

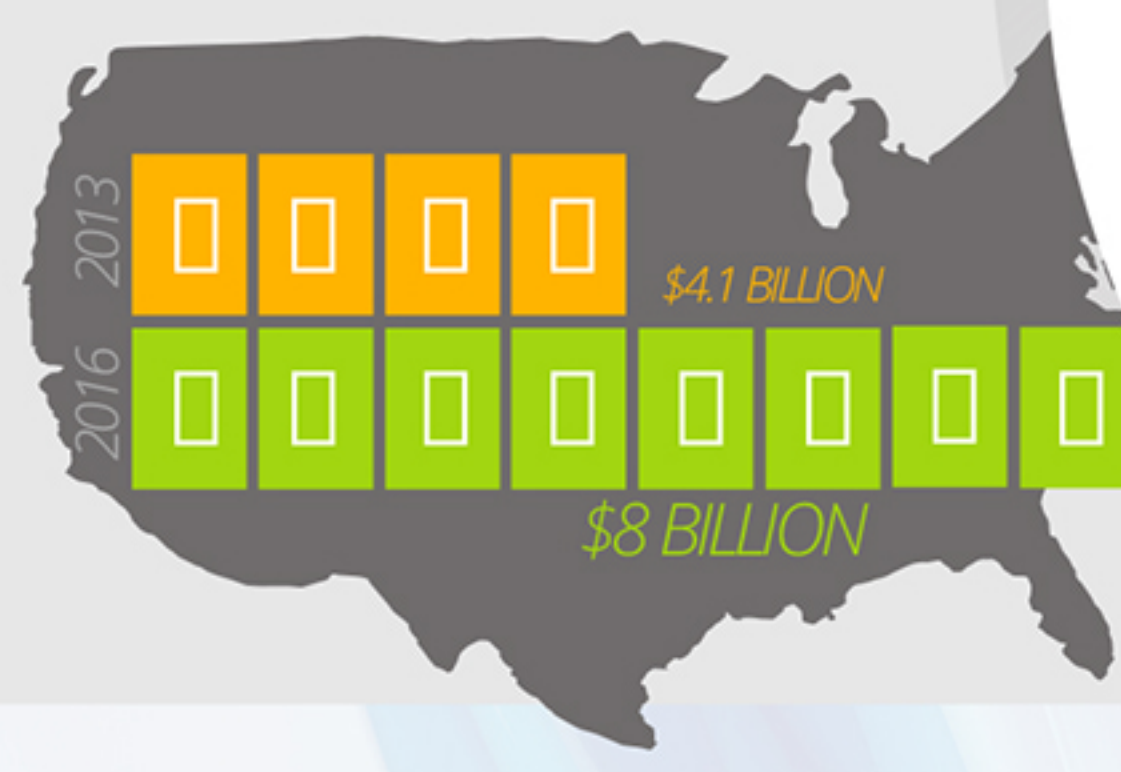
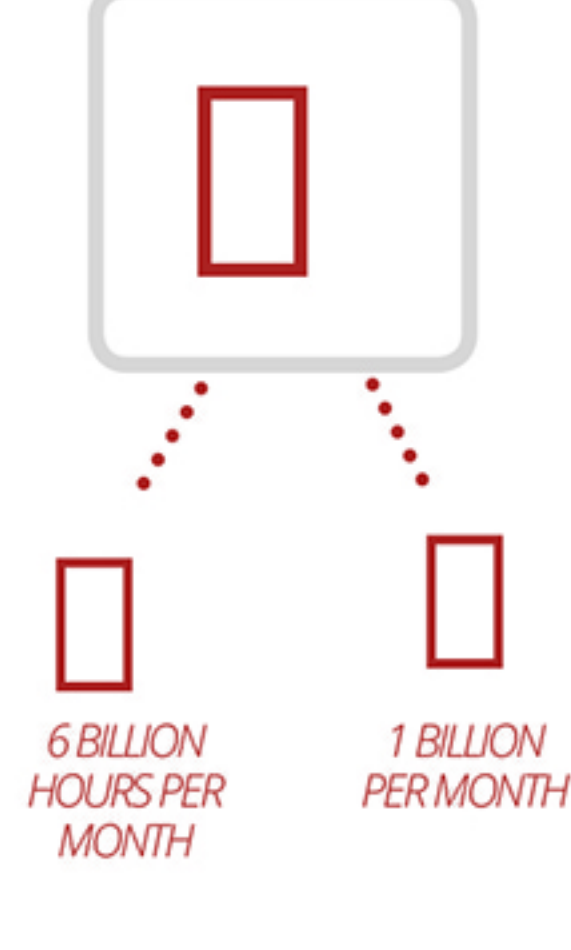
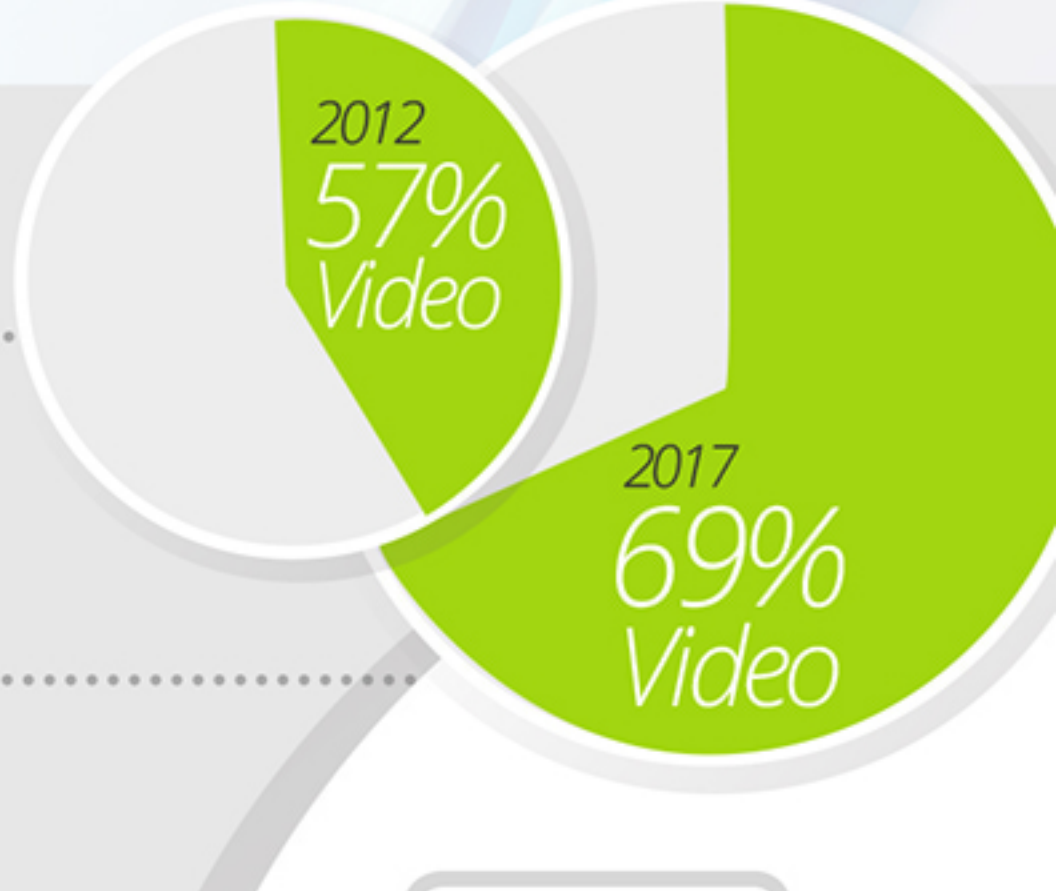


# Video Marketing Works

ENHANCE YOUR MARKETING STRATEGIES WITH ONLINE VIDEO.

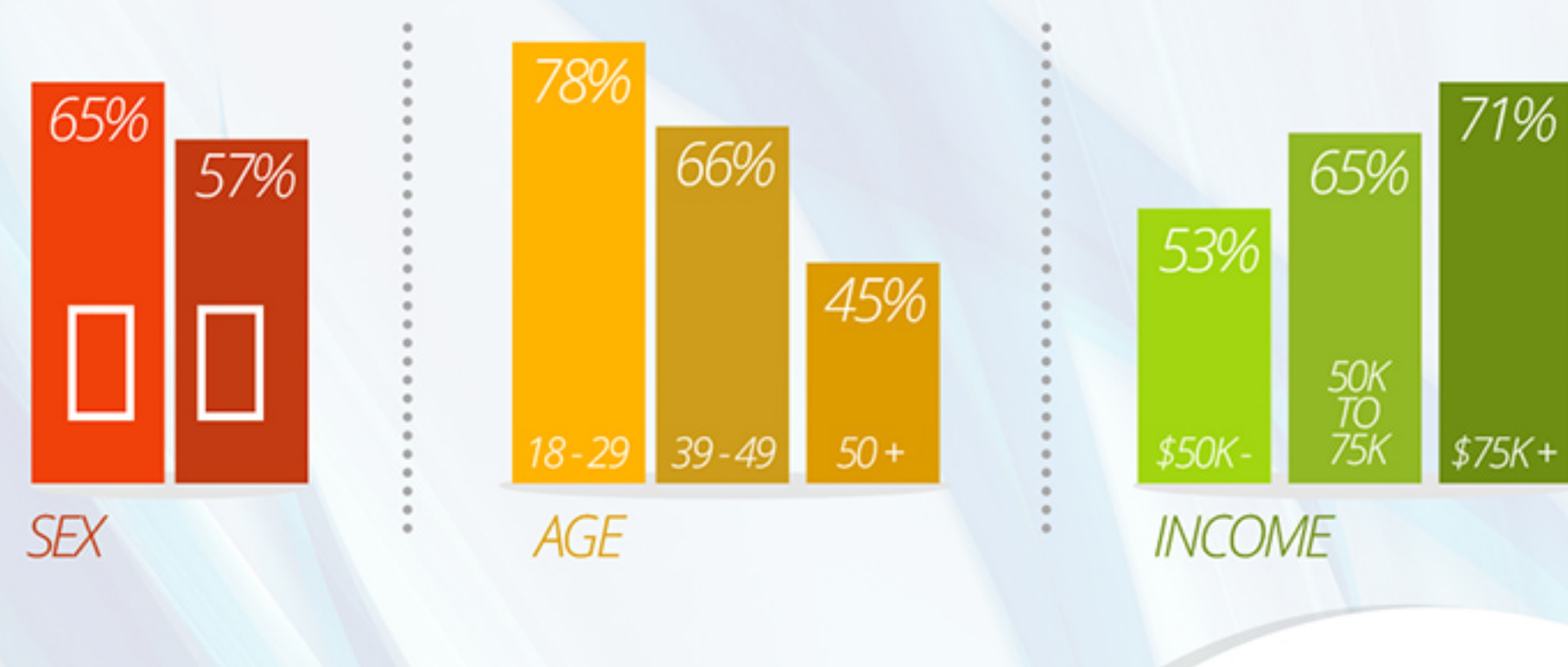
## THE BIG SHIFT

- 1 Internet Traffic**  
 Online video will account for 69% of consumer internet traffic by 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

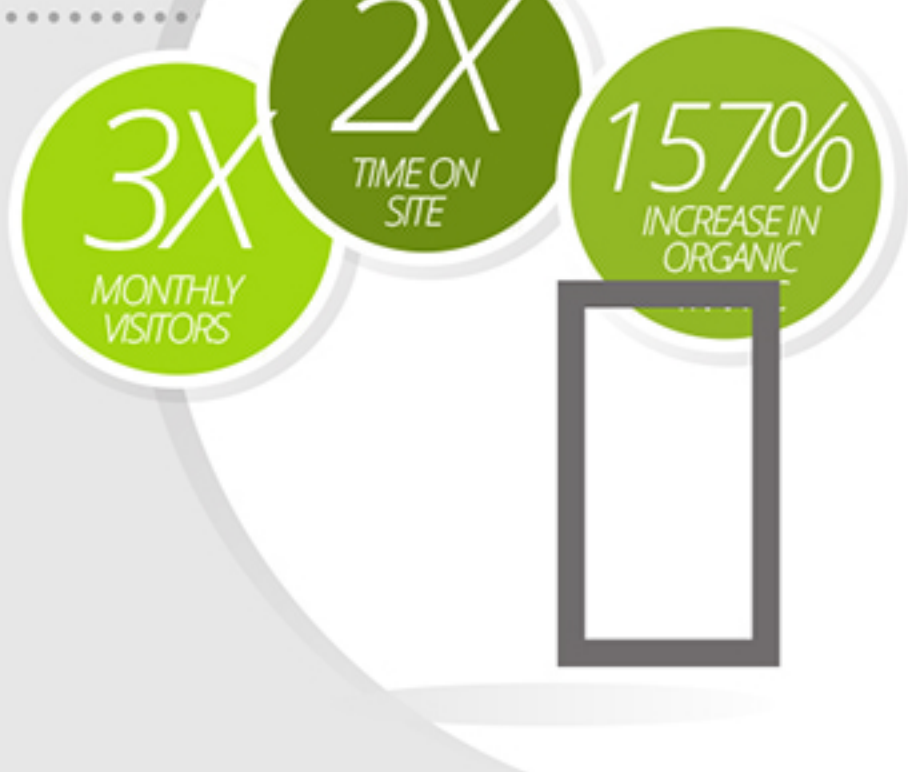
OF ALL INTERNET USERS WHO WATCH VIDEO ONLINE...



## WHY VIDEO WORKS

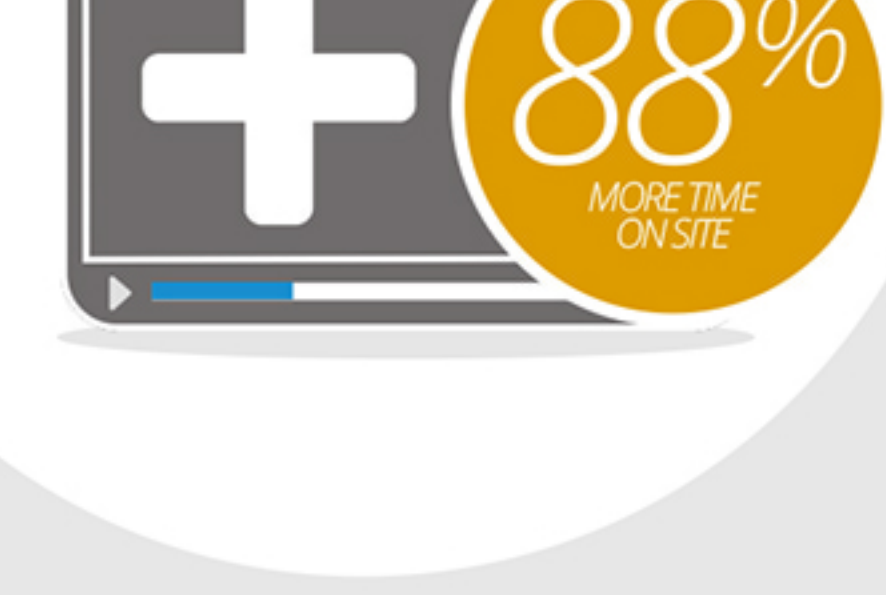
### Video Attracts & Converts

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

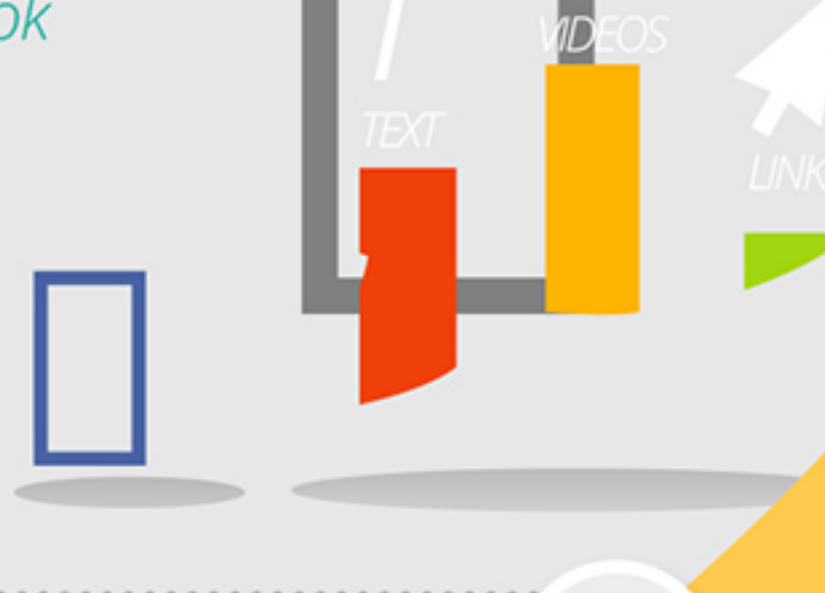
The average website visitor spends 88% more time on a website that contains video.



### Video Drives Engagement on Facebook

ENGAGEMENT RATE WITH FACEBOOK POSTS BY TYPE

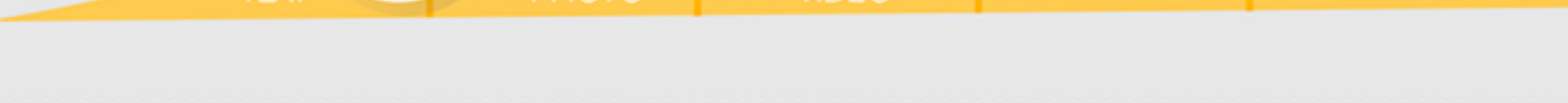
Posts with video are given extra weight in the algorithms. They have higher engagement rates than posts with just plain text or links. The combination of videos and photos are the key to super exposure!



### Video Helps PR

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

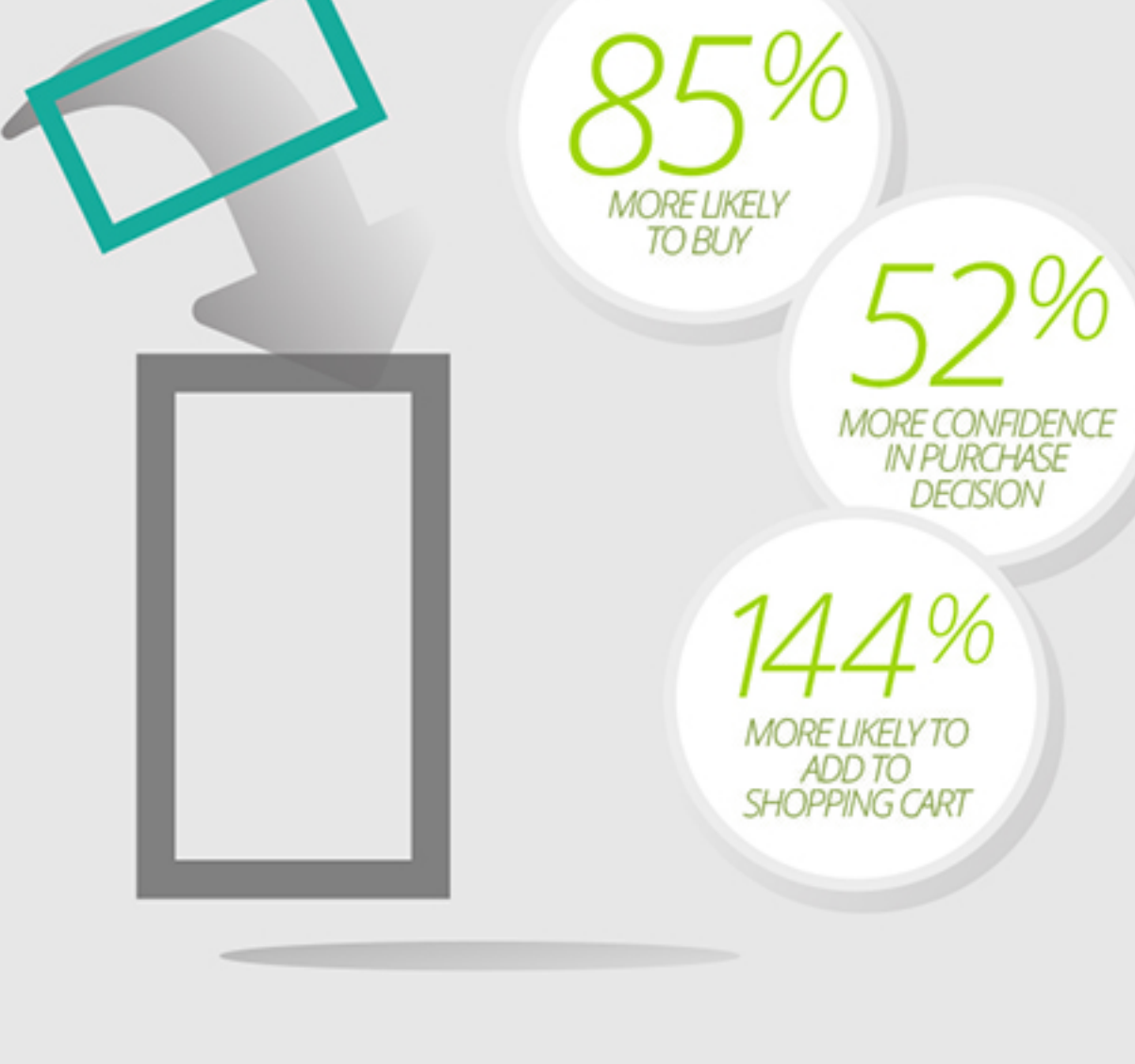
Each element of a multimedia release is distributed separately and can attract its own audience - Videos are distributed to more than 70 video-specific portals.



### 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 tactic that supports your goals. Producing great video is not enough - you have to USE it! Identify your goals - whether they are raising awareness or driving 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 or 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...