

INSIDE VIDEO MARKETING

SOCIAL PROOF BY THE NUMBERS // PART 1

Video has been increasingly more popular with a general audience worldwide. When there's money to be made, everyone tries to take a slice of the "video marketing" flavoured pie. Some even try to bake their own. Here's why...

VIDEO

VS

TEXT

60% of people prefer watching video over reading text.

60%

Content preference

40%

Video prevents visitors from leaving your website without taking any action.

59%

Bounce rate

87%

Video keeps visitors longer on your website.

350sec

Average time on site

42sec

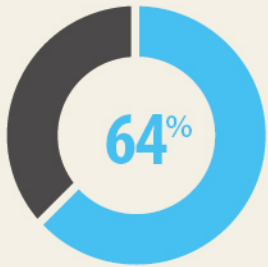
People will remember more from a video than from written content.

50%

Memory retention

22%

INDEPENDENT STUDIES SHOW THAT



People who view a web video are 64% more likely to purchase than other site visitors.

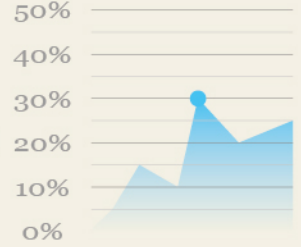
An investment in a web video will give you more paying customers.

Basically, web video makes people want to buy more.

Retail sites with video increase conversion by 30%

If you want to 'sign-up' a customer to your site or service, web video is the way to go.

Imagine, a third more people enquiring with your business.



Mediapost reports that product videos play a key role in consumer purchase decisions, citing a 9x increase in retail video views at the start of the 2011 winter holiday season. Video can demonstrate your products, show their advantages and engage your audience much more quickly than text.

Over 90% of shoppers in a recent survey found web video useful in making purchase decisions.

And why wouldn't they.

Customers don't want to read any more - they want you to tell them what's on offer.



Video in email marketing has been shown to increase click-through rates by over 96%.

Most people would rather watch a video than read an article.

It's much more visually appealing to click a link with a graphic in an email than just a text link.

50% of smartphone users watch web video on their mobile device.

Your potential client base no longer just consists of people using a desktop computer. People have the ability to - and want to - access your site and view your web video wherever and whenever they can.



ONLINE VIDEO IS COST-EFFECTIVE TO PRODUCE FOR THE VALUE IT GENERATES



VIDEO INCREASES A BRAND'S RECOGNITION



VIDEO ON THE INTERNET IS INHERENTLY VIRAL



Zappos.com, the record breaking online retailer with over one billion dollars in sales claims that products with video out-sell - **by over 35%** -- products with static text and picture pages, and OnlineShoes.com claims a **45% increase in sales of video backed products** versus static text pages.



Sources:

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