

THE GREAT BIG BOOK OF ONLINE VIDEO STATS

40

**VIDEO
MARKETING
STATS**

**THAT SUM UP WHY VIDEO IS
SO POWERFUL**

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INTRODUCTION

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% WATCHING
MORE TIME 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

THE 4 MOST POPULAR VIDEO TYPES

AND WHY THEY MATTER

These four types of videos emphasize specific influence levers, making your brand messages more powerful:



EXPLAINER
Build Domain Authority



PRODUCT DEMO
Establish Trust & Educate



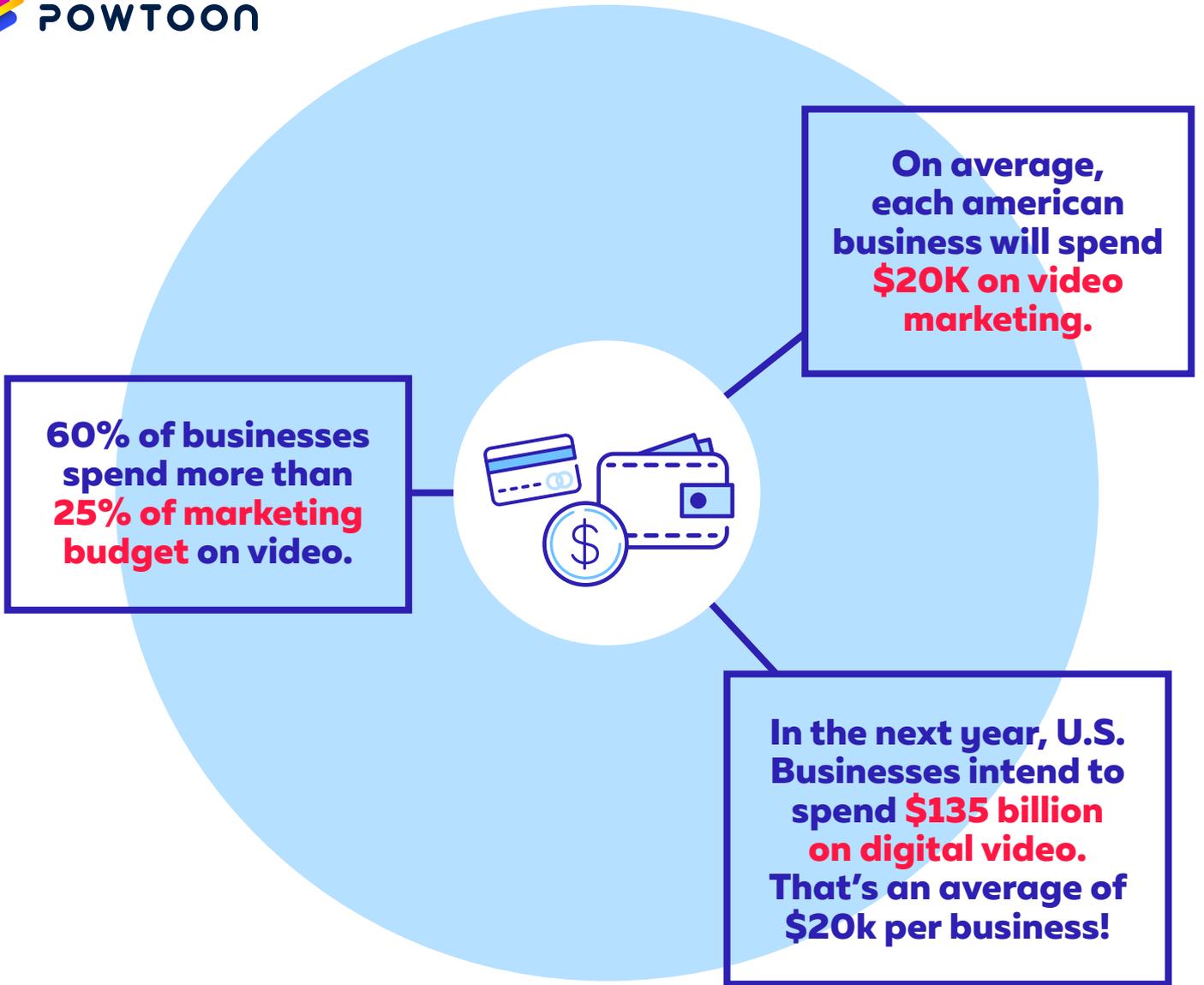
HOW-TOS
Demonstrate Value



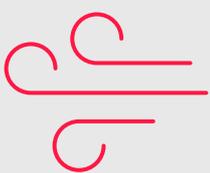
TESTIMONIALS
Provide Social Proof

VIDEO AND MARKETING

Marketers and marketing agencies are fully video-engaged! If you haven't started yet, you're late to the party!

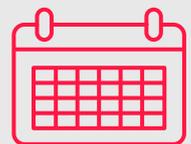


Speed, not cost,
is the primary concern for marketers...



BUSINESSES ARE **150%** MORE CONCERNED ABOUT THE SPEED OF VIDEO CREATION THAN THE COST

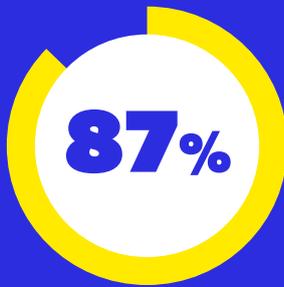
56% OF BUSINESSES ENGAGE IN VIDEO CREATION AT LEAST ONCE A WEEK. 26% CREATE VIDEO CONTENT DAILY



Because 26% of businesses are creating video content daily.

WHAT MARKETERS ARE SAYING ABOUT VIDEO - BY THE NUMBERS

TODAY



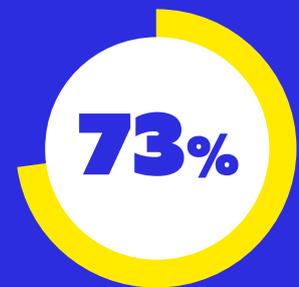
of online marketers are currently using video content in their digital marketing strategies

DIY



of marketers report creating video content internally

ROI



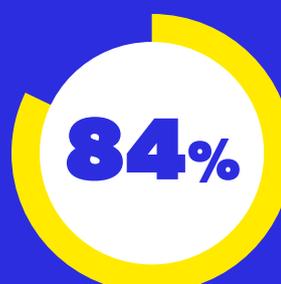
of B2B marketers said video positively impacts their return on investment (ROI)

\$\$\$



faster revenue growth for marketers who use video

TOMORROW



of marketers intend to create more business videos in the year ahead

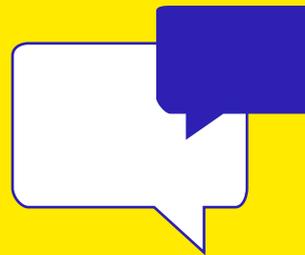
VIDEO ROI



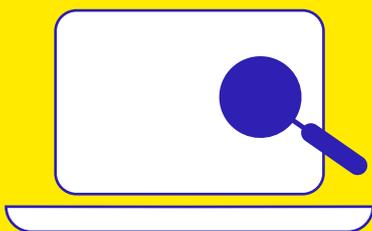
USING VIDEO BOOSTS ALL KINDS OF ROI (NOT JUST CASH!)



BRAND ROI



ENGAGEMENT ROI



SEO ROI



REVENUE ROI

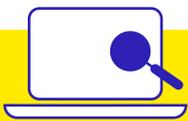


BRAND ROI

80% of customers remember a video they've watched in the last month

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.



SEO ROI

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

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!)



ENGAGEMENT ROI

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.



REVENUE ROI

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



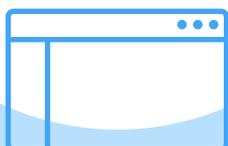
90%

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

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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.

SOURCES

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- 3** <https://www.forbes.com/sites/forbescommunicationscouncil/2017/10/06/video-marketing-isnt-the-future-its-right-here-and-now/#32767f282b4d>
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DON'T GET LEFT OUT IN THE COLD!

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VIDEO AWESOMENESS TODAY.**

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