

5 Benefits of Using **Video** in your Marketing Strategy

#1

Video is the most **memorable** form of content

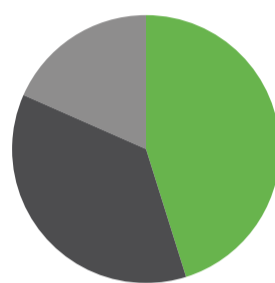
80%

of customers remember a video they've watched in the last month



47%

of customers said videos were the most memorable form of content



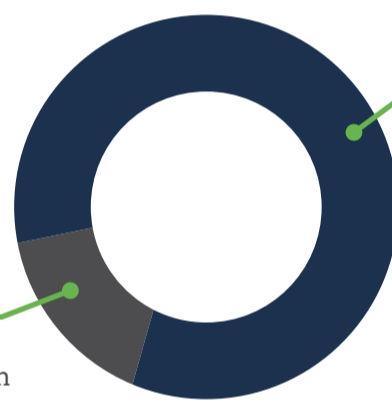
● Branded Video Content
● Branded Photo Content
● Branded Written Content

#2

Increase sales & conversions

52%

of marketers name video as their greatest ROI



80%

increase in conversions on landing pages that incorporate video

20%

increase in conversions on websites that incorporate a video on their homepage

#3

Boost your SEO

Embedding a video on a website makes it **53x** more likely, compared to a text article, to show up on the first page of Google



#4

People want to see **more** of it

87%

of consumers want to see more video from brands they support



#5

Video **increases** organic traffic

157%

increase in organic traffic from Search Engine Results Pages (SERP)