

THE WORLD LOVES VIDEO!



While video isn't a new concept, the importance of brands having video content on every platform is steadily increasing. The way we consume content is ever changing and more and more people are turning to video. In fact, 95% of people say they've watched an explainer video to learn about a product or service.

STATS



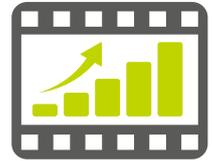
81% of people have been convinced to **buy a product or service** by watching a brand's **video**



Almost **50% of internet users** look for **videos** related to a product or service **before visiting a store**



4 in 5 consumers believe that demo **videos are helpful**



Marketers who use **video grow revenue 49% faster** than non-video users

VIDEO

Why use video



➤ **Video boosts conversion rates** – According to HubSpot, including video on a landing page can **increase conversions by 80%**



➤ **Video builds trust and credibility** – **90% of users** say that product videos are **helpful in the decision process**

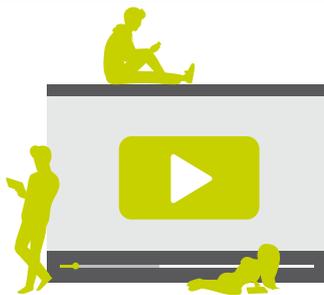


➤ **Search Engines love video**, YouTube is the second largest search engine behind Google



➤ **Video** can be used on a **variety of online platforms**

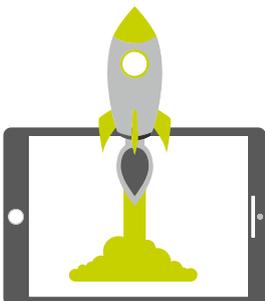
LIVE VIDEO



If you want to **make your business appear more human**, you can't beat a **live action video** featuring real people. We're all instinctively **drawn to real human faces**, especially when they show **real human emotion**, and it's an effect you just can't achieve in animation.

This is especially important if your business revolves around **personal, human interaction** or a specific real-world location.

ANIMATED VIDEO



Animated video allows brands to **slide the scales of reality** and **bring any subject matter to life**. One of animation's strengths lies in its ability to express complicated ideas **quickly and easily**.

If you want to get across a **tricky idea or complex subject**, animation can be far better than live action at boiling down your message into the most **important and relevant points**. That's why so many businesses nowadays have taken to **producing animations to explain the value they offer to customers**.

Come say hi: **0161 662 4751** hello@ministryofresults.com

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