

Video Influences Decisions

There's simply no better time to be using video in your marketing mix.

70% of B2B marketers use videos in their marketing mix.

Nearly 60% of B2B marketers rate video as the most effective content marketing tactic.

**Your brain in action.
57% visual, 35% tone
and 8% content.**

**YouTube visitors
view an average of 6 billion hours
of video a month.**

**The brain
processes visual data
600,000 times faster than text.**

**65% of executives
have visited a vendor's site
after watching a video.**

**Using video
on landing pages can
increase conversion by 80%.**

**Enjoyment of video increases
purchase intent by 97% and
brand association by 139%.**

**Visitors who watch video
are reported to stay on sites
twice as long.**

**52% of consumers say that
watching videos makes them more
confident in their purchase decisions.**

Experience Branding™ is every single moment of truth when someone has the right video experience at the right time, in the right channel and the brand delivers on its promise.

Let's talk.

Michael Grant
Director of Marketing and Strategic Planning
T. 214-741-1300, extension 202
michael@phillipsmediasource.com

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