

The Research, Facts & Figures:

1. **Increased Customer Conversions**

The number one reason for using video in your content marketing plan? Video converts more customers. Simple, right? Recent research shows that 71% of marketers say video conversion rates outperform other marketing content. Need we say more?

2. **Stronger Emotional Connections**

Video is the most powerful way to evoke emotions online. It's King because it offers a slew of attributes above and beyond traditional content like tone of voice, face expressions, and music, to name a few.

While you may not have feel the immediate need to run out and buy a product from an emotion-filled video, they will likely be at play later on in a more subtle and subconscious way. Evoking emotion in marketing has been proven to positively impact consumer decision-making, even in B2B markets.

3. **Higher Engagement**

We've heard over and over that visual content is the key to great engagement. Video is no exception.

So when you're considering what types of posts to schedule on social networks in the coming weeks, think video: audiences are about 10 times more likely to engage, embed, share, and comment on video content than blogs or related social posts.

4. **Higher Retention Rates**

65% of viewers watch more than ¾ of a video, which is more than we can say about text-based content.

So if you have a message to get across (and why wouldn't you if you're creating content?), video might be the way to go.

5. **Improved SEO**

First off, utilising video in your content marketing efforts will no doubt improve your SEO. In fact, according to Comscore, adding a video to your website can increase the chance of a front page Google result by 53 times.

Of course, that's when you do it right. Want to learn more about how to properly optimise your videos for search? Contact us here.