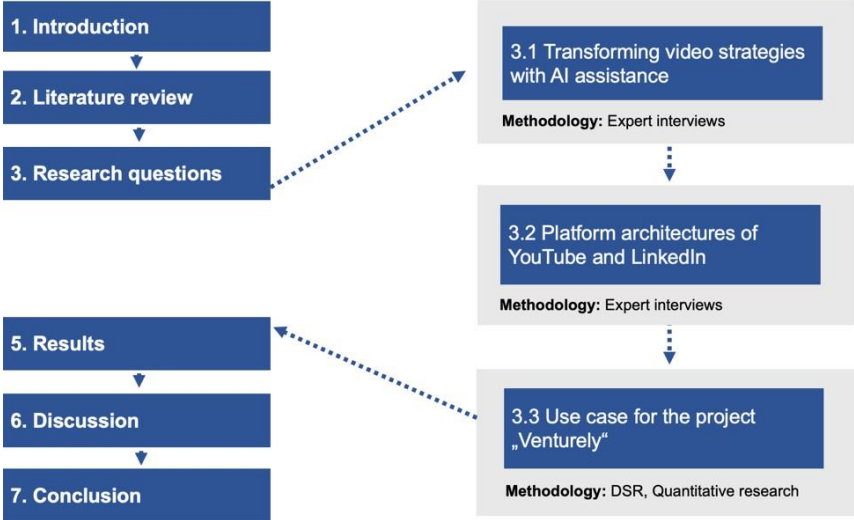


Illustration 3: Structure of the master thesis

Having provided a general introduction to the topic through the literature review, we move on to the research part. As shown in illustration 3, the first research question explores how video strategies are transformed by AI in general. Afterwards the thesis then explores how the two different platform architectures of YouTube and LinkedIn work, before implementing a use case as a video strategy on both platforms.

3.1 Transforming video strategies with AI assistance

To better identify the roles and tasks of AI, the process of creating a video strategy will be divided into the different phases of preparation, production and publishing and separately explored how AI assists and transforms the most effectively in each single phase.

How can AI help to prepare video strategies?

Before implementing a video strategy, the strategy needs to be planned, and each single video needs to be prepared. The videos need to be timed and aligned with the supplementary videos of the strategy so that the overall target audience and objectives are addressed. Additionally, videos must be organized using a script that defines the scenes, speakers and topics of the video.

How can AI help to produce video strategies?

The production of a video involves both the actual shooting of the video with cameras, and post-production with software applications. AI can help to improve shooting conditions on location and assist processes in post-production when editing the video afterwards.

How can AI help to publish video strategies?

A video strategy is dynamic and consists of constantly uploading videos to the platforms. YouTube and LinkedIn analytics real-time measurement capabilities can be used to measure the performance of individual videos and the overall video strategy. Consequently, minor adjustments to the videos can be made. The tools can be used afterwards to analyze the overall success of the video strategy and draw conclusions for the next video strategy.

3.2 Platform architectures of YouTube and LinkedIn

Having gained important insights into the possibilities of AI in the video production process, it is important to understand how digital platforms work. Different platform infrastructure, algorithms, as well as consumer behavior in the virtual network, mean that video strategies need to be tailored to specific requirements. Therefore, the second research question examines how the platform architectures of both platforms function.

3.3 Use case for the project “Venturely”

The final research question will explore what an effective video strategy looks like for the project “Venturely”. The knowledge gained from research questions 3.1 and 3.2 will form the basis for the creation. AI applications will be used to prepare, produce and publish a video strategy. The process of creation and its outcome will be analyzed in order to test the acquired knowledge in practice and to gain further insights.

4 Methodology

The research questions are based on secondary research through literature review in the second chapter. Three research methods will be utilized to provide detailed answers to the research questions. Expert interviews as a qualitative research method will help to obtain current information on the topic, given its novelty. To test and apply the knowledge in practice, the design science research approach will be applied to create a use case for an AI based video strategy. Statistical analysis as a quantitative method will serve to evaluate the success and effectiveness of the strategy. As a result, the design science approach will combine both research methods. Qualitative and quantitative.

Qualitative Research - Expert interviews

Experts will be interviewed to answer research questions 3.1 and 3.2. The methodology is based on the literature of Bogner et al. (2005) and Flick (2009). The expert interview is a qualitative research method in which people with specialized knowledge answer practice-oriented questions. A semi-structured interview was chosen as the method, in which the conversation is based on a guideline of questions (illustration 8), (Bogner et al., 2005). According to Flick (2009), an expert is a person whose expertise is independent of their academic title or field of research. The experts are only interviewed in their role and function. For the purposes of this thesis, individual creators and marketing agencies for YouTube and LinkedIn are interviewed. In recent years, they have been able to gather and apply experience that best describes the current situation. It was considered that the majority of the experts had an academic background and are proficient in qualitative and quantitative research methodologies. The expert interviews are conducted using Zoom (Zoom, 2024), an online meeting tool. Afterwards the recordings are transcribed and analyzed using the open-source application Whisper AI (OpenAI, 2024). For better overview and comparison, statements with the same meaning are marked with colors. All interviewed experts are listed in illustration 7.

Name	Function
A.01	A.01 is a munich-based video producer and YouTuber. He won the first prize at the european movie united video award for one of his professional film project. Additionally, A.01 successfully completed a master's degree in mechanical engineering at the Technical University of Munich (TUM).

A.02	A.02 is an account executive in LinkedIn's mid-market staffing sector for the DACH region, where she specializes in enhancing recruitment solutions and driving success for her clients in the staffing industry. A.02 also holds a Master of Science in Medical Psychology, providing her with understanding of human behavior and motivation.
A.03	A.03 brings over a decade of experience in the YouTube industry, establishing himself as a seasoned expert in digital content management and audience engagement. He is the founder and CEO of his own YouTube Agency, managing more than 15 million subscribers. A.03 holds a B.Sc. degree in Media Management.
A.04	A.04 is the co-founder of platform that offers travel inspiration and firsthand accounts from travel bloggers and influencers on YouTube. Together with his team, he helps travelers discover and plan unique vacation destinations. A.04 holds a master's in management from the university of Cologne.
A.05	A.05 is an award-winning film director and the founder and creative director of a video production company. After studying film at New York university and earning a master's degree in social psychology from Utrecht University, he established his video production company advising numerous multinational brands on video communication strategies.
A.06	A.06 is the managing director of a leading YouTube agency based in Munich. In this role, he is responsible for organizing clients, projects, and shoots, bringing his expertise in video production to the team. A.06 holds a bachelor's degree in business administration.
A.07	A.07 is a passionate outdoor athlete and YouTuber, focusing on skiing, mountain biking, and gravel biking. He shares his adventures and expertise on his YouTube channel with over more than 200.000 subscribers and inspires others to plan and embark on their own outdoor experiences. A.07 holds a bachelor's degree in industrial engineering from KIT.
A.08	A.08 is a German film and social media expert and the founder of the film production company, based in Mannheim. He is working together with big brands like Porsche, Bosch or BMW. On his YouTube channel, he shares tips and insights on topics like TikTok marketing for businesses and film production.
A.09	A.09 is a strategic YouTube partner manager with advanced expertise in the YouTube algorithm, SEO, and content creation. Holding a bachelor's degree in public relations from universiade Veiga de Almeida. A.09 combines strong communication and brand management skills to drive impactful results.
A.10	A.10 is an experienced social media expert. In this role, he develops and implements effective social media strategies for various clients to strengthen their online presence. His expertise includes areas such as social media marketing, video production, SEO. A.10 is lecturer at the MCI in Innsbruck.
A.11	A.11 is the managing director of a leading YouTube agency in Hamburg, Germany. In this role, he advises companies on YouTube strategies, content creation, and marketing. Since its founding in 2016, the agency has produced over 1,200 videos for well-known clients such as Google, Vattenfall, and Aldi.
A.12	A.12 is the channel director of one of Europe's most successful YouTube channels, boasting over 21 million subscribers. With a background in multiple roles across various companies. A.12 academic foundation includes both a bachelor's and master's degree in industrial engineering from the Karlsruhe Institute of Technology (KIT).

Illustration 7: Sample profiles of interviewed experts

Interview guideline: AI x Video strategies on YT and LI

- **Introduction of the interviewee and introduction in the topic**

- 1. How can AI be used to improve video marketing strategies on social media platforms?**
 - In your eyes what is a video strategy and needs to be considered?
 - How can AI help to design and prepare video strategies?
 - How can AI help to produce video content for video strategies?
 - How can AI help to analyze and improve video strategies?

- 2. How does the success of the video strategy differ between YouTube and LinkedIn?**
 - What's the difference between both platforms (KPI's, functions)?
 - In your opinion how will both platforms develop in the future (users, functions)?
 - How important is combining multiple media channels? Is combining YouTube and LinkedIn a good idea?

- 3. How do you see the future development of AI on the platforms YouTube and LinkedIn?**
 - What AI functionalities will be expected or valuable on platforms in the future?
 - What potential risks could arise from implementing AI on these platforms?

- **Thank You and adoption**

Illustration 8: Interview guideline

Design science research approach

An additional research method is used to answer research question 3.3. The design science research approach (DSR) aims to not only theoretically and empirically capture current conditions, but also to address relevant needs by developing appropriate artefacts, such as methods or tools (Terzidis & Hatzijordanou, 2020). It is therefore tested based on two research questions 3.1 and 3.2 using a video strategy as an artefact. The knowledge gained from the previous research questions will be used and applied in practice. The design research approach combines quantitative and qualitative research (Offermann et al., 2009). In addition, the research method is an iterative process involving an iterative cycle of development. Constant analysis is used to work on the artefact (Pfeffers et al., 2012). In the case of this master thesis, an AI assisted video strategy is built using the knowledge gained from the literature review and

expert interviews. The success and effectiveness is then evaluated and validated through quantitative research and metrics. The strategy and videos are continually adapted and redesigned based on the evaluation.

Quantitative Research - YouTube and LinkedIn analytics

Quantitative methods are used to empirically test and analyze the results of the design science research approach. YouTube Studio and LinkedIn Analytics are selected as additional quantitative research tools (Khan et al., 2022). Both applications are real-time databases that collect and analyze viewer usage on the investigated platforms. The statistical evaluations will be helpful in assessing the success and engagement of the video strategy (Walsh et al., 2019). YouTube's and LinkedIn's quantitative research goes beyond traditional methods to track consumer behavior without viewers being aware of it. As viewers watch and engage with videos, data such as click behavior, watch time, and other parameters are collected (Khan & Malik, 2022). In the use case of the master thesis, key performance indicators (KPI's) are defined and afterwards evaluated through the quantitative research method. It is important to mention that both platforms - YouTube and LinkedIn - measure the defined KPI's differently, as they have different platform architectures (YouTube, 2024), (LinkedIn, 2024). In addition, the defined KPI's give only a small insight, and additional parameters should be considered to give a more complete evaluation.

5 Results

Video strategies are a systematic post strategy for videos. The videos can vary in length, format and concept. For the whole strategy, the goal and the target group needs to be defined. Increasing brand awareness, supporting purchase decisions or providing customer support are among the most common goals (A.11). The target audience can be described by demographics such as age, profession or gender. Once the target audience and the goal of the overall video strategy have been defined, the KPI's are set and the video clips are planned in detail (A.06).

5.1 Transforming videos strategies with AI assistance

5.1.1 Preparation of video strategies

All experts (12 out of 12) agreed that AI could be used to support video marketing strategies, particularly in the preparation phase. A.06, managing director of a YouTube agency emphasizes that the preparation phase can be separated into three parts. Analysis, conceptualization and scripting (illustration 9).

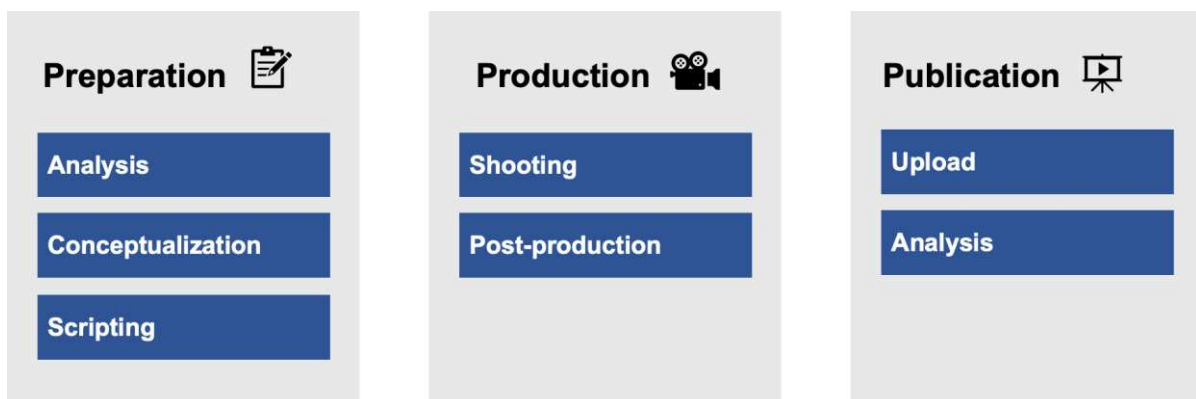


Illustration 9: The different phases of developing a video strategy

Analysis

Analysis goes hand in hand with looking at existing customers or new segments. The latest versions of ChatGPT can help to analyze the main customers and target group by inserting existing data as excel files. 8 out of 12 experts (67%) confirmed using ChatGPT for preparation and analysis. Additional research tools, such as “Perplexity”, are similarly used. The AI tools can give an indication of how the competitive landscape is shaping up and what factors need to be taken into account to compete effectively (A.12). Expert A.03 highlights the essential role of the human brain's analytical aspect in intuitive processes, particularly during preparation and

analysis. He explains that the brain gathers and processes various data points, functioning much like an AI, before arriving at a final decision.

Conceptualization

Conceptualization involves the creation of a comprehensive strategy that integrates multiple videos and considers the entire strategy or media channel as a unified whole. The tools “Tubebuddy”, “VidIQ” and “Morningfame” have built-in AI to help companies and creators come up with new video formats and ideas, fitting for their channels (A.06). Storytelling and eliciting emotion are key to a compelling video strategy. The videos need to be planned and tell a story, both within the videos and overall, when looking at the whole video strategy as a storyline (A.05). Although AI can help with the preparation process, the core concept should come from humans. As expert and strategic YouTube partner A.09 explains: *“The core concepts should come from the creator – it makes the content feel more authentic. AI should only be used to optimize the script, not to create it from scratch (A.09)”*.

Scripting

Scriptwriting involves the detailed planning of the videos, deciding on the wording of the text parts, defining shooting angles and additional parameters (A.06). A storyboard with images and drafts for different scenes can help to plan the videos. The ChatGPT extension “DALLES” is highly useful, as it can generate not only text for video scripts but also images to enrich visualization and support better video planning (A.08). With the right analysis and conceptualization at the beginning of the preparation phase, detailed prompts given to tools such as ChatGPT can help creators to formulate text scripts. Again, the final check should be done by a human (A.12).

5.1.2 Production of video strategies

Based on the results of the expert interviews, we divide the production process into two main parts. Firstly, the shooting process, where the video footage is captured on location. Second, the post-production process, where the videos are edited and exported as a video file.

Shooting

The video shooting process is less amenable to AI assistance. Currently, there are no working systems that can control cameras and give necessary commands. The art of filming is mainly done by the camera man, who must keep an eye on the combination of location, light, sound

and other parameters. Cameras already have built-in tools to automatically adjust focus or light conditions (A.05). Supporting tools which will improve the next years through AI. Camera manufacturers will face the task of integrating the latest tools seamlessly into both their hardware and software systems (A.08). Some video formats on YT and LI achieve success because the shooting is not accurately planned, allowing for spontaneous moments of human error in various situations. These unplanned incidents make the content feel authentic and genuine, rather than overly staged or rehearsed (A.12). 83 % of the experts confirmed that they don't yet see a major role for AI in the video shooting process.

Post-production

AI will play its most significant role in the post-production phase of videos (A.05). Numerous AI tools can be used to edit and adjust video content. It will be important to integrate AI features into the most used video editing programs, such as Adobe Premiere, Final Cut and DaVinci Resolve. Presently there are many existing tools that offer valuable functions, but they are not integrated into the mentioned programs and make the work more challenging (A.01). Expert A.12 believes that short-form content has great potential for being outsourced to AI applications. Short-form videos under one minute playtime typically do not require complex storytelling, and numerous applications are already available to support their creation (A.12). The current quality of AI video tools in the post-production process is highly inconsistent and requires significant improvement to achieve seamless integration (A.07). The most used key features and AI tools for video post-production are summarized in the table below:

Name	Function	AI-tool
Video	<ul style="list-style-type: none"> - Color grading - AI avatars - B-roll creation 	<ul style="list-style-type: none"> - Colourlab.ai - HeyGen, Synthesia - InVideo, Sora
Animations & Text	<ul style="list-style-type: none"> - Subtitle animation - Text animation - Object animation 	<ul style="list-style-type: none"> - CapCut, Descript - Canva, Veed.io - Animaker, Blender
Sound	<ul style="list-style-type: none"> - Voice improvement - Language translation - Music selection 	<ul style="list-style-type: none"> - Cleanvoice AI, Resemble AI - Dubly.AI - Mubert, Artlist

Illustration 10: AI tools in the post-production

5.1.3 Publication of video strategies

The final step in a video strategy involves uploading the content and analyzing its performance. The uploading process is especially critical, as certain aspects can significantly influence whether the video will succeed or not. Once the video is uploaded, its performance can be monitored in real-time. This enables continuous improvement and optimizes the impact of the video by allowing suitable adjustments to the strategy.

Upload

The upload process of videos consists of several steps on the platform, such as uploading a preview image (thumbnail), writing a video description, adding tags or video chapters (A.11). AI tools can help marketers develop thumbnails using applications such as Photoshop and Canva. Text prompts can be used to change facial structures, positions and extra parameters. Appealing titles can be found based on data sets and previous user click behavior (A.07). 5 out of 12 experts highlighted the important role of the thumbnail and title. YouTube offers the ability to A/B test designs by showing two different thumbnails and titles to early viewers. The design and title that performs best in terms of clicks is chosen for the final thumbnail (A.12). An additional key feature offered by YouTube, is its integration of artificial intelligence during uploads as surveillance. This system monitors AI produced content as well as critical content and impacts the impressions generated by the algorithm. *“Yes, YouTube has implemented steps to monitor AI generated content. Creators are now required to indicate if their content includes AI generated elements, which YouTube refers to as “altered content.” Additionally, YouTube uses various internal signals to detect AI generated visuals, such as matching images against known databases. If content is flagged, human reviewers will step in as needed (A.09).”*

Analysis

Especially when analyzing large amounts of data, AI has a huge advantage and can be a game changer. As in the preparation phase of a video strategy, AI can be used to analyze multiple parameters such as watch time, click rate or interaction and provide advice for further action (A.05). The application "Morningfame" and "Tubebuddy" have access to YouTube Analytics and evaluate the success of the videos (A.06). These tools are partially powered by artificial intelligence and provide creators with insights and suggestions on content that could improve

their channel's performance. In the future, YouTube Analytics itself will be able to provide better recommendations for creators (A.03).

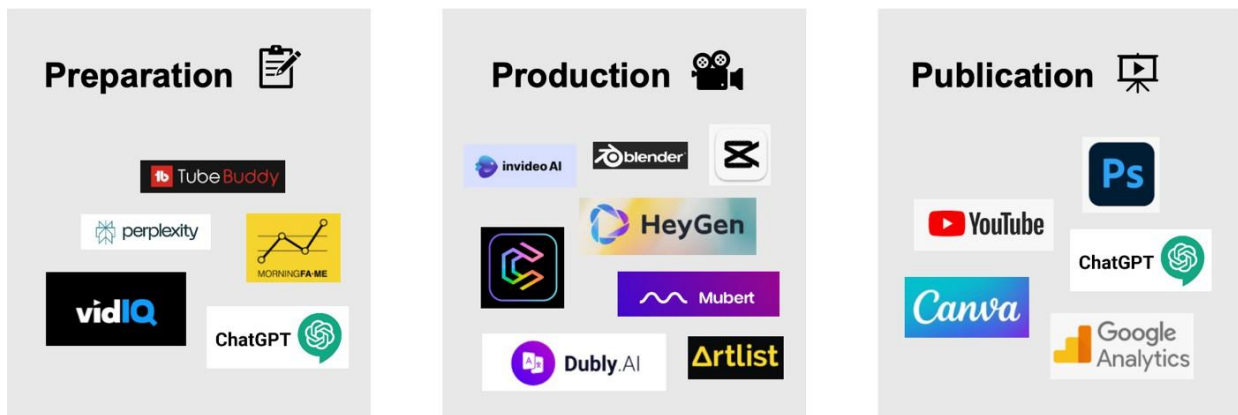


Illustration 11: AI tools in the different steps of video production

5.2 Platform architectures of YouTube and LinkedIn

The primary difference between YouTube and LinkedIn lies in the fundamental disparities in how their algorithms work (A.09). In order to achieve the most effective results for AI-powered video strategies, it is important to understand the platform-specific characteristics and take them into account when planning the strategy. The following platform features were identified being the most relevant for video strategies.

5.2.1 Platform architecture YouTube

YouTube's primary content format consists of long-form videos, typically ranging from 5 to 15 minutes in duration. While shorter videos can find success on the platform, long-form content remains the predominant format. Longer videos allow creators to develop richer narratives and more engaging storytelling, offering a deeper experience for viewers (A.07). YouTube is built as an archive or bibliotheca. Videos from years ago are easy to find through keywords and generate a lot of traffic due to the strong search function in the algorithm. As a consequence, the title-thumbnail combination plays a crucial role in the success of the video (A.07). YouTube video views tend to be more spread out over time. Even after weeks, videos continue to receive views due to the algorithm's architecture and constant searches for topics of users. Help and explainer videos, especially those with long-term relevance topics, have the potential to attract consistent and continuous views over time (A.06). YouTube is mainly an entertainment platform. Most users visit the platform to watch engaging content or request help through explainer videos. Brands and creators focus on connecting with their audience on a personal

level and providing value to the end user (A.02). The platform is primarily regarded as a B2C platform, catering to users by providing value in their personal lives and supporting their hobbies and interests (A.08). A central characteristic is the anonymity of its users. On YouTube in particular, users don't appear under their real names. Platform visitors often use accounts without revealing their identity. Furthermore the algorithmic architecture allows a more private appearance. Followers are not notified of interactions by their subscribed creators such as likes or comments (A.11).

5.2.2 Platform architecture LinkedIn

LinkedIn is a platform that offers multiple post formats, and originally videos played a minor role on the platform. At present, videos are gaining ground and LinkedIn launched its own video feed (A.09). The videos are no longer than 2 minutes as LinkedIn posts are quick, attention-grabbing "snack content". The platform in general is built as a news feed and the most recent posts appear at the top of the feed. Older posts are not shown to users and searching for relevant topics is not as effective on LinkedIn. The success of LinkedIn posts is primarily driven by user interactions (A.02). The more comments, likes and shares a post receives, the more likely it is to be seen by subscribed contacts. Users can see when and where contacts are interacting. LinkedIn emphasizes professional skills plus networking and is seen more as a B2B platform to enhance personal branding (A.05). Several expert and studies examine the algorithm and try to understand how the algorithm works and changes over time (Van der Blom, 2024).

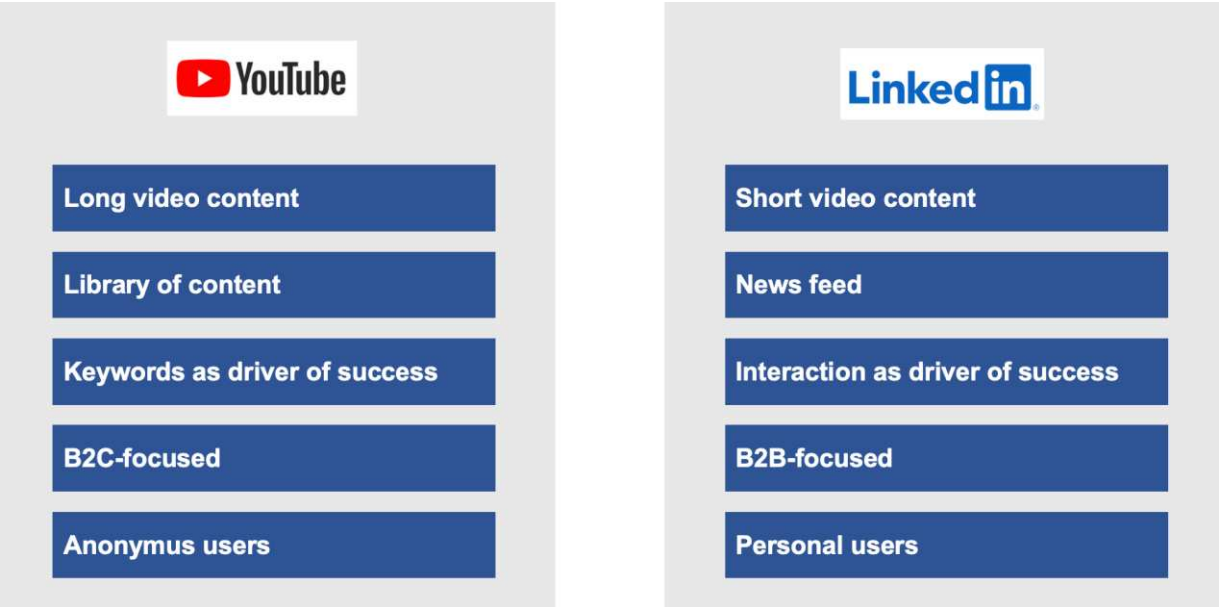


Illustration 12: Comparison characteristics YouTube x LinkedIn

5.3 Use case for the project “Venturely”

After gaining insights from the literature review and expert interviews, a practical use case was planned and implemented as a video strategy for the project “Venturely”. “Venturely” is an innovation and accelerator platform empowering businesses by streamlining startup onboarding, enhancing collaboration and driving innovation by with AI-powered resource optimization. The platform offers tools for cohort management, course creation, engaged learning, and centralized resources (Venturely, 2024). The video strategy for “Venturely” was supported by artificial intelligence in all phases. Preparation, production and publication. The video strategy is an example that demonstrates how AI can be used to effectively support the entire process of creation.

Preparation

Before starting the video strategy, the objectives and target audience were defined as follows. The main objective of the video strategy was to create brand awareness and generate leads through help content. Software-related topics to “Venturely” were explained and used as a marketing strategy with a "Give First" mentality (illustration 13). The target audience were founders or managers of SME’s who want to guide and improve their existing business models. All parameters of the video strategy were defined in collaboration with founder René Bohnsack, the Venturely team and the existing business orientation. ChatGPT was used to identify customer interest and key competitors. Based on the existing data, video topics were created. A total of eight content themes was planned and a unique CI was defined (illustration 14). KPI’s were defined to better track the success of the video strategy (chapter 5.1.1). As KPI’s impressions and views for both platforms were defined. An impression refers to the number of times the video on the platform is displayed to a user. The KPI view is measured differently on both platforms. On LinkedIn a video counts as view if it is seen longer than two seconds (LinkedIn, 2024) and on YouTube a view counts if the video is seen longer than thirty seconds (Google, 2024). Once the overall strategy was conceptualized, specific scripts for the eight content topics were generated through specific prompts in ChatGPT. Finally, the scripts were monitored and adjusted by human oversight.

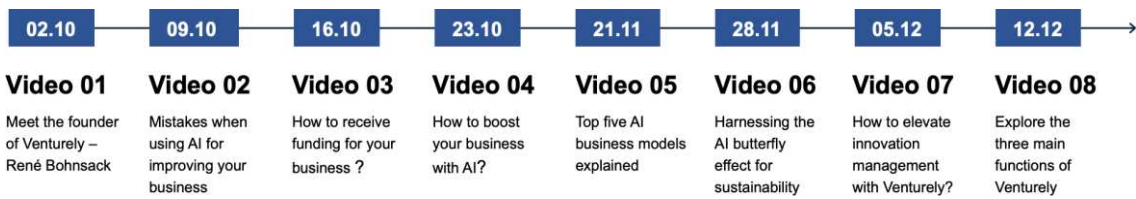


Illustration 13: “Venturely” content plan timeline

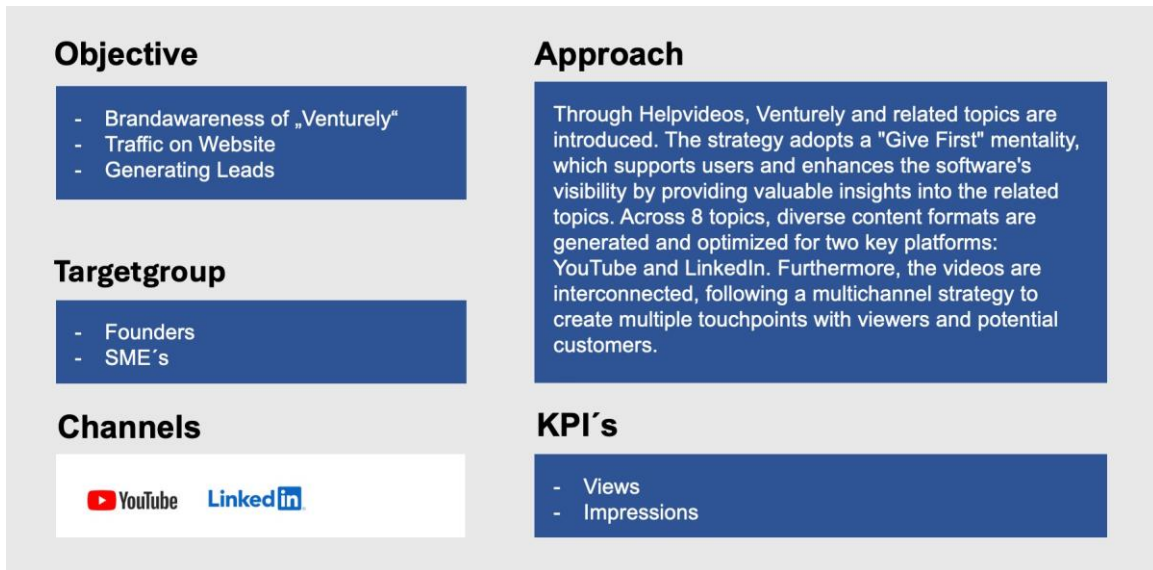


Illustration 14: “Venturely” strategy summary

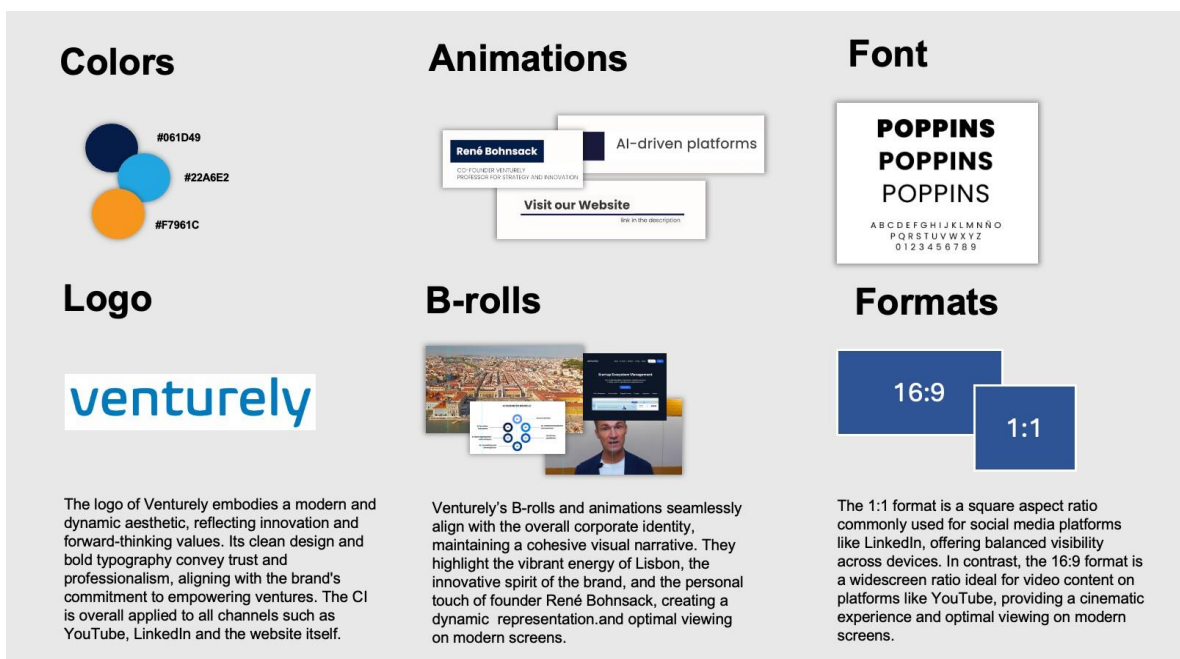


Illustration 15: “Venturely” CI guide

Production

To maximize efficiency, multiple videos were filmed in a single day, allowing the location to be set up just once. AI systems built into the camera itself were used to check lighting conditions and adjust parameters such as face focus. Since the video strategy consisted entirely of help videos, the shooting process was straightforward. A fixed camera from one angle was used to capture the topics being explained by the speaker René Bohnsack. It was important to consider the right position of the narrator, light and focus. In post-production, AI effectively supported the editing of the videos (chapter 5.1.2). The videos were tailored in format and length to suit the two different platform architectures. Some of the most frequently used tools included the auto-cut tool in Premiere Pro, which automatically edited video tracks and cut out pauses. Animations and b-roll were added through text prompts to better visualize the knowledge. In addition, the voice was improved and made deeper by the AI tool “Adobe Enhance Speech”.

Publication

The thumbnails were created using AI powered tools in “Canva” and “Photoshop”, with founder René Bohnsack as the anchor on each thumbnail, showing emotion and strengthening “Venturely’s” brand equity (chapter 2.2). Text prompts in “Photoshop” were used to adjust various parameters such as facial expressions and exposure. The design was chosen in flow with the CI guidelines such as colors, fonts and design elements (illustration 15). ChatGPT helped to write descriptions on LinkedIn and find appropriate hashtags and titles. The entire uploading process on both platforms was broken down into several steps, with the strategy’s creator receiving guidance throughout each stage of the process. Throughout the strategy, performance was closely monitored using the integrated analytics tools, leading to the following outcomes.

Outcomes of the video strategies

KPI	YouTube	LinkedIn	Accumulated
Total impressions	2137	3032	<u>5169</u>
Total views	122	1260	<u>1382</u>

Illustration 16: Results of the video strategy (date 31.12.2024, 12pm)

In order to assess the overall results of the video strategies, it is necessary to look at the initially defined KPI’s. After analyzing the outcomes on both platforms, it is clear that LinkedIn significantly outperformed YouTube in terms of impressions and views. In total, the video

strategy consisting of eight help videos on YouTube received 2137 impressions with a total of 122 views, while the video strategy on LinkedIn received 3032 impressions with a total of 1260 views. Combining both platforms, the video strategy received 5169 impressions and 1382 views (illustration 16). It is noticeable that both strategies received more views at the beginning and fewer views at the end.

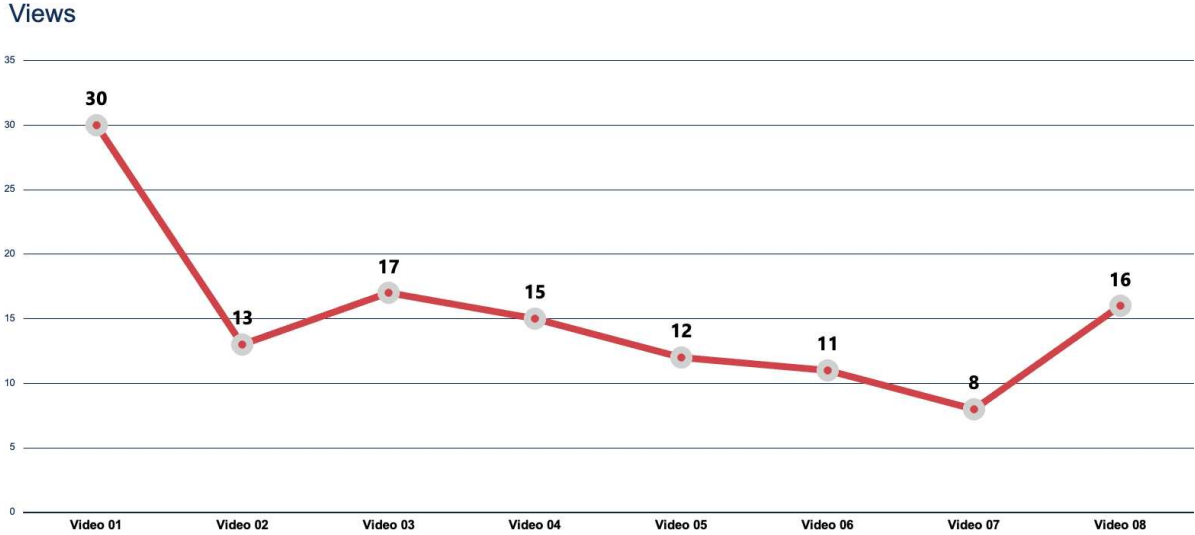


Illustration 17: Video views on YouTube

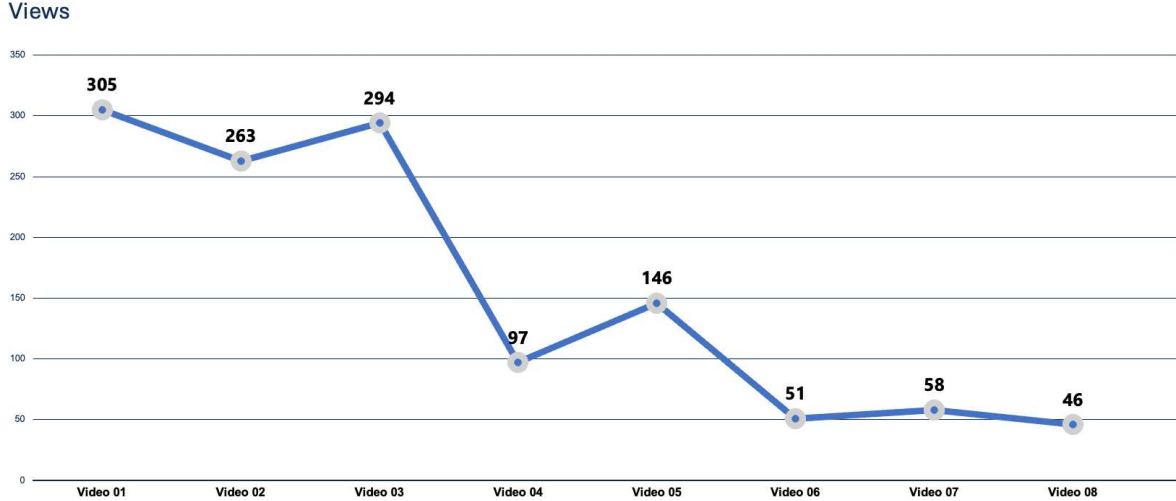


Illustration 18: Video views on LinkedIn

The number of impressions and views differs drastically between LinkedIn and YouTube. Main reason for this may be LinkedIn’s ability to increase awareness by sharing through personal profiles. A practical example on LinkedIn appeared when founder René Bohnsack liked a video. The video received significantly more likes due to the founder’s interaction (B.01). In addition, on LinkedIn as a whole, the views of the video performed immediately after the video was

posted. Compared to YouTube, views were more spread out over time. Even after weeks, some of the videos continued to receive views (B.02). For a deeper analysis, the performance of individual videos needs to be evaluated. Two key metrics are essential for assessing the success of individual videos on platforms. The CTR and the VTR. The click-through-rate (CTR) measures the relationship between impressions and views. If the thumbnail or intro of a video is appealing, first-time viewers will watch the videos for a while, so the impression counts as a view. If the video has 200 impressions and 10 people watch the video, the CTR is 5%. In the case of LinkedIn, video topic 02 and video topic 03 marked the highest CTR of almost 50% (B.03). On YouTube, in general the CTR tends to be lower than on LinkedIn because YouTube's audience is often broader and less targeted. Impressions are displayed to viewers who may not be directly interested in the specific content. In essence on YouTube, video 05 gets over 1200 impressions but only 12 views. Consequently, the topic is relevant and has high search volume, but potential viewers aren't watching the video. To improve this setting, the thumbnail or intro should be optimized and made more appealing for viewers. An extra metric to quantify the success of a video is the VTR, or view-through rate. The VTR measures how much of a video viewers watch. It starts at 100% at the beginning of the video because all viewers are initially engaged. As the video progresses, the percentage typically decreases as some viewers stop watching, causing the VTR to drop. This makes the VTR a valuable indicator of a video's ability to maintain viewer interest. Based on the VTR, the most interesting videos on YouTube are video 01 and video 03. For further analysis, these videos should be examined as effective examples to identify the factors that successfully kept viewers engaged. In terms of the objective of the strategy, it was possible to increase brand awareness and drive viewers to the homepage of "Venturely". The objective of generating leads is difficult to measure as the platforms play a supporting role and influence the perception of potential customers. The customer's final decision is an accumulation of all the impressions received as brand equity (chapter 2.2.4). Video platforms such as YouTube and LinkedIn are a good tool to support this decision making. In general, the applied AI tools helped the process of creating a video strategy at every stage - preparation, production and publishing. Especially in the preparation phase, the analysis and prompting scripts, AI dramatically improved the effort. In the post-production phase, the use of different AI tools opened up many creative possibilities but also increased the amount of work due to switching and adjusting between applications. Especially when applying the same design as a corporate identity, the use of several tools made the work to unify the style and integrate the functions more demanding.

6 Discussion

After the expert interviews are analyzed and the video strategy is evaluated, the results are discussed. The discussion for each research question includes a discussion of the expert's opinions, connection to the literature review, and own opinion.

Transforming video strategies with AI assistance

Based on the expert interviews, it was possible to understand how artificial intelligence effectively can support video strategies in the different phase preparation, production and publication. Furthermore, the interviews enabled the division of the three phases into distinct sub-phases (illustration 9). In the preparation process, AI can support the video strategy by analyzing the target group, finding content ideas and writing scripts. However, the prompting and overall strategy should always be supervised by a human. The production process, which is divided into two parts, can mostly be supported in post-production when editing the videos in a software such as Premiere Pro. During the video shooting process, AI support is currently limited, with assistance mainly provided by camera-integrated applications. Therefore, it will be the charge of the camera manufacturers to integrate relevant applications. The biggest impact of artificial intelligence is in the post-production process. There are numerous tools available but unifying them and integrating them into primary programs like Adobe Premiere will be essential. This consolidation is key to streamlining the workflow and making video editing significantly more efficient. In addition, the applications need to be improved as the standards are not that high yet and some applications results appear robotic. Expert A.07 formulates: "The *AI suggestions are often still too artificial, but I see potential for this technology to deliver more realistic results.*" The consequences of robotic AI applications are discussed in chapter 2.2 "The uncanny valley hypothesis". Emotion and storytelling, particularly in longer video formats, will remain elements that require a human touch rather than reliance on artificial intelligence, making AI assistance for YouTube videos more difficult than for LinkedIn.

Platform architectures of YouTube and LinkedIn

YouTube and LinkedIn operate as distinct platforms with different algorithms, each offering unique advantages and disadvantages. Additionally, the platforms are owned by separate organizations. YouTube is owned by Alphabet, while LinkedIn is owned by Microsoft. As expert A.11 explains: "*The biggest difference between YouTube and LinkedIn is that LinkedIn works like a feed, while YouTube is more of an archive. LinkedIn is a B2B platform, and YouTube*

primarily targets private individuals.” After implementing the video strategy and publishing a total of eight videos on both LinkedIn and YouTube, the success of both strategies is different. The success of the LinkedIn video strategy, measured against the KPI’s defined at the beginning, is much more successful. The video strategy performed on both platforms differently in terms of views and impressions. The “Venturely” LinkedIn account already had an established follower base. The YouTube account began with no followers. Through personal interactions it was much easier to boost the LinkedIn videos. All the content strategy was organic, which means that the impressions are displayed to users without the help of paying and changing the ranking in the algorithm. Experts predict that in the future, LinkedIn will primarily serve as a platform for promoting content via paid advertisements, while YouTube will focus more on organic content growth. In my opinion, personal branding is an essential factor for both platforms. Experts like Richard van der Blom (LinkedIn, 2024) have conducted several studies to track the future evolution of the LinkedIn algorithm, a key factor in shaping AI-driven video strategies on the platform. Artificial intelligence will drastically impact both video platforms by accelerating content creation, improve data analysis and stimulate user interactions. Additionally, AI can assist in identifying copyrighted material as well as inappropriate or violating content. While LinkedIn is likely to remain a platform that supports diverse formats such as text, images, and files, YouTube will continue to focus primarily on video content as its main format.

Use case for the project “Venturely”

After collecting insights from experts, a video strategy for the project “Venturely” was created. Useful AI applications mentioned in the expert interviews were applied. In particular ChatGPT in the preparation and several AI tools in the post-production phase were used to enhance the video strategy. The video strategy centered on creating help videos, a video format with considerable potential to boost effectiveness through the assistance of AI technologies. Help videos often use consistent settings and animations, making them easier to scale. In this context, the process involves creating a single video and then applying corporate design elements to subsequent videos. With the CI guide it is possible to create a consistent brand equity (chapter 2.1) containing the same colors and design. The founder and narrator René Bohnsack as an anchor did create a consistent brand experience. In addition to help content, a YouTube strategy also includes hub and hero content to keep subscribers engaged and subscribing to the channel. Formats which rely on spontaneous action are more difficult to support with AI applications. Due to time and resource constraints, these formats could not be implemented. The video

strategy involved posting content only once a week. To achieve better results, more frequent posting over an extended period would have been ideal. Especially on YouTube it takes longer to gain subscribers and create highly viewed videos.

In my opinion, the success of a content strategy lies in the integration of multiple marketing channels and building several touchpoints for users with the brand. In video marketing, this involves planning diverse content formats during the shoot, including short-form videos optimized for mobile in a 9:16 format and long-form videos in the standard 16:9 format. This approach significantly enhances a video strategy's effectiveness and brand awareness of the promoted product or service. When users engage with content through comments it creates a stronger bonding towards the brand (chapter 2.1). In the use case for the project "Venturely", the filmed content was effectively repurposed for both formats and platforms, transforming the video strategy into a multichannel approach by connecting LinkedIn content to YouTube and website.

An effective video strategy is characterized by interaction. With call-to-actions it is possible to stimulate conversations in the comments section having an influence on the video ranking in the algorithm (chapter 1.2). This approach is feasible and should be considered when implementing a video strategy. Expert A.05 gives the following statement: *"We've recently collaborated with the University of Amsterdam to analyze emotional impact in videos. They compared lab-measured emotional responses to YouTube comments and found that comments expressing specific emotions were strong indicators of a video's impact. For clients, we now recommend keeping comments open on YouTube, as this feedback can be more telling than views alone (A.05)".* AI will have the capability to analyze the sentiment of comments and potentially function as a chatbot to respond to numerous interactions.

7 Conclusion

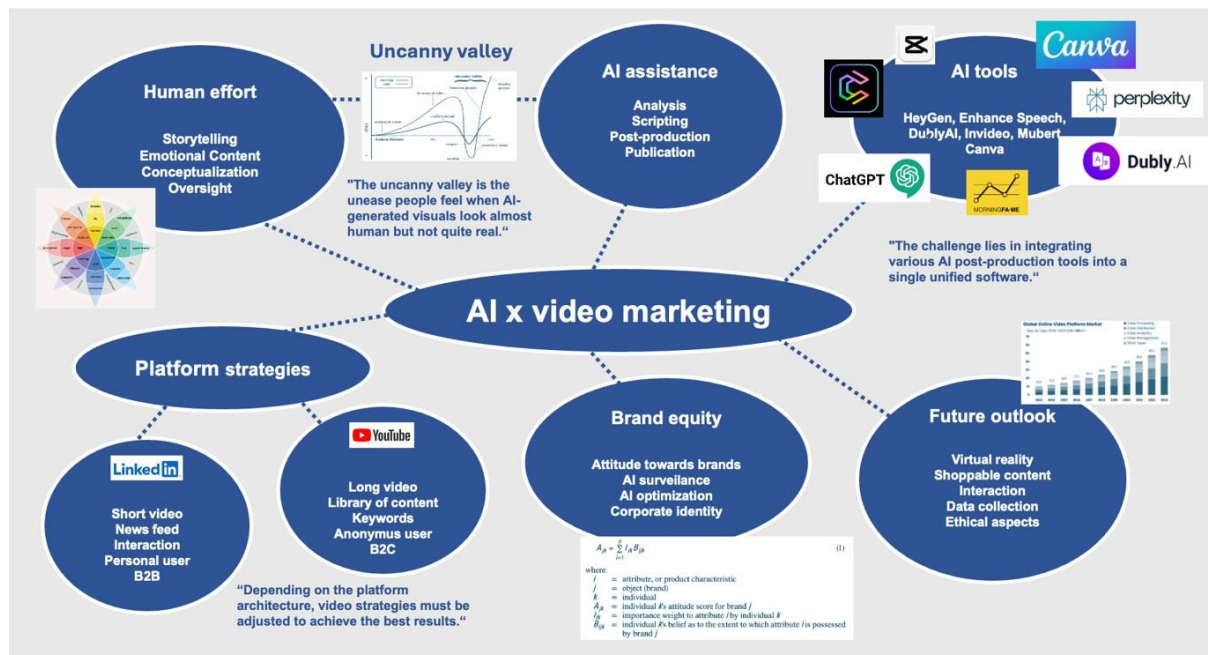


Illustration 19: Overall key learnings

In conclusion, the research of the master thesis demonstrates the growing role of artificial intelligence in shaping video marketing strategies, particularly on platforms like YouTube and LinkedIn. As the findings indicate, AI's capabilities can enhance each phase of a video strategy, from preparation and production to publication. In the preparation phase, AI-driven tools such as ChatGPT support creators by refining target audience analysis, generating creative ideas, and structuring video content. While shooting videos is currently less influenced by AI, advancements in post-production, such as automated editing, sound improvement, and subtitle generation, show AI's potential to streamline processes. The main challenge will be to integrate the different AI applications in the post-production process into the existing programs such as Adobe Premiere, Final Cut or DaVinci Resolve. This can be done as plugins or constant updates of the software. Experts emphasize that authentic and engaging storytelling remains vital for long format videos on YouTube. AI is able to assist video strategies, but human oversight will always be essential.

The thesis thrives to understand human behavior and combines the psychological fundamentals with latest knowledge about video marketing related to AI. Additionally, the study tries to understand the creative process and which roles AI can take over in the process of creating a video strategy. The managerial implications are especially relevant for video agencies and

content creators. AI will replace a lot of human work when it comes to produce video strategies. Managers will be better to understand the new human's role and the relationship between humans and AI systems to achieve the most efficient results. Since only 12 experts were interviewed, the thesis provides a restricted view of the status quo from a limited set of perspectives. To gain a more comprehensive understanding of the current conditions, it would be beneficial to include a larger number of expert interviews. Regarding the evaluation of the video strategy itself, a longer testing period would have allowed the collection of deeper insights and more robust key metrics. Not much research has been done in this area previously. It is therefore difficult to compare the results with earlier research. AI is a rapidly evolving field, and the thesis reflects only the current state of knowledge. As the technology advances, algorithms will inevitably change, potentially altering the relevance and applicability of the identified key factors.

In the future, AI tools will continue to improve and support video strategies. AI will significantly speed up video editing, particularly for repeatable formats such as explainer videos. Videos with a storytelling character and emotions will be less supported through AI. The following future aspects in context with AI should be considered.

Virtual reality and hologram technology capable of seamlessly merging different video files together holds high potential. By integrating 360-degree cameras with AI, it becomes possible to create real-time experiences for VR glasses. This approach enables users to film with a camera and afterwards transform the footage into realistic VR animation, allowing viewers to explore and choose their preferred viewing angles.

Shoppable content will increase through AI applications, meaning that on video platforms, viewers and customers will be able to buy the products they see directly through AI recognition. Especially videos are more likely to convince customers of a product than just descriptions or images.

Interaction in the comments section of videos will be better analyzed by artificial intelligence to determine the impact of the video or the mood of the viewers. In addition, users will be able to interact with the videos. For example, by asking questions through a text prompt. AI will be able to analyze video files, answer questions in the comments section as a chat bot and create summaries based on the content of the video.

Data collection is basis for the efficient use of AI applications and video production. Therefore, it must be clearly defined in advance how far data collection and analysis can go to still guarantee privacy and not leaking information.

YouTube's and LinkedIn's algorithm will improve so that videos are found by viewers who are truly interested in the topic. In the next years AI tools for several uses will be developed and trained. Future research should continue to explore AI developments in the video space, addressing ethical considerations and ensure effective and responsible integration of AI in video marketing strategies.

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