

Why video is the most effective way to get your point across



Online video is bigger than ever



Over 50% of all consumer internet traffic consists of video, and YouTube alone pulls in an average of one million viewers per month. It's hard to escape the fact that video is quickly becoming the most effective way of communicating with people, from both marketing and B2B perspectives.



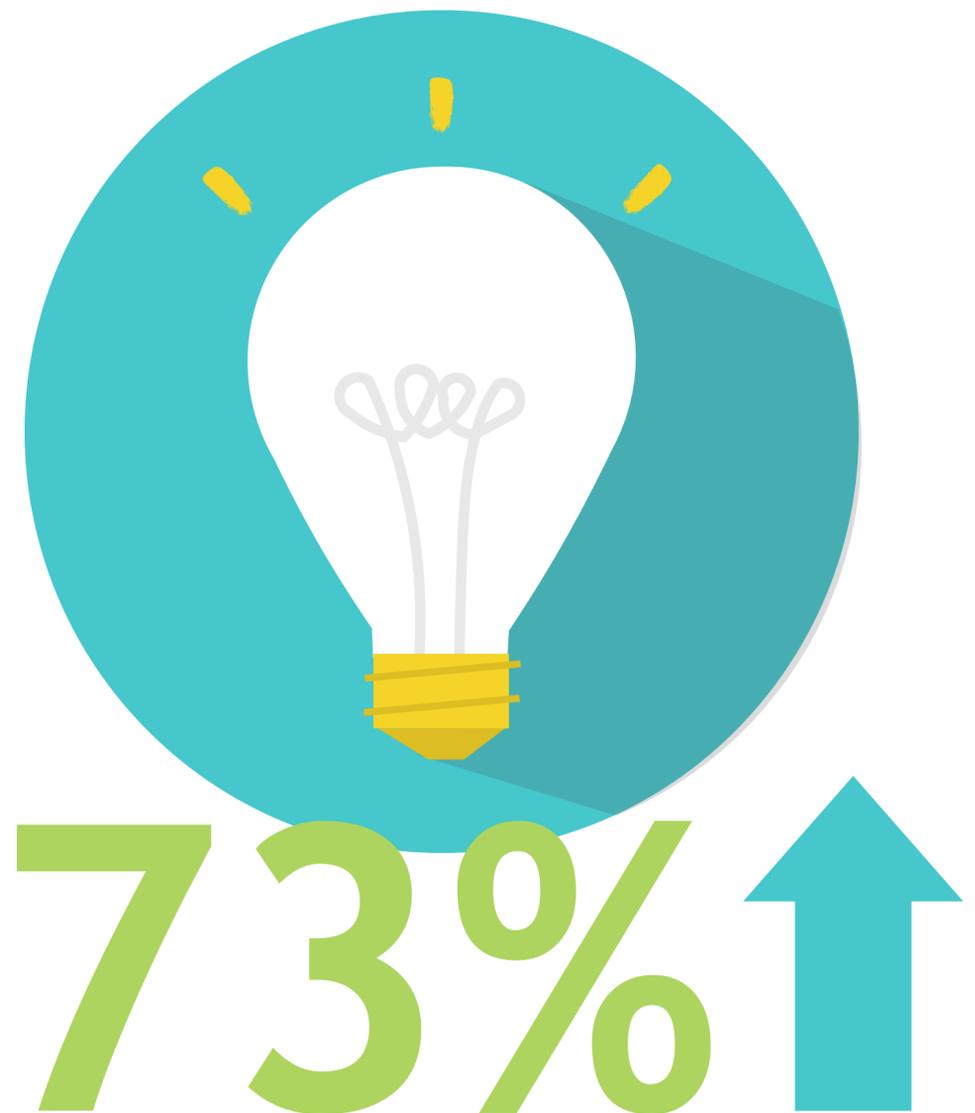


AV Content Is **Attention Grabbing**

It can be difficult to get C-Level Executive presentations to come alive. Sometimes the material is inherently dry, and getting your audience interested can be a challenge.

Audio-Visual messages grab attention much more easily than other types of presentations.

Videos stimulate multiple senses at once and help to appeal to the emotions of an audience. In a consumer study conducted by Eyeview, video ads resulted in a **100% more favorable** view of the brand, together with a **73% higher chance of recommending it.**





Video Is **The Stickiest** Type of Content

Video is also the "stickiest" kind of content. It's the easiest entry point for audiences to consume and digest information, because it conveys information so much more quickly than other forms of marketing material.



A one-minute video can convey a dozen pages of written material, and the audience can access and absorb it much more easily. **90% of information** transmitted to the brain is visual, and visuals are processed **60,000X faster** in the brain than text. This means that a client is focusing on and absorbing the information in a video much more effectively than reading white papers or other content.



Video Supports Other Mediums

Videos can be used to promote other content assets, like a blog or a newsletter. According to Forrester, **using video in an email raises click-throughs by two to three times.** comScore says that having video on your site can boost the **chances of a front-page Google result by up to 53 times.**



Using these types of lateral marketing strategies can help you save money and increase conversions at the same time. You're also getting more leverage out of content that already exists, which is a marketer's dream come true.



It **Boosts** Conversion Rates

The bottom line is that video works in increasing your conversion rates. According to Kissmetrics, video now appears in **70% of the top 100 search results listings**, and viewers are between 64 and **85% more likely to buy something after watching a product video.**



85%

Those numbers are hard to argue with and present a pretty strong case for using video at least as one element of your campaigns.



Video is **Easily Shareable** Content

Video content is easy to share with the rise of video-hosting platforms. There are few distribution barriers like there are with other forms of content, and you can **publicly share videos on networks** like YouTube and Vimeo or keep them private for internal use.



Online production tools like Vidyard Studio, Camtasia and others make it **easy to produce videos in-house** if you don't want to outsource a production company.

The benefits of using video are undeniable; it gets your point across in the best possible way. Creating content that is relevant and interesting to the people viewing it **increases the reach and effectiveness of your marketing material.**