THE GREAT BIG BOOK OF ONLINE VIDEO STATS

40 VIDEO MARKETING STATS THAT SUM UP WHY VIDEO IS SO POWERFUL
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Two marketers; three opinions. That’s often the nature of marketing. For every marketer, there exist multiple approaches and strategies to promote, engage, capture, analyze, and ultimately increase sales. But it’s more than just an opinion when nearly all business professionals in the marketing arena agree on one tactic in their 2018 game plan — adding a MAJOR video component.

**The reason is simple:** In a world of technological innovation, product pivots and financial risk, **video is a solid, reliable medium that brings in results.** It’s the medium you can rely on when you have to present the numbers to your boss. And it’s backed by heaps of research, including the big names like Forbes, Cisco, the Pew Research Center, Forrester and YouTube.

If you’re already creating videos, let these stats light the fire to create even more. If you aren’t using video yet, let these stats convince you and your boss that you’re already behind. The technology exists to create awesome video content yourself, once you realize its power.

So, without further ado, we present a roundup of the latest statistics on marketing and online video!
THE GROWTH OF ONLINE VIDEO
Digital video is growing so fast, it’s even replacing traditional TV, dominating our screen time and even competing with the major search engines.

- **300%**
  - Digital video is the new TV. YouTube users who start at the homepage to “see what’s on” has increased 300% YoY

- **1/3**
  - A third of all the time people spend online is dedicated to watching videos

- **#2**
  - YouTube is the #2 search engine on the internet

Cable companies can’t hold a candle to YouTube

- YouTube already reaches more 18-34 & 18-49 year-olds than any cable network in the U.S.
- The average YouTube viewer spends 40 minutes watching video on mobile per session.

But YouTube isn’t the only platform fanning the video flames...
Facebook and Instagram are becoming go-to platforms for live video and brand engagement.

- **Facebook Users Spend 300% More Time Watching Live Videos Than Traditional Ones**
- **59% of the World’s Top Brands Are Now Active on Instagram**
- **The Video Influencer Sector is Currently Estimated at $1.3 Billion Annually**
- **Video Ads Now Account For More Than 35% of All Ad Spending Online**
THE 4 MOST POPULAR VIDEO TYPES
These four types of videos emphasize specific influence levers, making your brand messages more powerful:

- **Explainer**: Build Domain Authority
- **Product Demo**: Establish Trust & Educate
- **How-tos**: Demonstrate Value
- **Testimonials**: Provide Social Proof
VIDEO AND MARKETING

Marketers and marketing agencies are fully video-engaged! If you haven’t started yet, you’re late to the party!
Speed, not cost, is the primary concern for marketers...

On average, each American business will spend $20K on video marketing.

In the next year, U.S. businesses intend to spend $135 billion on digital video. That’s an average of $20K per business!

60% of businesses spend more than 25% of marketing budget on video.

Because 26% of businesses are creating video content daily.

Businesses are 150% more concerned about the speed of video creation than the cost.

56% of businesses engage in video creation at least once a week. 26% create video content daily.
of online marketers are currently using video content in their digital marketing strategies

of marketers report creating video content internally

of B2B marketers said video positively impacts their return on investment (ROI)

faster revenue growth for marketers who use video

of marketers intend to create more business videos in the year ahead
VIDEO
ROI
USING VIDEO BOOSTS ALL KINDS OF ROI (NOT JUST CASH!)

BRAND ROI

ENGAGEMENT ROI

SEO ROI

REVENUE ROI
SEO isn’t just about metadata. Video boosts your SEO dramatically, driving traffic to your owned assets, making your website or blog as valuable as possible — and making the Google bots love your content (i.e. rank it higher!)

Human beings are hardwired to remember stories. Customers remember video better than any other kind of communication. After all, a banner is just a banner — a video tells a story. Staying top-of-mind is a major return for brand investment.

Videos generate 3x the amount of inbound links than written posts

Video is 50x more likely to get organic page ranks in Google than plain text results

80% of customers remember a video they’ve watched in the last month
Simply using the word “video” in an email subject line increases open rates by 19%, click-through rates by 65%, and reduces unsubscribes by 26%.

46% of those who viewed a video ad took some action after viewing the ad.

Adding a video to marketing emails can boost click-through rates by 200-300%.

60% of viewers will engage in a video post before a text post.

Video is shared 1,200% more than both links and text combined.

It is estimated that 92% of people who consume mobile videos share them with other people.

Video drives customer behavior, leading to a more deeply engaged target market. And of course, video drives the most important return: revenue.

Embedding videos in landing pages can increase conversion rates by 80%.

64% of customers are more likely to buy a product online after watching a video about it.

Sending videos with Autoplay by email will become your secret weapon for increasing your CTR by up to 280% and your conversion rate by up to 50%.
CUSTOMERS TRUST & PREFER VIDEO
Video can deliver these kinds of returns for one simple reason...

CUSTOMERS TRUST & PREFER VIDEO

DON’T EVEN BOTHER WITH TRADITIONAL ADVERTISING, LIKE PRINT, RADIO OR TV.

84% OF MILLENNIALS DON’T TRUST IT!

NEARLY 50% OF INTERNET USERS LOOK FOR VIDEOS RELATED TO A PRODUCT OR SERVICE BEFORE VISITING A STORE
90% of customers report that product videos help them make purchasing decisions.

72% of B2B buyers and researchers are watching videos throughout their path to purchase.

39% of business professionals contact a vendor after viewing a branded video.

90% of consumers in the consideration stage say product videos help them compare products.

65% of company decision-makers* visit a marketer’s website after viewing a branded video.

59% of company decision makers would rather watch a video than read an article or blog post.

*Company Decision Makers aren’t just CEOs. They are any gatekeepers for making major fiscal and strategic decisions, like CTOs, CFOs, Marketing Managers, Engineers, Heads of Product and HR Executives.
CONCLUSION
The explosive growth of online video is changing how audiences consume content and how marketers deliver their messages. The change is making old winners into losers, and challenging you to up your marketing game.

The growth of online video isn’t happening in a vacuum. It’s influencing how businesses spend their advertising budgets. It’s changing marketers’ priorities and the kinds of content they’re making. It’s influencing how deeply customers engage with brands, and how they make their purchase decisions.

Video is having this kind of impact because customers simply prefer it and trust it over text or images alone. With the DIY video and animation tools that exist today, you can start speaking the language customers respond to most: video.

These stats are more than an avalanche of information, they can help you and your marketing team make key decisions about the your video marketing goals, strategies, tactics and results.

2. https://www.forbes.com/sites/forbesagencycouncil/2017/02/03/video-marketing-the-future-of-content-marketing/#133c1de06b53


10. https://www.vidyard.com/blog/5-reasons-why-video-marketing-platform-is-b2b-marketing-mus/


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