

Why Go VIDEO With Your Marketing?

BOOST SEO

RAISE BRAND AWARENESS

ENGAGE AUDIENCES

GO VIRAL

BUILD TRAFFIC

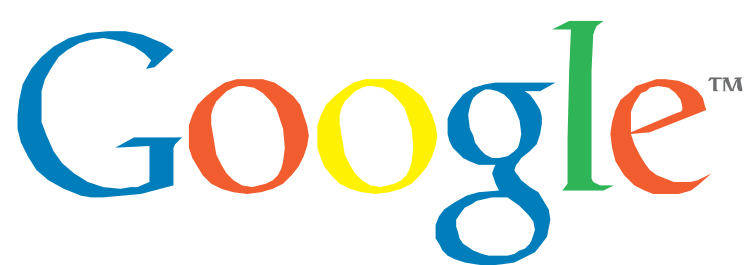
DRIVE SALES

Impact on Websites

Videos Boost SEO

Video increases your chance for a page-one listing on Google by **53%**.

Almost **70%** of the top 100 search listings on Google results in video.



Videos Improve Conversion



Videos in universal search results have a **41%** higher click-through rate than their plain text counterparts.

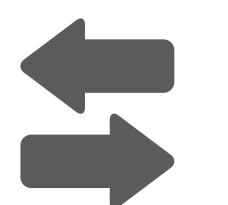
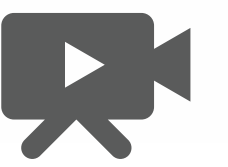


76% of senior marketing executives say campaigns that integrated video and email generate higher click-through rates.

Video Importance of Video

Videos Enhance Your Brand, Message & Online Traffic

Videos have become a must-have tool for businesses around the world. They are engaging and interactive, providing fresh content on your website to enhance your brand, message and online traffic.

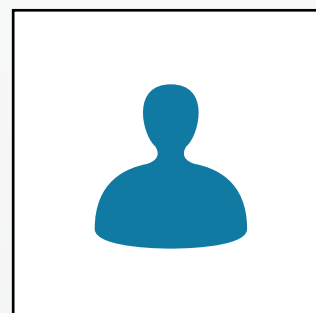


Engaging

Versatile

Responsive

Effective



Videos work better than text. In fact, **60%** of survey respondents said they watch video prior to reading text on the same webpage.



Use videos at tradeshows, on YouTube and other video sharing sites, or to push out content as part of your social media strategy. **37%** of people are most likely to engage with branded content on social media that contain videos.



Online video users are expected to double to **1.5 billion** in 2016.



52%

of consumers say that watching product videos makes them more confident in online purchase decisions



76%

of marketers plan to add video to their sites, making it a higher priority than Facebook, Twitter and blog integration

Video is Highly Viral



People are most likely to share video over other types of content. According to YouTube, over 700 videos are shared on Twitter each minute, and auto-shared tweets results in 6 new youtube.com sessions on average. Users who share video on retail and brand sites choose Facebook 46% of the time, with email accounting for 40% and Twitter capturing 14% of shares.

Video is Mobile Friendly



Video marketing allows anytime, anywhere access to your message. Online video now account for 50% of all mobile traffic and up to 69% of traffic on certain networks. Plus, mobile video ads that include social media buttons drive 36% higher engagement.

Video is a Valuable Resource



Online video production will account for more than one-third of all online advertising spending in the next five years. Also important, mobile and tablet shoppers are 3X as likely to view a video as laptop and desktop users.

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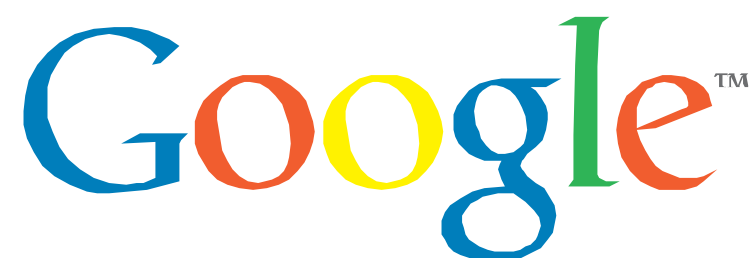
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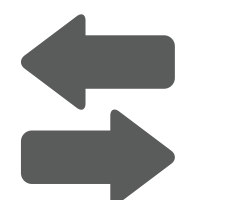
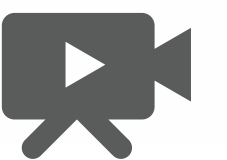
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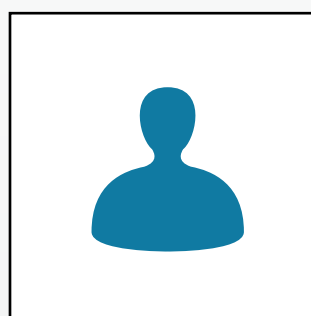


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