

## Benefits of Video Marketing

YouTube has become the second largest search engine just behind Google. This is because 60% of people prefer watching a video to reading text when they want to obtain information on a topic. In order to take advantage of the unlimited potential of YouTube, companies need to invest in video marketing. Video marketing is a cost effective way to engage customers and persuade more people to buy a product or service.

- They will spend on average 350sec on a site with a video as opposed to 42sec on a site without a video.
- After watching a video, web browsers are 64% more likely to make a purchase.

### Creativity beats cash.

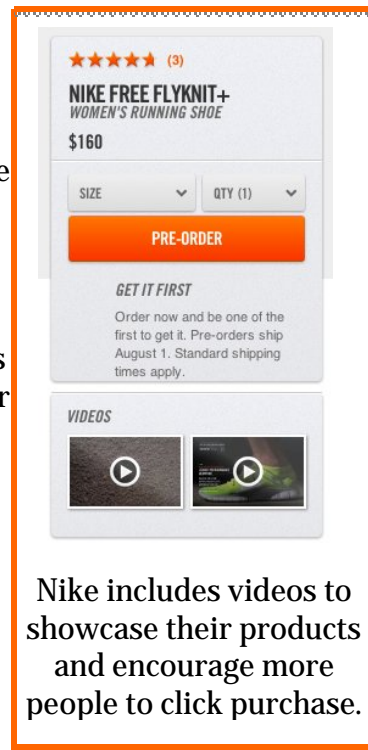
Unlike many other forms of online marketing, video marketing is a level playing field. Your marketing budget is not the predominate factor of how many people watch your videos. A creative and engaging video will get more views and convert more customers into buyers than a high-budget video from a larger corporation.

- Don't fall behind. 81% of senior marketing executives now use online video content in their marketing programs.

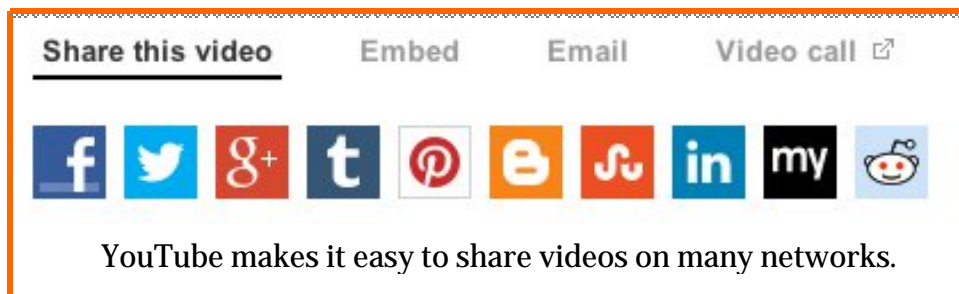
### Get more exposure through social media.

Sharing videos is a large part of how people connect with each other through social media and social media has become a large part of our lives. By making videos for your company, you can get more exposure to potential customers. It is more probable that someone will like or share a video with their online friends than they are to tell every person they know about your products or services. Video sharing is the new personal endorsement to reach a broader customer base.

- 500 years of YouTube video are watched every day on Facebook, and over 700 YouTube videos are shared on Twitter each minute.



Nike includes videos to showcase their products and encourage more people to click purchase.



### Long-term content.

Another benefit of video marketing is that they last forever. Commercials become obsolete quickly, but online videos stay relevant and searchable long after they are made. This makes video marketing very cost effective. Additionally, content on your website needs to be constantly updated to rank high on search engines. Search engine optimization can be time consuming, expensive, and unrewarding. Video results now appear in most searches and they never need to be updated or re-optimized to maintain a high rank. Investing in one good video exposes your products and services in searches for a long period of time.

- The chance of ranking on the first page of Google increases 53 times when a video is included on the website.

### Measurable success.

Track the interest in your video easily with YouTube analytics. You can keep track of how many views, likes, and shares your videos get. You can even see how long people watched your video and at what point they lost interest in the content. People can also comment on your video after viewing it so you can get real time feedback on the effectiveness of your efforts and gain insight into what consumers want to see in your next video.

- On average, people will spend 2 minutes longer on a site with a video.

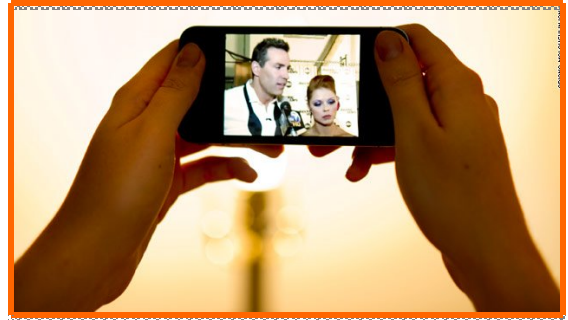


### Reach more customers through their mobile phones.

Research has shown that people prefer watching videos on their mobile phones to reading text or viewing pictures to learn about a product or service. Since people now carry their phones with themselves everywhere they go, you need to realize the potential sales a video on a mobile device can have. In fact, people that watch a video are more likely to purchase a product or service than customers that don't

watch one. This means that videos are a great way to get people to see and purchase what you are selling when they are away from their computers.

- Online video accounts for 50% of mobile traffic.
- 30sec mobile video has an 88.3% completion rate.
- The average mobile user will watch 2 to 3 minutes of a video while a desktop user will only watch 30 seconds to 1 minute.
- People check their smartphones more than 150 times a day.



[Contact](#) a Boomtown representative to learn more about our video production services. We're happy to work with you to develop the creative solution for your online marketing needs. Call Today 888-454-3330.