



The 3 Keys to Understanding Online Video in Business

THE CASE FOR 2012

1 Why start using video?

3 billion

2010 30%
2013 90%

YouTube has 48 hours of video content uploaded every minute and over **3 billion views per day**. The demand for online video on other sites like Vimeo and Blip.TV will continue to grow.
(Source: Awareness, 2011)

Video is set to dominate consumer interaction with the web. According to Cisco, video will increase from 30% of Internet traffic to **90% of Internet traffic by 2013**.
(Source: Cisco, 2010)

The explosion in smart phone users and tablet browsing has facilitated a **global increase in video viewing activity**.



By 2014, there will be **more mobile Internet users than desktop/laptop users**. And 50% of local searches are already done on mobile devices.
(Source: Microsoft Tag 2011)

There were nearly **25 million mobile video viewers** at the end of 2010, an **increase of 40%** over the previous year.
(Source: eMarketer, 2010)



KEY FACT:

Video is set to become the key way of engaging with users online.

2 It's popular: So what?

70%
TOP 100

Video results appear in about **70% of the top 100 listings**, the type of content most often displayed in universal or blended search results.
(Source: Marketingweek, 2011)

This increased visibility means, that with proper optimization, **video increases the chance of a front-page Google result by 53x**.
(Source: Forrester, 2010)

Google
❤️
VIDEO

In response to video popularity, prominent search engines now ascribe **greater value in results** to sites with video content over those that do not.



Miramatrix tracked the eyes of search engine users to see what they focussed on when viewing results pages. **Video thumbnails yielded the most concentrated point of focus** over mere text and images.
(Source: SEOMOZ 2011)

Site visitors spent on average **two minutes more on pages with video** over those that do not. Now that's sticky!
(Source: Marketingweek, 2011)



KEY FACT:

Video as an active part of your marketing strategy significantly increases your visibility and profile on the web.

3 Video drives executives down the purchase path

After watching an online video

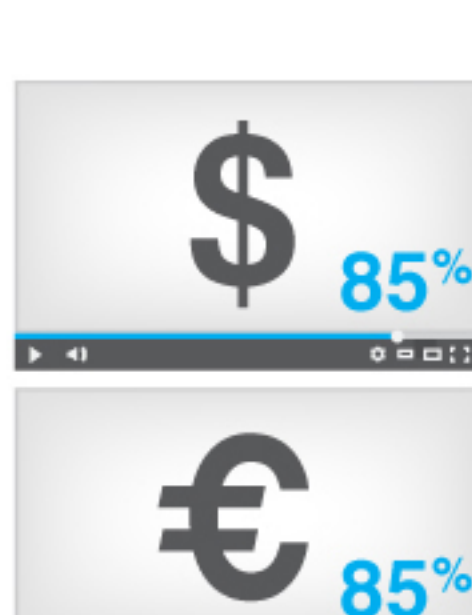
42% Made a business related purchase

53% Conducted a search for more information

65% Visited a vendors website

A survey of 300 **C-Level and Senior executives** reported taking the following action **after watching video online**:
Forbes & Google 2010

Video is incredibly persuasive. B2B buyers find that collateral which includes embedded video contributes to the perceived influence of the content.



92% say that when video is embedded in content it positively or **very positively effects** the overall influence.
(Source: SocialMedia B2B 2011)

Visitors who view product videos are **85% more likely to buy** than visitors who do not.
(Source: Internet Retailer 2010)



KEY FACT:

Video positively influences senior purchaser engagement and effects sales directly.

We think Dr. James McQuivey says it best:



A minute of video is worth

1,800,000

words!

(Source: Forrester 2008)

What will your business say?