

VIDEO MARKETING

If you've been told that video marketing is the future, you've been told right. The marketing domain has been experiencing the power of video marketing for business for a while now but video content is only going to get more popular in 2019.

- By 2020, global Internet video traffic will account for 80% of all Internet traffic.
- 78% of people watch videos online every week.
- Including video in a landing page can increase conversion by 80%.
- People spend on average 2.6x more time on pages with video than without.
- Online shoppers who view demo videos are 1.81x more likely to purchase than non-viewers.
- Nearly two-thirds of consumers prefer video under 60 seconds.
- Facebook generates 8 billion video views on average per day.
- 90% of people say that product videos are helpful in the decision process.
- Social video generates 1200% more shares than text and images combined.
- After watching a video, 64% of users are more likely to buy a product online.
- Companies using video enjoy 41% more web traffic from search than non-users.past 30 days.

- 59% of executives agree that if both text and video are available on the same topic, they are more likely to choose video.
- Video in an email leads to 200-300% increase in click-through rates.
- A whopping 80% of users recall a video ad they viewed in the past 30 days.
- Adding videos to your website increases your chance of a front-page Google result by 50x.
- Adding video to your social media means audiences are 10x more likely to engage and share your post.
- 52% of marketing professionals worldwide name video as the type of content with the best ROI.
- More than 500 million hours of videos are watched on YouTube each day.
- 96% of B2B companies are planning to use video in their content marketing over the next 12 months.
- 4 out of 5 consumers believe that demo videos are helpful.
- Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.
- The average user spends 88% more time on a website with video.
- An initial email with a video receives an increase click-through rate by 96%.
- Videos up to 2 minutes long get the most engagement.
- Video drives a 157% increase in organic traffic from search engine results.
- YouTube has over a billion users, almost one-third of total internet users.
- 70% of B2B marketers say video is the most effective medium for driving conversions.
- 87% of online marketers use video content.
- Online video now accounts for half of all mobile traffic
- 82% of of B2C businesses report that video has become their most popular content marketing tactic.

(Sources: Forbes, Vidyard, Wordstream, Insivia)