

Powerful Promotion: The Value of Video Marketing

1 Every day,
it grows harder
to capture consumers'
attention.

Developing an effective video marketing strategy will help you cut through the clutter, engage your ideal audience and inspire them to act.



With compelling video creation and proper placement, your marketing message can be conveyed to your target audience more efficiently and effectively than ever before.

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IMPRESSIVE VIDEO MARKETING FACTS:

The average person
watches *17 hours of online
video content per week*



92%

of marketers say video gives them a good return on their investment



91%

of people say they want to see more online videos from brands



89%

of people say watching a video has convinced them to buy a product or service



51%

of people are more likely to share video with their friends than any other type of content

SOURCE: WYZOWL

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The play button is the most compelling call-to-action on the web.

MICHAEL LITT