



THE POWER OF VIDEO MARKETING

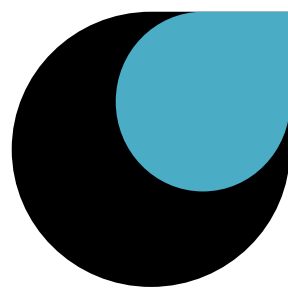
STATS YOU NEED TO KNOW

Have you jumped into video marketing yet? If not, you're missing out. You'd be hard pressed to find another method of marketing that gives back and works harder for you than video. A good quality video posted online is like having an employee who is advocating for your brand 24/7/365.

WHO USES VIDEO?

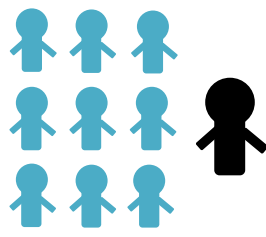
95% OF THE **TOP** ADVERTISING FIRMS¹

WEBSITES WITH VIDEO



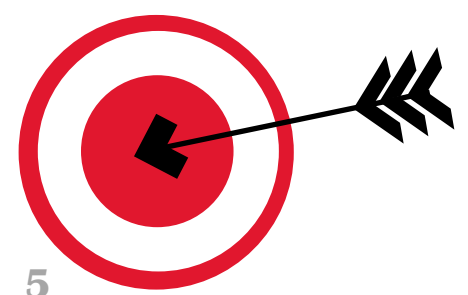
INCREASE ORGANIC TRAFFIC FROM **SEARCH ENGINES** BY **157%**³

9 OUT OF 10 COMPANIES RANKED **VIDEO MARKETING** AS "VALUABLE" OR "HIGHLY VALUABLE"¹



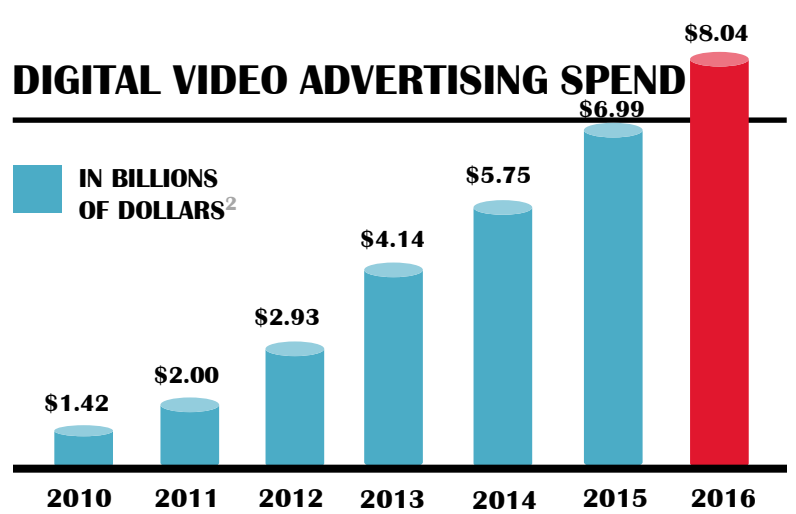
PRODUCT VIDEOS

INCREASE **CONVERSION RATES** BY **85%**⁵



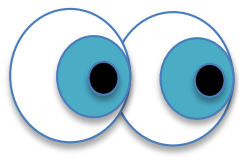
LANDING PAGE VIDEO MAKES A SITE

53% MORE LIKELY TO SHOW UP ON **GOOGLE'S PAGE 1**³

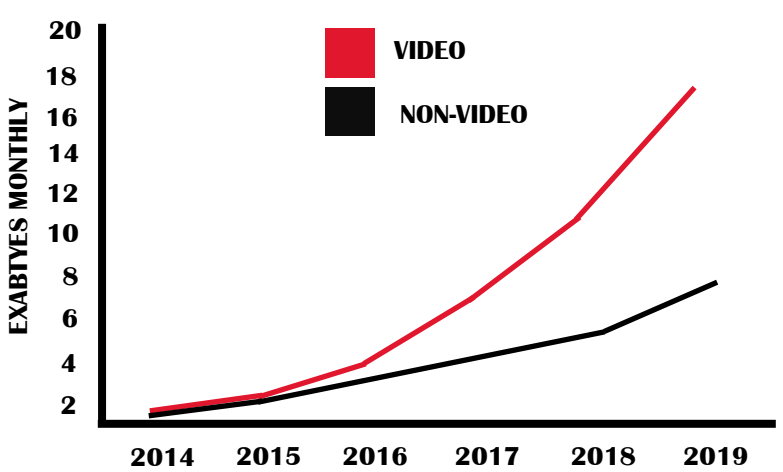


EXECUTIVE EYEBALLS:

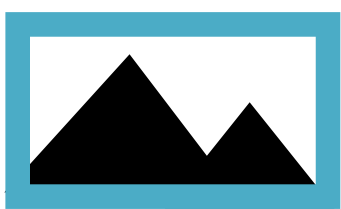
75% OF EXECUTIVES WATCH **WORK-RELATED VIDEOS** WEEKLY³



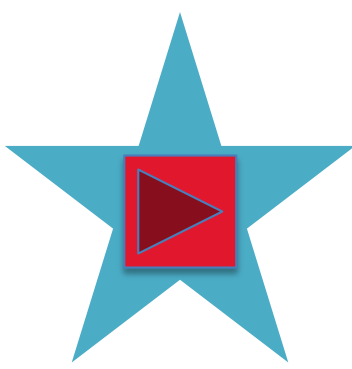
GLOBAL MOBILE DATA FORECAST⁸



FASTER CONVERSION



37% FEWER SITE VISITS NEEDED **WHEN USING VIDEO**¹



YOUTUBE

IS NOW MORE POPULAR THAN **CABLE TELEVISION**⁷

In a 2015 earnings call, Google said YouTube is now bigger than any individual US cable network for attracting 18-49 year olds – advertising's most sought after demographic. YouTube's growth rate continues to climb, especially on mobile devices.

52%

OF MARKETING PROFESSIONALS SAY VIDEO HAS **THE BEST ROI**⁶

VIDEO IS THE TYPE OF CONTENT THAT KEEPS ON GIVING. YOU CAN GET LOTS OF MILEAGE OUT OF A SINGLE VIDEO BY USING IT ON YOUR WEBSITE, SOCIAL MEDIA ACCOUNTS AND NEWSLETTERS. NOT TO MENTION, DETAILED VIDEO ANALYTICS MAKES IT EASY TO REVIEW THE CONTENT'S REACH.

SO ARE YOU READY TO TAKE ADVANTAGE OF THE POWER OF VIDEO?

Sources:
1) http://www.videolinktv.com/assets/Analyzing-the-ROI-of-Video-Marketing_Aberdeen-Research.pdf
2) <http://webvideomarketingportugal.com/state-of-the-media-report-shows-big-video-ad-growth/>
3) <http://www.dcmarketingpro.com/blog/bid/390540/By-the-Numbers-Web-Video-is-The-Content-King>
4) <http://dcdagency.com/video-in-email-increase-open-rates-reduce-unsubscribes/>
5) <https://www.demochimp.com/product-videos-increase-conversions-up-to-85>
6) <http://www.brainshark.com/Ideas-Blog/2014/March/ten-video-marketing-statistics-and-what-they-mean-to-you.aspx>
7) <http://techcrunch.com/2015/07/17/people-watch-more-youtube-than-ever-before-especially-on-their-phones/#.bcebo9l:3K0J>
8) <http://qz.com/365293/it-took-a-decade-but-mobile-video-is-finally-exploding/>