1 2 3 4 5 4 3 2 1

5 REASONS

WHY VIDEO

MUST

BE PART OF YOUR

2016

MARKETING $ BUDGET

There's a **tectonic shift** going on across the video marketing landscape. Until recently, animated and online videos were a novel way to delight and educate customers. Using online video to set you apart proved that you were on the cutting edge, and got people talking.

But now, we're on the verge of something different. With more and more companies incorporating high-quality, meaningful video into their marketing efforts, video is becoming less of a "gee, that's nice" bonus and more of a necessity. **Here are 5 reasons why you definitely want video as a line item in your 2016 budget.**

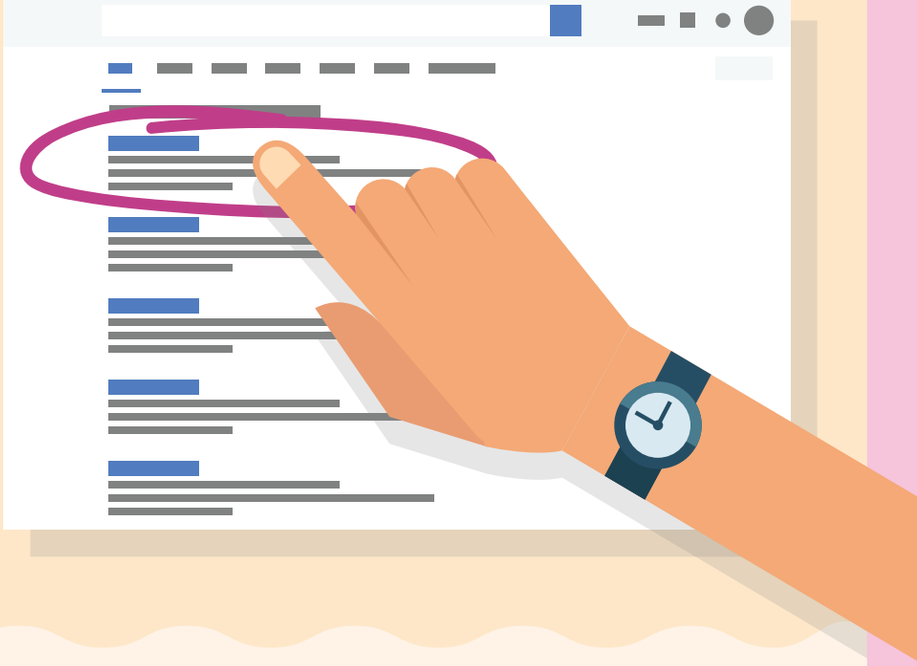
HERE ARE JUST A FEW REASONS WHY

1

KICK THE CRAP OUT OF YOUR MARKETING OBJECTIVES

Adding a video to your website can increase the chance of a front page Google result by 53 times.

53x

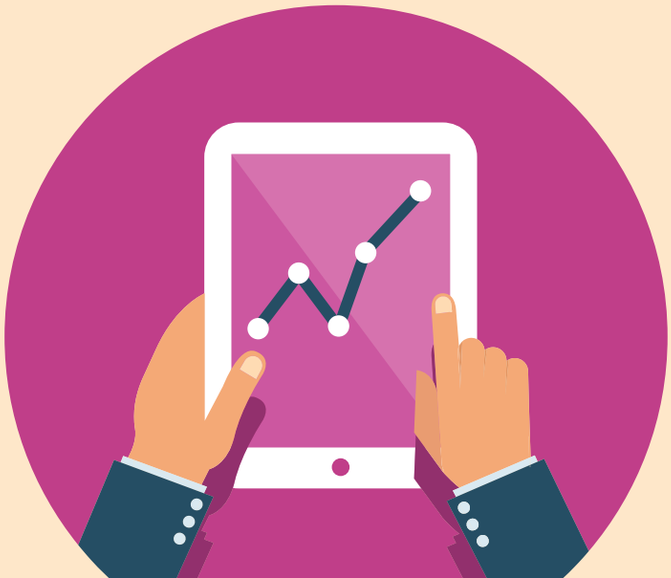


The use of video in emails has been shown to double click-through rates.

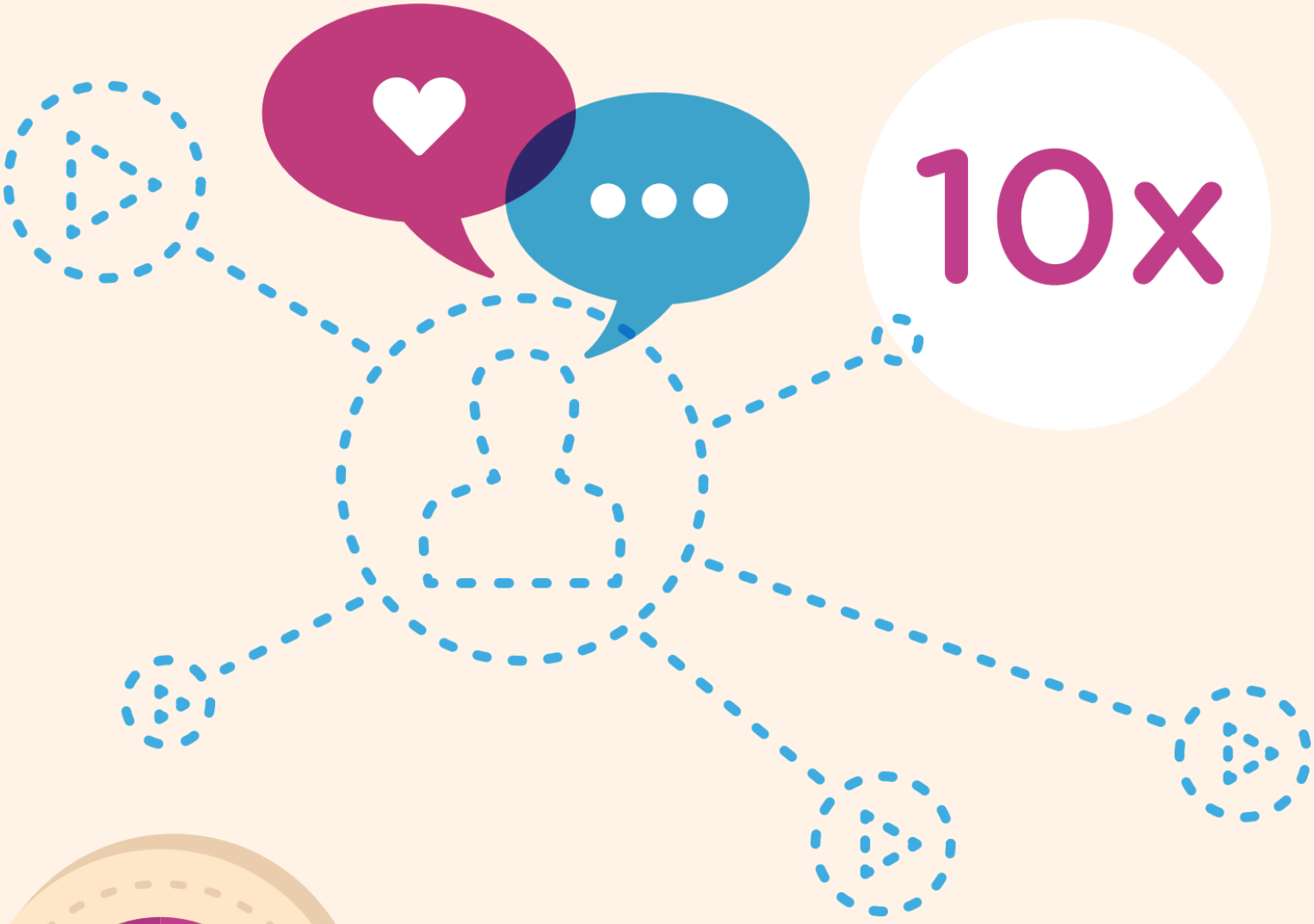
2x

Recent research shows that 71% of marketers say video conversion rates outperform other marketing content.

71%



Audiences are about 10 times more likely to engage, embed, share, and comment on video content than blogs or related social posts.



2

VIDEO

NOT JUST FOR ToFu

(TOP OF THE FUNNEL)

ANYMORE!

YOU CAN USE VIDEO

THROUGHOUT

THE BUYER'S JOURNEY

TOP OF FUNNEL

- **ExactTarget** - bounce rate decreased/time on site increased by 100%

+100%

- **Limelight Networks** - bounce rates evaporated/unique visitor count doubled, almost overnight!

2x

MIDDLE OF FUNNEL

- **Zappos** - Product-page demos resulted in 30% sales impact.

+30%

BOTTOM OF FUNNEL

- **IKEA** - Instructional videos to help customers build furniture.

$$$

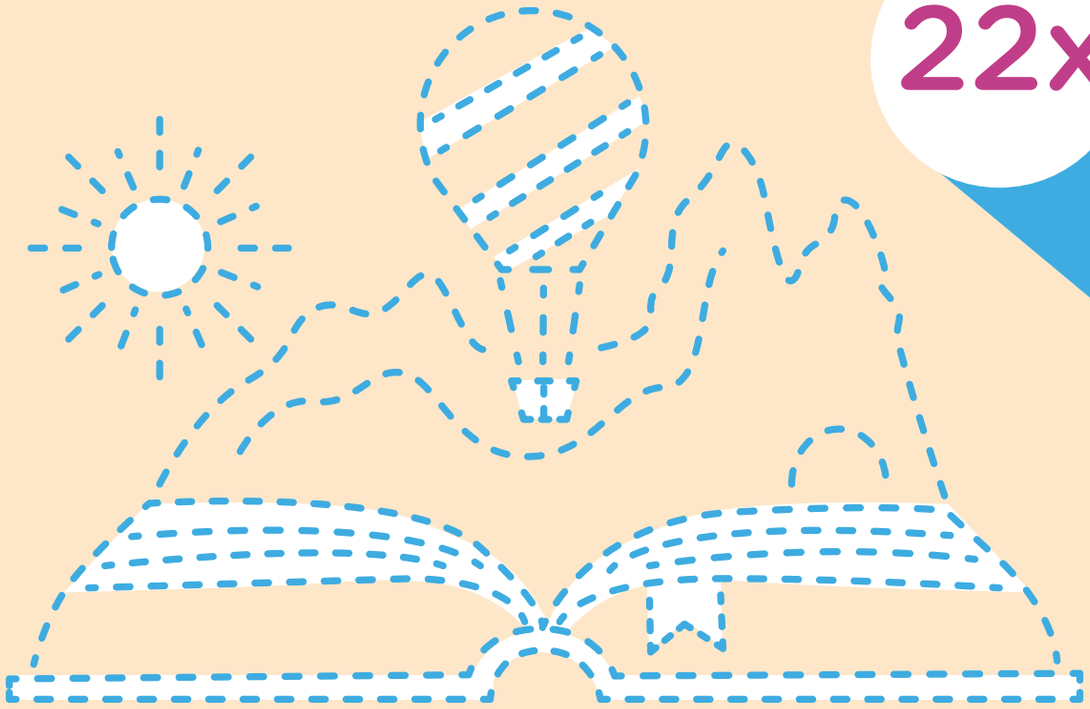
3 VIDEO MAKES PEOPLE FEEL

PSYCHOLOGY OF VIDEO

Experimental results show that video-based multimedia material generates the best learning performance and most positive emotion for verbalizers. Moreover, dynamic multimedia materials containing video and animation are more appropriate for visualizers than static multimedia materials containing text and image. **- Chih-Ming Chen**

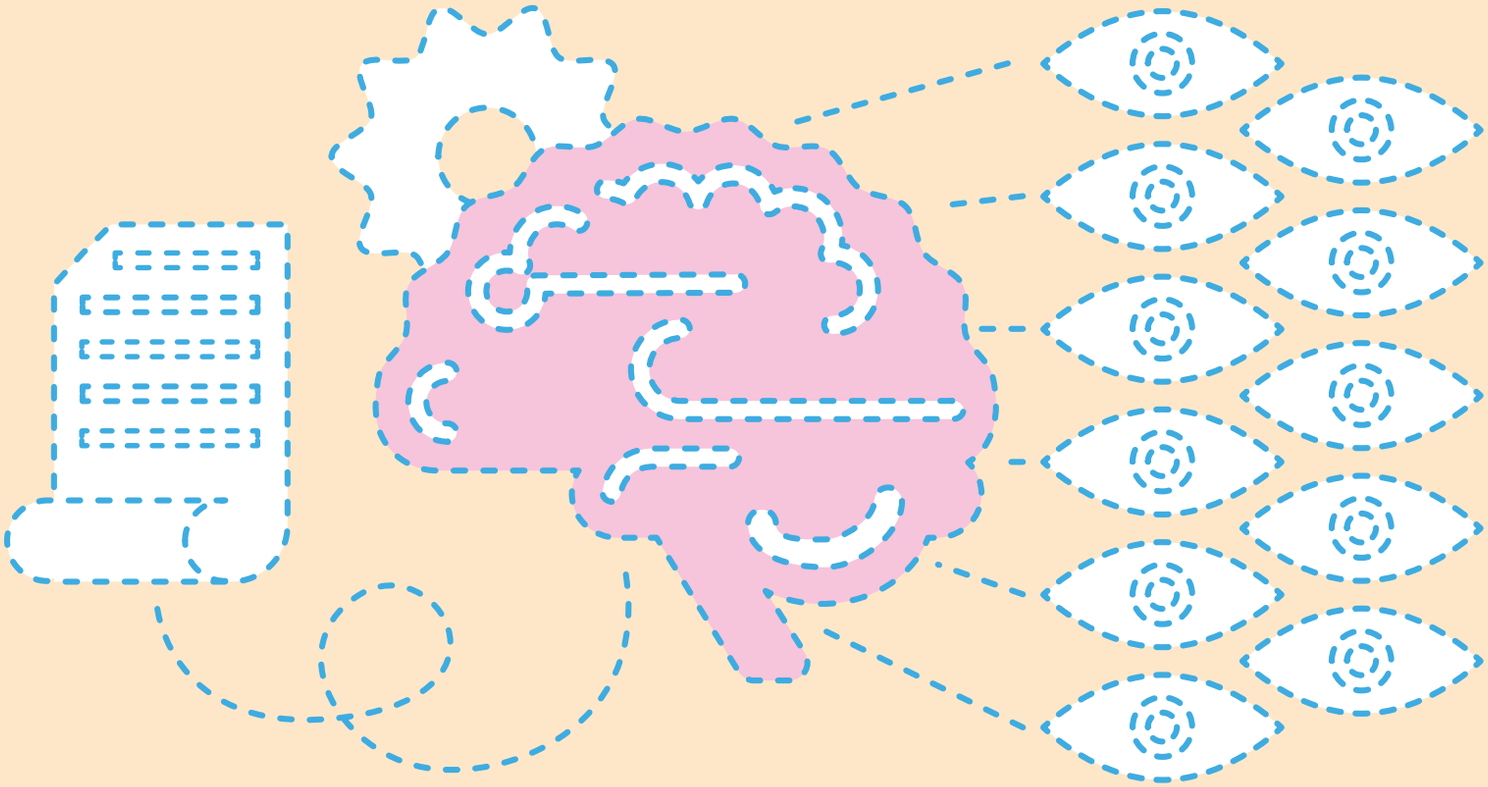
Stories are 22x more memorable than facts alone. **- Jennifer Aaker, Stanford**

22x

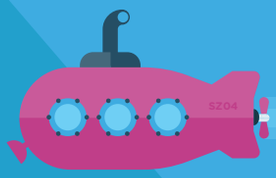


Positive mood lift from watching a video can impact your viewers' buying decisions!
- Scheibehenne

The human brain processes visuals 60,000 times faster than text. - **HubSpot**



That's **mind-blowingly** fast!



4 YOUR COMPETITION'S ALREADY

ON IT

52% of marketing professionals name video as the type of content with the best ROI.

76% of marketers plan to use video to boost their brand awareness campaigns.

96% of B2B companies are planning to use video in their content marketing over the next year.

THE BEST ROI

BOOST YOUR BRAND

DO YOU REALLY

WANT TO GET LEFT BEHIND?

5

2016

IS THE YEAR OF VIDEO

Cisco predicts that consumer internet video traffic will go from 64 percent in 2014 to surpass 80 percent by 2019.

THAT'S NOT VERY

FAR AWAY

SO WHAT ARE

YOU WAITING FOR?

CREATED BY explainify

EXPLAINIFY.COM

SOURCES

http://blog.hubspot.com/marketing/video-marketing-statistics

http://blog.hubspot.com/marketing/visual-content-marketing-infographic

http://contentmarketinginstitute.com/2013/03/video-content-marketing-effective-strategy/

http://contentmarketinginstitute.com/2013/04/video-content-b2b-content-marketing/

https://www.vidyard.com/blog/importance-of-video-content-marketing/

https://www.vidyard.com/blog/when-to-use-video-marketing-funnel/

https://www.vidyard.com/blog/b2b-video-marketing-metrics-research-report/

https://www.vidyard.com/blog/science-behind-why-video-works/

http://www.pointsgroupllc.com/online-video-trends-2016/

http://www.business2community.com/video-marketing/importance-video-marketing-part-general-marketing-strategy-01139012#5fcTEHiC0RxZCRzq.97

http://www.impactbnd.com/blog/video-content-the-importance-of-video-marketing

http://psychologyformarketers.com/power-of-videos/ (Psychology of Video)

https://www.linkedin.com/pulse/why-you-must-use-video-marketing-2016-negative-public-relations

https://www.marketingtechblog.com/digital-marketing-video/

https://www.researchgate.net/publication/257171168_Assessing_the_effects_of_different_multimedia_materials_on_emotions_and_learning_performance_for_visual_and_verbal_style_learners

http://gender.stanford.edu/harnessing-power-stories

http://scheibehenne.de/ScheibehenneVonHelversen2014.pdf