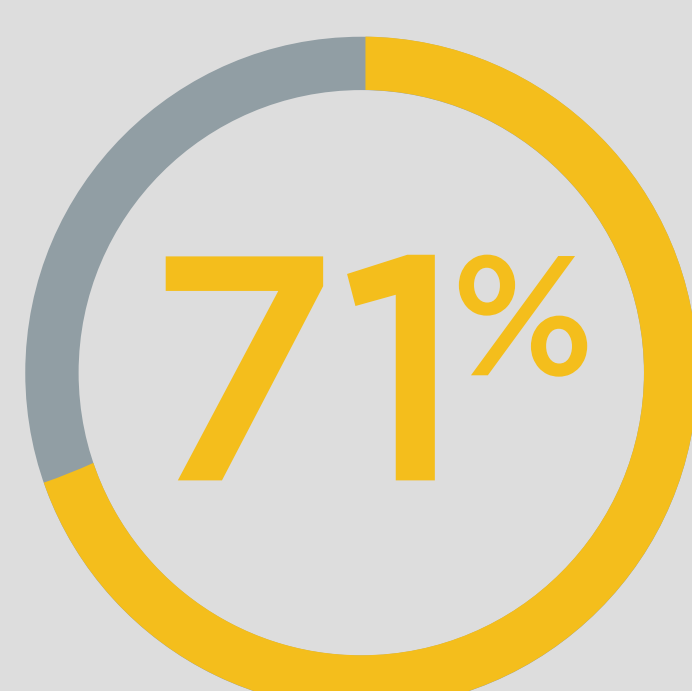


LIGHTS, CAMERA, CONVERSIONS!

12 REASONS TO USE VIDEO IN MARKETING

80% OF ALL TRAFFIC WILL
CONSIST OF VIDEO BY 2021

1 HUMANIZES BRANDS



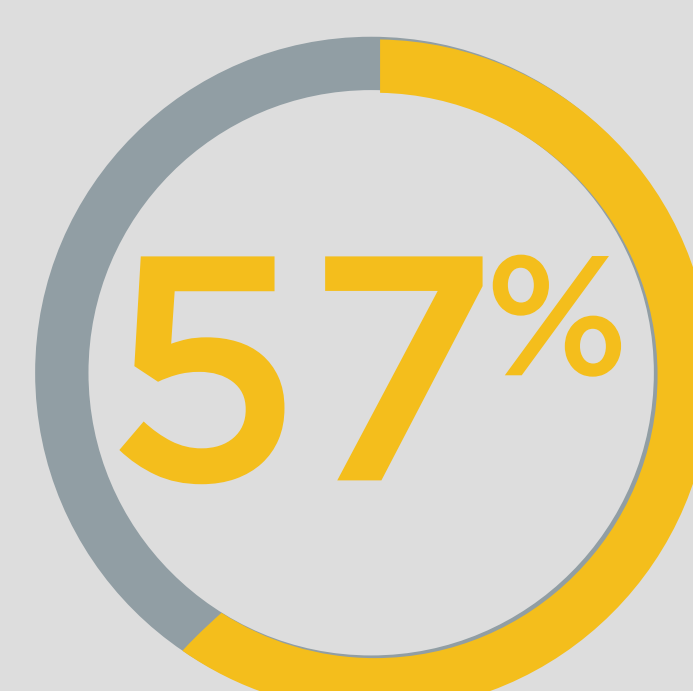
of Buyers who see personal value
will purchase a product

**2 STARTS THE
CONVERSATION**

5-7

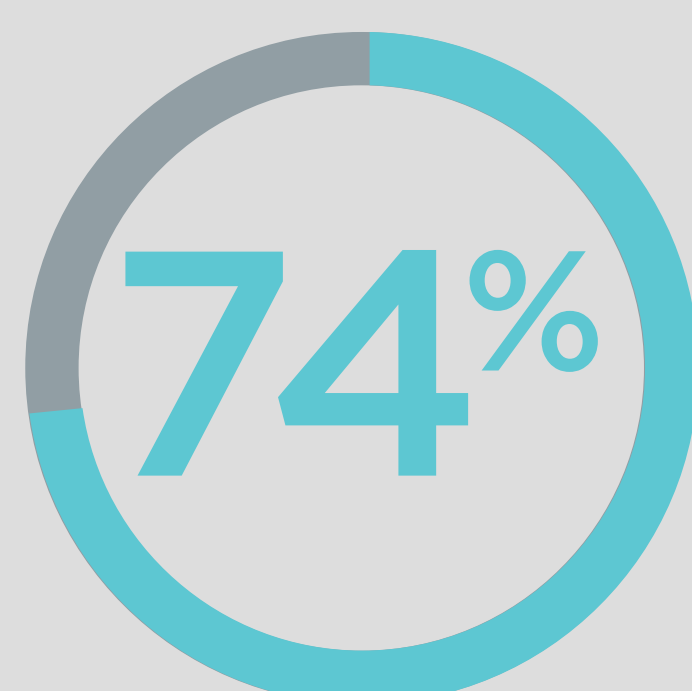
Impressions with a brand
are needed before remembering
a brand or product

3 BUILDS TRUST



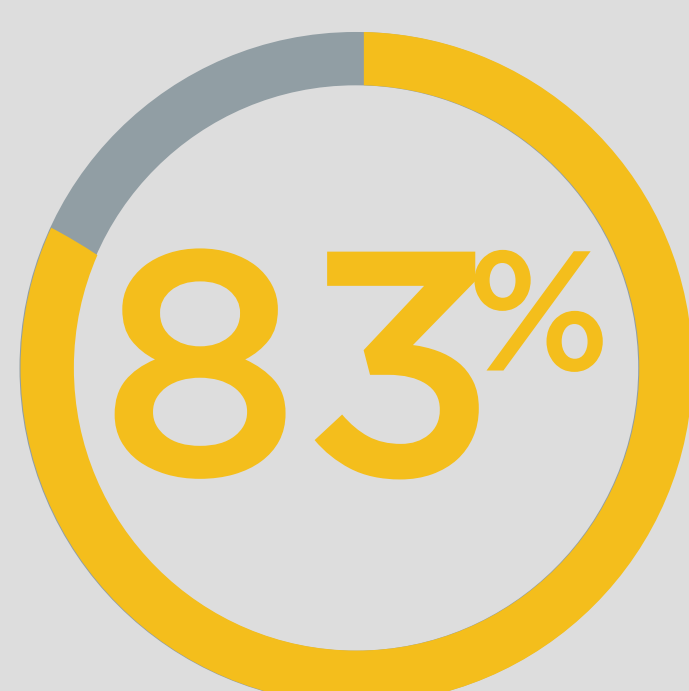
Impressions with a brand needed
before remembering a brand
or product

**4 BOOSTS CONVERSIONS
& SALES**



Users who watched an explanation
video bought the product

5 SHOWS GREAT ROI



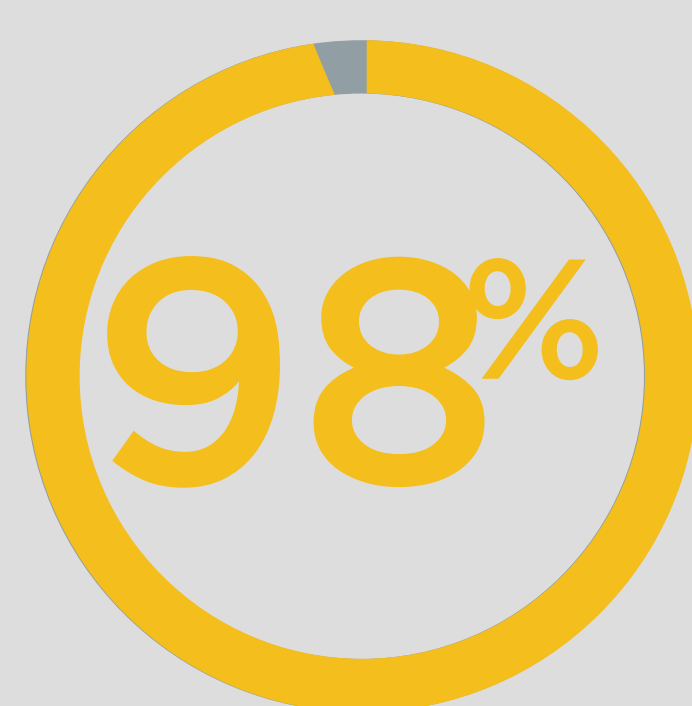
Businesses say video provides great
returns on their investment

**6 HIGH RETENTION
VALUE**

306%

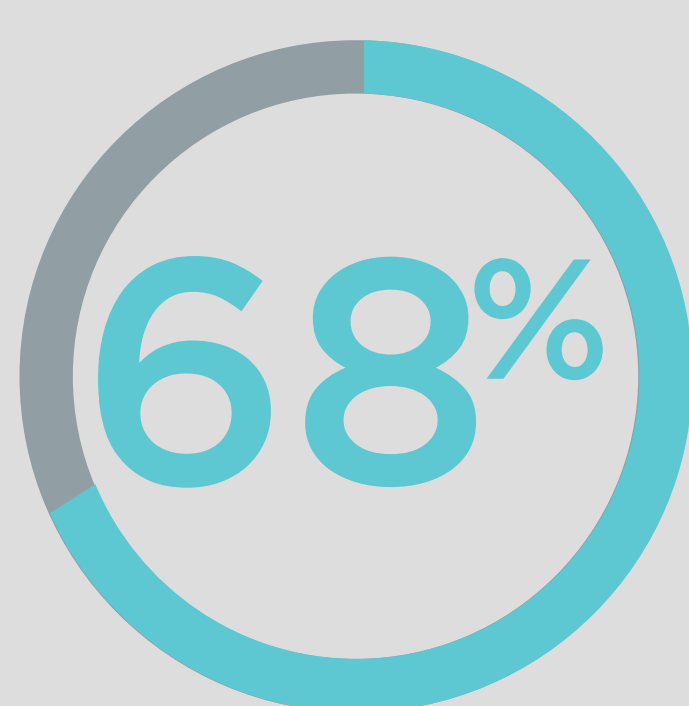
Higher lifetime value for customers
with an emotional relationship
with a brand

7 EXPLAIN EVERYTHING



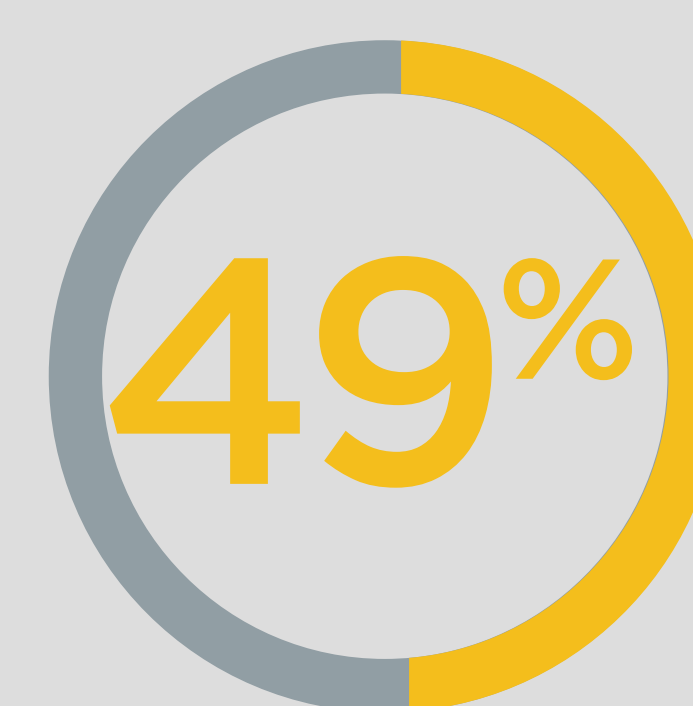
Users say they've watched an explainer
video to learn more about a product
or company

**8 ENGAGES EVEN THE
LAZIEST BUYERS**



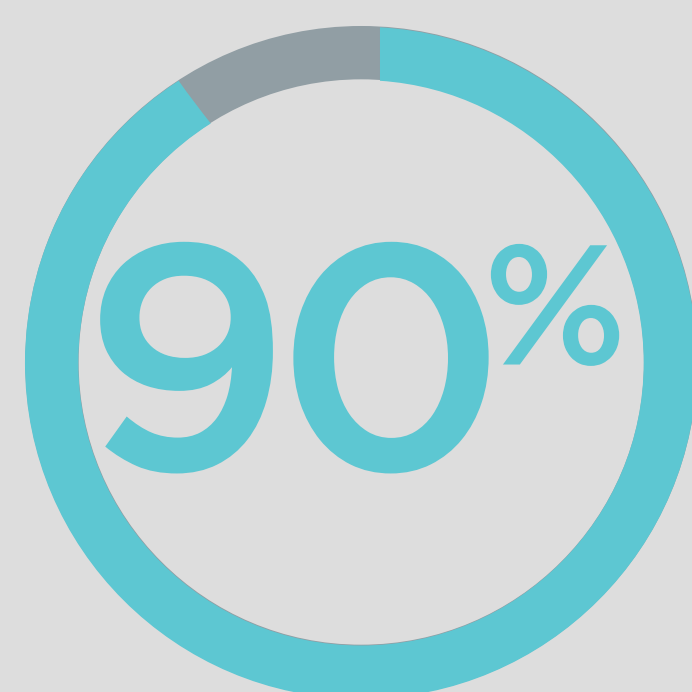
Consumers would prefer watching
a video to solve a product related
problem or answer a question

**9 HIGH RETENTION
VALUE**



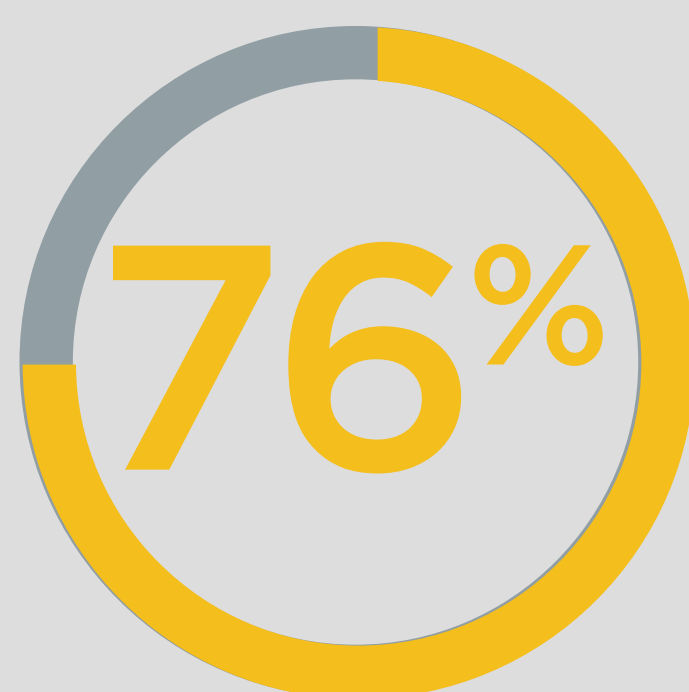
Marketers who use video grow
revenue faster than non-video
users

**10 APPEALS TO
MOBILE USERS**



Consumers watch videos on their
mobile devices

**11 ENCOURAGES
SOCIAL SHARES**



Say they would share a video if
it's entertaining

**12 GOOGLE
LOVES VIDEOS**

53x

More likely to show first on Google
if you have a video embedded on
your website.

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