

# WHO TELLS YOUR STORY

## VIDEO HELPS MAKE YOUR STORY STICK



75%

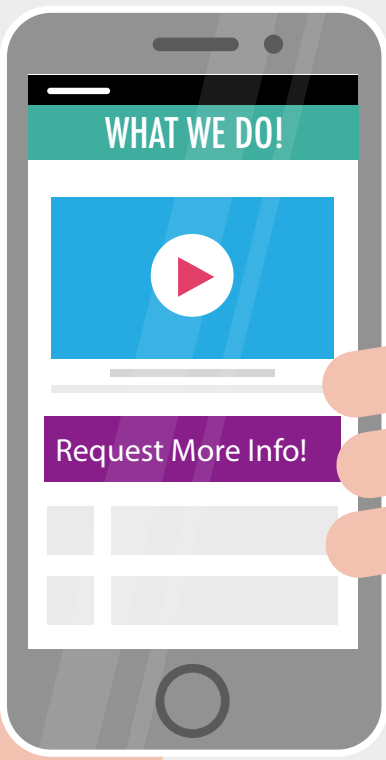
OF EXECUTIVES TOLD FORBES THAT THEY WATCH WORK-RELATED VIDEOS AT LEAST ONCE A WEEK

65%

VISIT THE MARKETER'S WEBSITE AFTER WATCHING

90%

OF USERS SAY THAT SEEING A VIDEO ABOUT A PRODUCT IS HELPFUL IN THE DECISION PROCESS



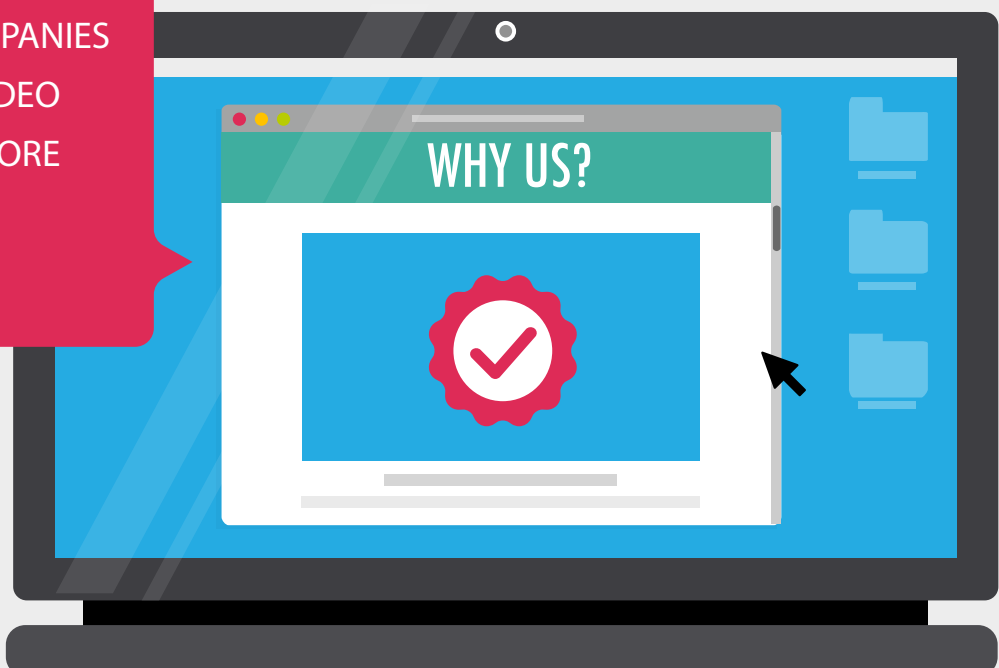
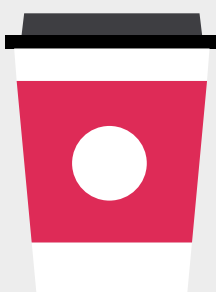
51.9%

OF MARKETING PROFESSIONALS WORLDWIDE NAME VIDEOS AS THE TYPE OF CONTENT WITH THE

**BEST ROI**

58%

CONSIDERED COMPANIES THAT PRODUCE VIDEO CONTENT TO BE MORE TRUSTWORTHY



## IT IS 50 TIMES EASIER

TO REACH PAGE ONE OF GOOGLE SEARCH RESULTS WITH A VIDEO THAN WITH A WEB PAGE

VIDEO AND E-MAIL MARKETING CAN INCREASE CLICK-THROUGH RATES BY MORE THAN

90%

VIDEO EQUALS HIGHER VIEWER RETENTION. THE INFORMATION RETAINED IN ONE MINUTE OF ONLINE VIDEO IS EQUAL TO ABOUT 1.8 MILLION WRITTEN WORDS



### References:

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2. <http://www.insivia.com/50-must-know-stats-about-video-marketing-2016/>
3. <https://blogs.adobe.com/digitalmarketing/search-marketing/seo-for-success-in-video-marketing/>
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5. <https://econsultancy.com/blog/62998-video-seo-optimising-video-for-search-is-the-trick-most-brands-are-missing#i.y2suhpjmffnw1>
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