

What is Video Marketing?

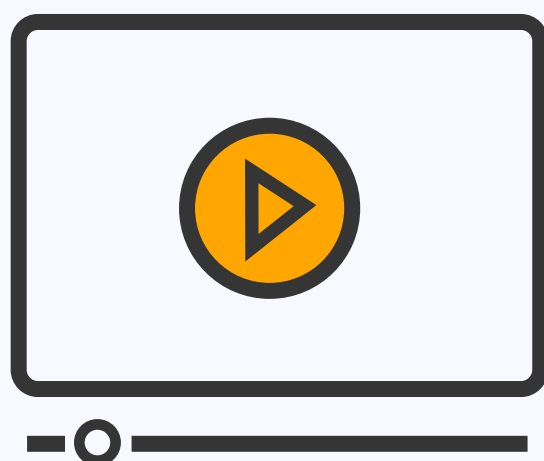
Video marketing is a component of an integrated marketing communications plan designed to increase audience engagement through social activity around a given video.



Engage your visitors' attention. The average user spends 88% more time on a website with video and videos have a 41% higher click-through rate in universal search results than plain-text pages.⁵

Why use it?

Video is the most effective for conveying a message. In fact, 87% of Marketers rely on video in their marketing strategy.⁵



Video in an email leads to 200-300% increase in click-through rate.⁵

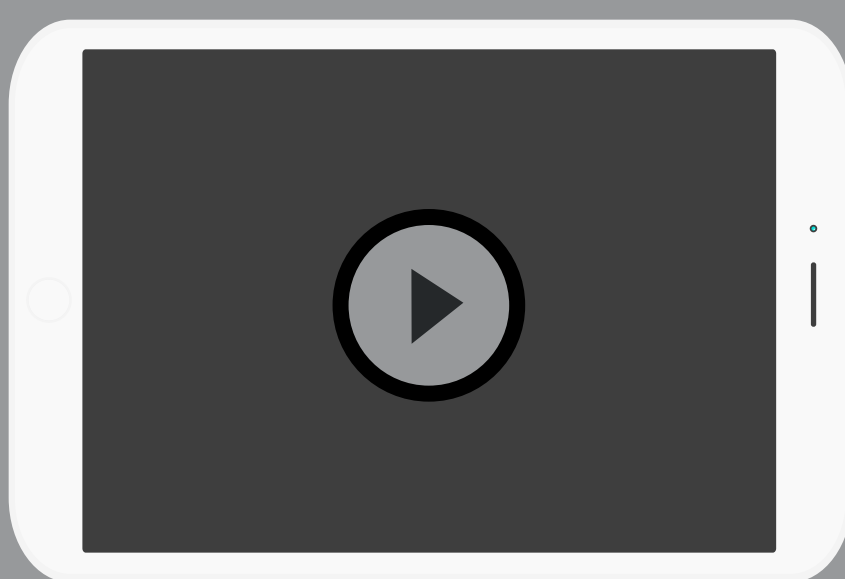


Including video on a landing page can increase conversion by 80%.⁵

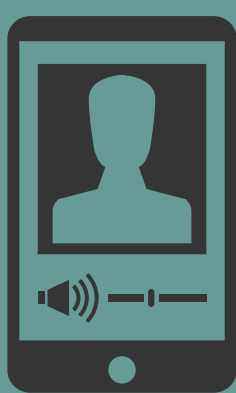


After watching a video, 64% of users are more likely to buy a product online.⁵

Video marketing is projected to account for 80% of total internet traffic by 2020. If you haven't adopted visual content into your marketing strategy yet, now is the time.⁵



User Interaction



75% of online video viewers have interacted with an online video this month.²



90% of users say that product videos are helpful in the decision process.⁵



80% of users recall a video ad they viewed in the past 30 days.³



92% of mobile consumers share videos with others.⁴