

The Power of Video

Video is a key part of the marketer's playbook. With today's technology, video content is less costly, easier to create and more effective than ever.

Each day over
100 million
Americans
watch online video,
an increase of **43%**

In September
2012 alone
85% of U.S.
Internet
Users
watched some type
of online video
content

By 2014, online
video could
account for
50% of all
Internet
Traffic

VIDEO IS NOW THE 6TH MOST POPULAR CONTENT MARKETING TACTIC.

Social Media	87%
Website Articles	83%
eNewsletters	78%
Blogs	77%
Case Studies	71%
Video	70%

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Let's talk.

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