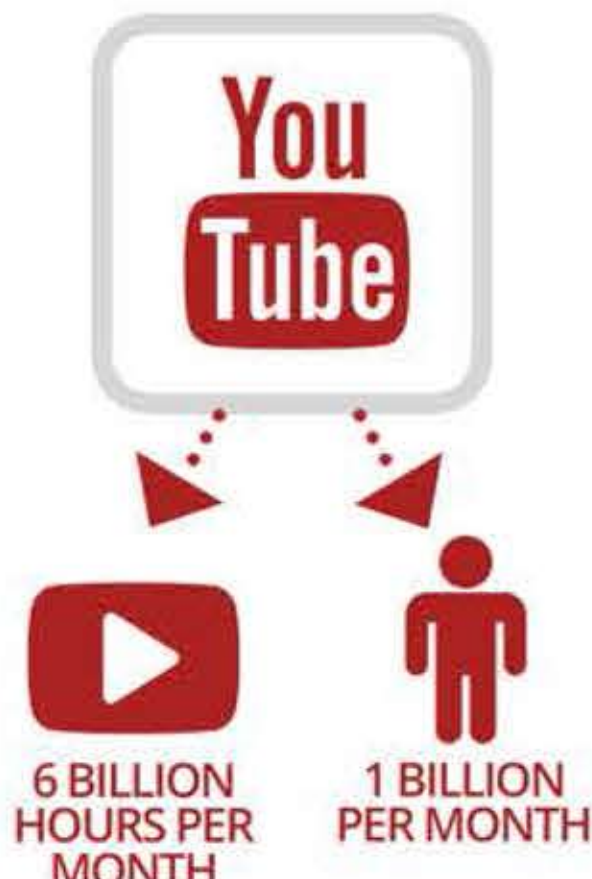


# Video Marketing Works

ENHANCE YOUR MARKETING STRATEGIES WITH ONLINE VIDEO.

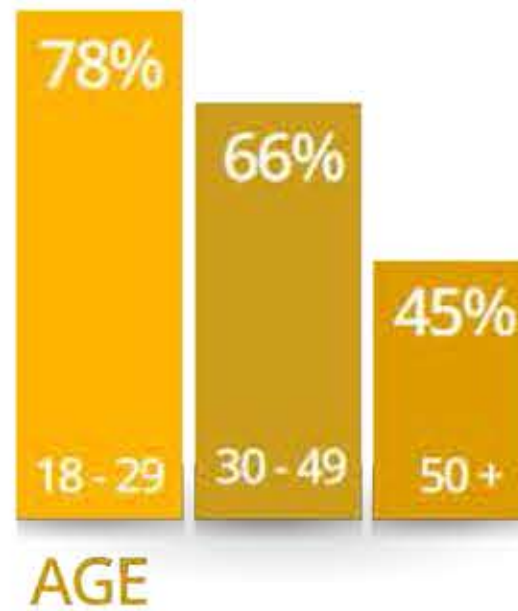
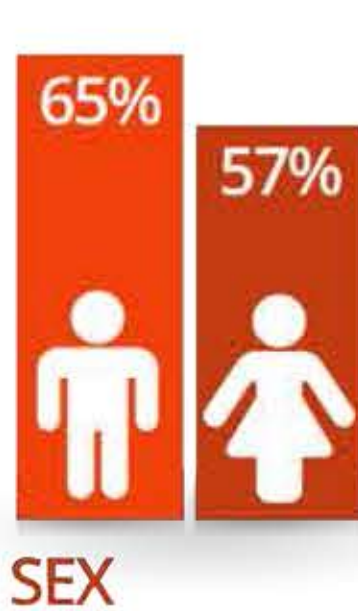
## THE BIG SHIFT

- 1 Internet Traffic**  
Internet video traffic will be **69%** of all consumer Internet traffic in 2017.
- 2 The YouTube Effect**  
More than 1 billion users watch **6 billion hours** of video per month on YouTube.
- 3 Business Spending**  
US digital video ad spending will **nearly double** in only 3 years, climbing to **\$8.04 billion** in 2016.



## WHO'S WATCHING

OF ALL INTERNET USERS WHO WATCH VIDEO ONLINE...



## WHY VIDEO WORKS

### Video Attracts & Converts

**VIDEO DRIVES TRAFFIC**  
Video attracts **3x** as many monthly visitors, doubles their time on site, and increases organic traffic from search engines by **157%**.



### VIDEO RETAINS WEBSITE VISITORS

The average website visitor spends **88%** more time on a website that contains video.



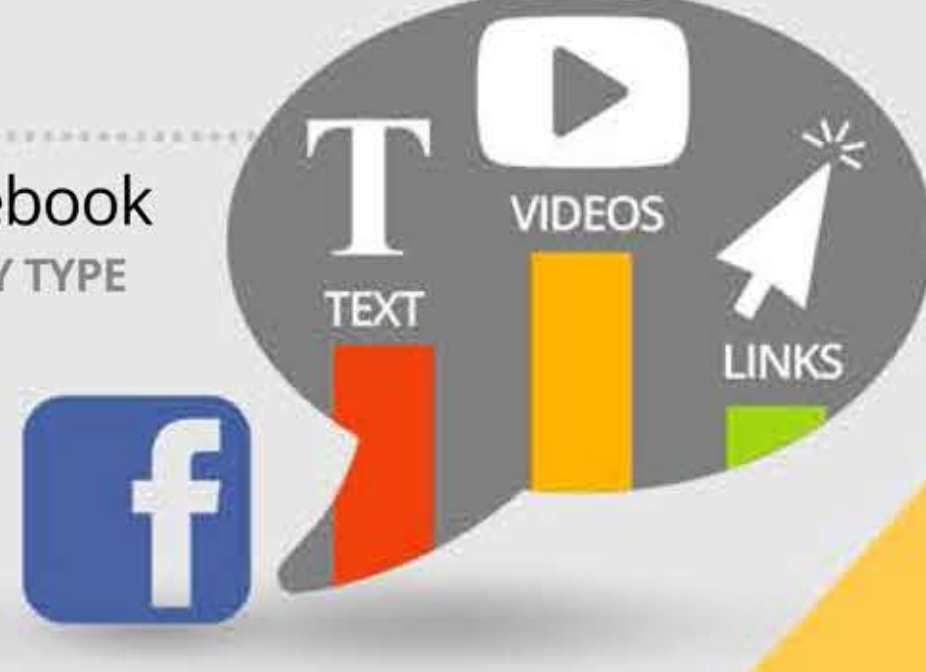
**VIDEO RETAINS**  
**46%** of people say they'd be more likely to seek out information about a product or service after seeing it in an online video.



### Video Drives Engagement on Facebook

ENGAGEMENT RATE WITH FACEBOOK POSTS BY TYPE

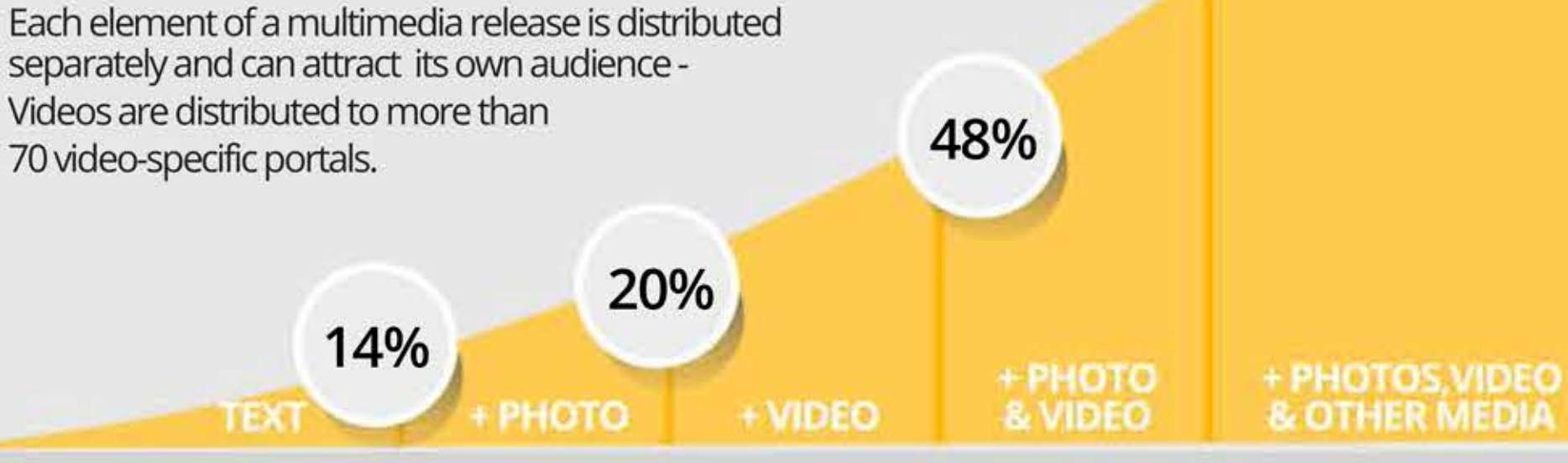
Posts with video are given extra weight in the algorithms. They have higher engagement rates than posts with just plain text or links. The combination of videos and photos are the key to super exposure!



### Video Helps PR

VIDEO IN PRESS RELEASES = MORE VIEWS, IT'S THAT SIMPLE.

Each element of a multimedia release is distributed separately and can attract its own audience - Videos are distributed to more than 70 video-specific portals.



### Video Convinces Consumers to Buy

Visitors who watch product videos are **85%** more likely to buy than visitors who do not. **52%** of consumers say that watching product videos makes them more confident in their online purchase decisions.

Shoppers who viewed video on product pages were **144%** more likely to add product to their carts than other shoppers.



## MAKE ONLINE VIDEO WORK FOR YOUR BUSINESS

MASTERING ANY NEW MARKETING TOOL CAN BE A CHALLENGE.

### Tips



#### PLAN

Video should be part of your overall marketing plan that supports your goals. Producing great video is not enough - you have to USE it! Identify your goals - whether they are raising business - and establish your success metrics.

#### PRODUCE

Who's your target market and what's your budget? Once you've answered those questions, find a video production company who can bring your vision to life. Think about highlighting satisfied customers and your unique services.

#### PROMOTE

Put your social hat on and start sharing! Where do your customers hang out? Find them and spread the word. Think Facebook, Twitter, LinkedIn, Google+, YouTube...

Attribution: YouTube, Facebook, Cisco, Marketing Sherpa, Mist Media, Eloqua, Internet Retailer, eMarketer