

17 Fascinating Stats About Visual Content Marketing in 2017

The importance of visual content marketing in 2017 is indisputable. Recent algorithm changes across nearly every major social network have increased the prominence of photos and videos to keep pace with users' seemingly endless appetite for visual content.

To help savvy inbound marketers like you understand the latest trends, we've curated this list of 17 fascinating stats about visual content marketing in 2017. Each of these stats demonstrates the impact visual content has on reach, engagement, conversions, and sales.

76.5%

of marketers and small business owners in an Animoto survey who have used video marketing say it had a **direct impact on their business**.

Infographics were the B2B content marketing tactic with the **biggest increase** in use, from 2015 to 2016, up from **50%** to

58%



When people hear information, they're likely to remember only **10%** of that information three days later. However, if a **relevant image** is paired with that same information, people retained

65%

of the information three days later.

10%

65%

By **2017**, video content will represent

74%

of all internet traffic

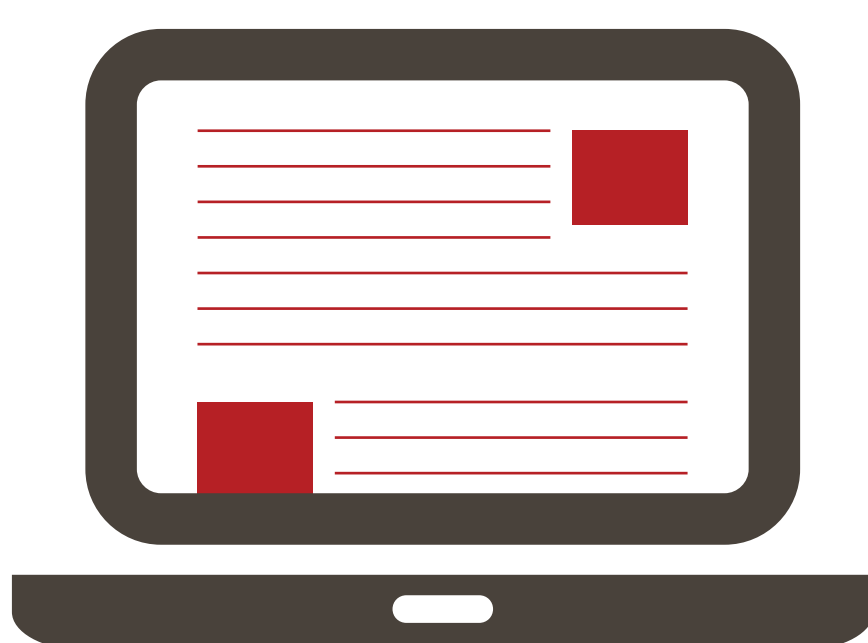
51%

of all video plays are on mobile devices. This growth represents a **15%** increase from 2015 and a **203%** increase from 2014.



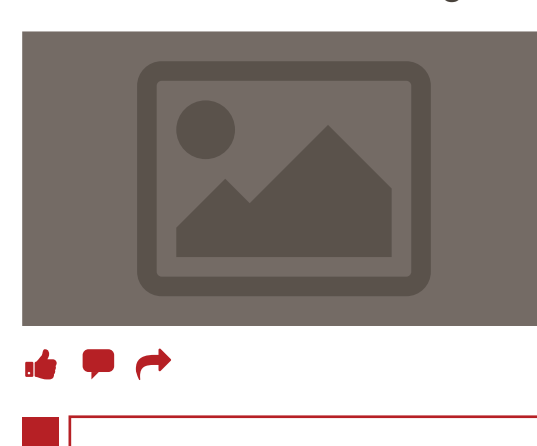
Facebook users watch **8 billion** videos per day

Snapchat users watch **10 billion** videos per day

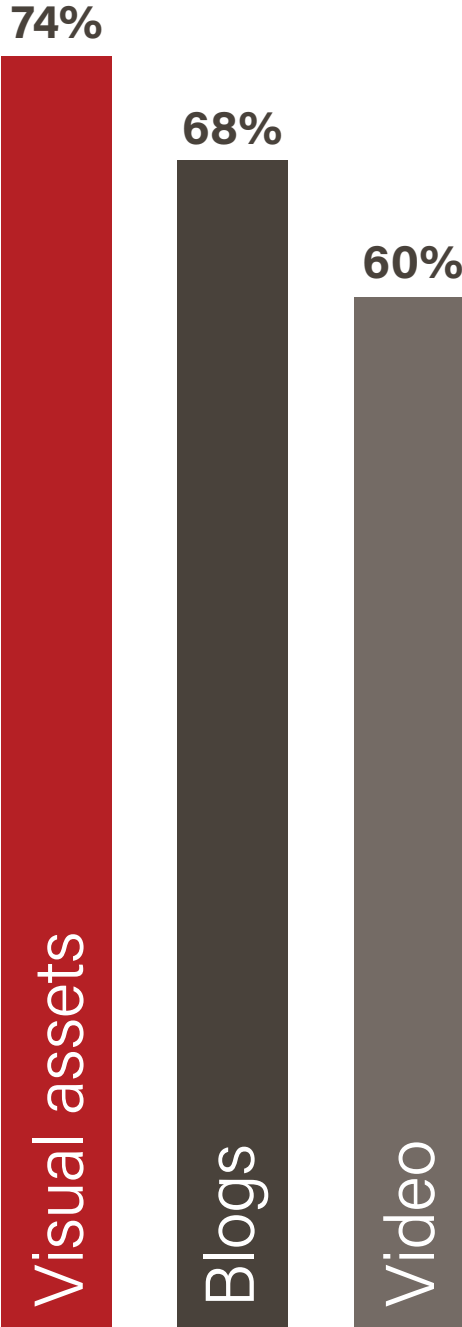


In an analysis of **over 1 million articles**, BuzzSumo found that articles with an image once every 75-100 words received **double the social media shares** as articles with fewer images.

Facebook posts with images see **2.3X more** engagement than those without images.



Tweets with images receive **150% more retweets** than tweets without images.

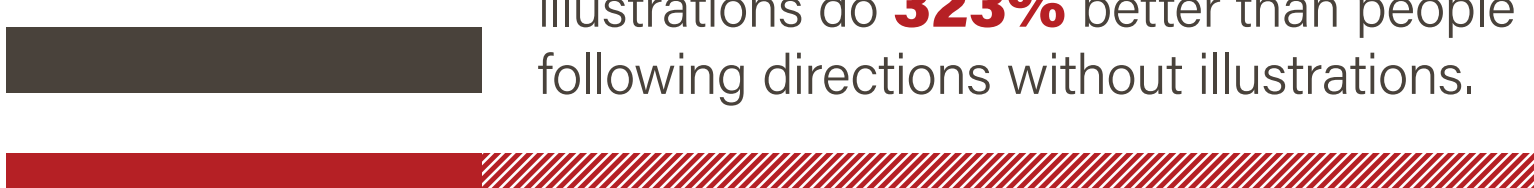


Infographics are **liked and shared** on social media **3X** more than other any other type of content.

74%

of social media marketers use **visual assets** in their social media marketing, ahead of blogs (68%) and videos (60%).

People following directions with text and illustrations do **323%** better than people following directions without illustrations.



In a 2016 HubSpot survey, **43%** of consumers wanted to see more video content in 2016.



Using the word **"video"** in an email subject line boosts open rates by **19%** and click-through rates by **65%**.



Facebook users spend **3X** more time watching live videos than traditional videos



37% of marketers said visual marketing was the most important form of content for their business, second only to blogging (**38%**).

55% of B2B marketers prioritized creating visual content assets in 2016.

