

5

Reasons Video Marketing is Now a Must

If you're not promoting your brand through video, you are missing a major opportunity to reach target consumers. Cisco predicts that within the next two years, online videos will account for more than 80% of all consumer internet traffic.* Here's why and how to ramp up your brand's video marketing.

*Cisco Visual Networking Index: 2016-2021

**TWIRLING
TIGER®** media

twirlingtigermedia.com



#1

It's now (majorly) 'socially acceptable'

YouTube has **more than 1 billion users**, almost one-third of total internet users, who collectively watch **more than 500 million hours of videos daily**.

82% of Twitter users watch video content on Twitter.*

45% of people watch more than an hour of Facebook videos a week.

*www.insivia.com/27-video-stats-2017/

#2

Short clips leave a lasting impact

Almost two-thirds of consumers prefer videos of **less than a minute** in duration.* Keep your narratives and storyboards compact and you'll garner more views.

*Animoto



#3

More companies are going live

Users spend **3x more** time watching **live videos** than archived videos and comment more than **10x more** during live videos.*

TIP: Before going live, be sure that people know the time and date (unless it's breaking news). Then reward them for watching with something unexpected.

*Facebook

#4

People want to be educated, not just entertained

How-to videos do particularly well. **97%** of businesses using explainer videos say it helps users better understand their business.

Influencer Sunny Lenarduzzi says videos that **create value** quickly gain momentum and viewers.

*Wyzowl's 2017 State of Video Marketing survey

#5

Increase ROI

Want your video to **go viral** (for the right reasons) or steadily increase views? Pay close attention to your intended audience, not just your branding.

Video marketers get **66% more qualified leads** per year.*

Video marketers achieve a **54% increase in brand awareness**.*

*The Aberdeen Group's Understanding the Expanding Benefits of Marketing with Video

ONE MORE THING: If you're serious about expanding and enhancing your video marketing, make sure you have the in-house or outsourced talent to truly succeed—from writing, shooting, illustrating and designing to strategy development, execution, campaign management and more.