**Some Interesting Facts about VIDEO MARKETING**

**Collected off the internet by Joe Refano-MEDIA MECHANIX**

The Video Age is HERE and I can prove it!

92 percent of mobile video viewers share videos with others. ([Invodo](http://www2.invodo.com/l/12102/2012-03-02/dbq))

74% of all Internet traffic in 2017 will be video. (Iovodo 2014 Video stats, cites: Cisco. Cisco *Visual Networking Index: Forecast and Methodology, 2012-2017.*

Retention rate for visual information (ex.video) can reach 65% vs. 10% for text-based information. (Iovodo 2014 Video stats, cites: Social Media Today. *Internet Marketing Trends and Tactics for 2014 [INFOGRAPHC].*

71% of consumers say that video is the best way to bring product features to life. (Invoda 2014 Video stats, cites: Multichannel Merchant. *Give the Consumers What They Want: Video).*

Marketers who use video in email cite increased click through rates, increased time spent reading the email, increased sharing and forwarding, increased conversion rates, and increased dollars generated as the top benefits. (Invoda 2014 Video stats, cites: eMarketer. *Video is the Next Frontier for Email Marketers. )*

25.7% of all tablet video views occur between 8PM and 12AM. (Invoda 2014 Video stats, cites: StreamingMedia.com. *Evenings Are Primetime for Tablet Viewing).*

57% of smartphone owners watch product video in stores (Invoda 2014 Video stats, cites: ReelSEO. *57% Of Online Consumers Have Confidence In Product Videos [Report]*

In a recent survey by the [National Association of Realtors](http://www.greenlinere.com/), 14 percent of sellers questioned said their agent used video to market their home, up from 9 percent in 2007. In that same survey, 45 percent of buyers questioned said they found video tours very useful.

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80% of Internet users recall watching a video ad on a website they visited in the past 30 days; 46% took some action after viewing the ad ([Online Publishers Association)](http://www.online-publishers.org/)

One minute of video = value of 1.8 millon words (source: Dr. James McQuivey, Forrester Research)

It pretty obvious that if you are serious about communicating in 2014,

you’d better have video in your arsenal of marketing tools. Tell YOUR story…grow YOUR Brand.

WE CAN HELP YOU DO IT RIGHT.

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