



## WHY THE FUTURE IS VIDEO

As one of the most popular and effective forms of digital marketing, **video has become the central focus** for many modern content marketers.

### THE RISE OF VIDEO MARKETING

Video has quickly risen through the ranks of digital marketing methods over the past few years. In fact, **nearly 9 in 10 companies use video as a marketing tool** today.

#### Percentage of Companies Using Video For Marketing<sup>1</sup>



When looking at the complete digital marketing landscape, **video is one of the most popular content types**, just behind social media posts for business-to-consumer (B2C) marketers.

#### Percentage of B2C Marketers Using Content Types<sup>2</sup>



### IT'S NOT JUST MARKETING VIDEO IS EVERYWHERE

Though it's a crucial way to spread your marketing message (and we'll learn more about that later), video is an ever-present communication method in our modern world.



By 2022, video will make up **82% of all consumer internet traffic**<sup>3</sup>



**85% of American internet users watch online videos**<sup>4</sup>



**Nearly 2 in 3 YouTube Users** who are on the site at least once a week<sup>5</sup>

### WHY VIDEO WORKS FOR MARKETING

Almost all U.S. internet users engage with video, and with nearly **90 percent** of companies using video in their marketing efforts, it's fair to ask why video is so popular.

The purpose of marketing is generally to drive traffic and raise awareness of a company and its products or services, and video does just that.



**9 in 10 Marketers** have landed a new customer from a social media video<sup>6</sup>



In addition to generating interest around a product, video marketing is popular because it **helps consumers learn**



**More than 3/4** of consumers say a video has convinced them to download an app or buy software<sup>7</sup>

#### Single most desired method for learning about new products<sup>8</sup>

3% Other

4% Pitch

3% Sales call or demo

3% Infographic

4% Manual or ebook

15% Text-based article or blog post

**68% Short Video**

Academic studies have shown video not only enhances students' learning experiences but also boosts their classroom motivation; these same principles apply to the use of video in marketing.<sup>9</sup>

### THE BRAIN ON VIDEO

We've seen that consumers like video, and companies are responding by using it a lot. But did you know that **our brains are hardwired to respond to video differently** than other forms of media? If you know a little about the human brain, it's not hard to see why — we are visual creatures.



**7/10**

of the human body's sensory receptors are located in the eyes<sup>10</sup>



**1/2**

of the human brain is devoted to vision<sup>11</sup>



**10<sup>th</sup> second**

for the brain to understand a visual scene<sup>12</sup>

Because video combines pictures (which we love) with motion (which captivates us), it's a combination that compels our attention.

#### Here are some biological reasons why video is such a valuable tool:

The brain is wired to shift attention to whatever in the environment is new; with video, that means **the movement and action on screen keeps us watching**<sup>13</sup>



Our brains engage more fully with a **cohesive sequence that tells a story** than to disconnected images<sup>14</sup>

An **engaging story can synchronize brain patterns** of audience members, in effect, controlling what they think<sup>15</sup>



### BOTTOM LINE

#### VIDEO DRIVES RESULTS

Let's look at video's rise and why it's so popular



Short Answer **SCIENCE**

If you're not convinced yet that video is a scientifically unique way to engage your audience, here are a few other statistics that might convince you:

#### Website optimization



Using video on a **landing page** can increase conversion by as much as **80%**<sup>16</sup>

#### Email



Video in marketing emails can multiply open rates by more than **6 times**<sup>17</sup>

#### Sales



**64%** of users are more likely to buy a product online after watching a video<sup>18</sup>

#### Social



**6 in 10** people say watching a video on **Facebook** has influenced their purchasing decisions<sup>19</sup>

#### Demographics



Almost all consumers **18-34 (96%)** watch social video at least a few times each week<sup>20</sup>

#### Brands



Nearly half of consumers engage with brand videos on **Facebook** every day<sup>21</sup>

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