

# THE 5 SECRETS TO VIDEO ENGAGEMENT



## CHOOSE VIDEO



According to Forrester Research:  
**1 MINUTE** of video is worth **1.8 MILLION** words.  
Need we make a stronger argument?

01

## SHORTER IS BETTER



You have about **10 SECONDS** to hook the viewer.  
After **30 SECONDS** you'll lose 30% of people, 45%  
by 1 minute and almost 60% by 2 minutes.

- Visible Measures

02

## KNOW YOUR AUDIENCE



**WHO** is going to watch this video? **WHY** are they  
watching it? **HOW** are they going to watch it?  
Answer these questions!

03

## TRACK ENGAGEMENT



Landing pages with videos convert **800%** more.  
**88%** of people stay longer when a site has video,  
**64%** more make a purchase... **KEEP TRACK!**

- Single Grain

04

## DO IT AGAIN!



Google and your customers are watching you.  
They want to see consistent streams of content.  
**GIVE YOUR AUDIENCE WHAT IT WANTS!**

05

Did you know that 40 percent of all nerve fibers are linked to the retina, and our eyes are capable of registering 36,000 visual messages per hour? On top of that, 90 percent of information transmitted to the brain is visual. And our brains process imagery 60,000x faster than text! INCREDIBLE!

