

Why Use Video In Your Marketing?

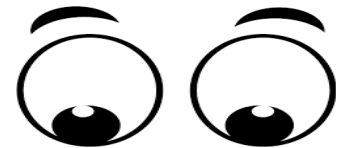
You maybe thinking that video is just a novelty tool but did you know video is powerful marketing tool? Check out these numbers.

85%

Number of ALL United States Internet Users Who Watch Video On Any Of Their Devices.

54%

Number of Users Who Wanted To See More Video From Brands or Businesses They Support.



87% Of Marketing Professionals Use Video As A Marketing Tool.

According to Optinmonster, video marketers get **66% more qualified leads** per year (Optinmonster, 2019). Optinmonster also concluded that video marketers achieve a **54% increase in brand awareness**. Additionally, **93% of marketers say they've landed a new customer thanks to a video on social media.**

Videos Engage Users For Longer on Your Website



The average user spends **88% more time on a website** with video! (Forbes, 2018).

72%

Where both video and text are available on the same page, **72% of people would rather use video to learn about a product or service** (Wyzowl, 2018).

Viewers are **95% more likely to remember a call to action** after watching a video, compared to 10 percent when reading it in text format (Forbes, 2017).

Click Here To Get Your Animated Video!