WHY
SOCIAL VIDEO

SOCIAL MEDIA ISN'T JUST FOR AWARESS

Social video is an effective tool at every stage of the customer journey

SOCIAL VIEWERS DRIVES SALES

Business are acquiring new customer through use of social video

Social Video Drives

RESULTS

93% of businesses say they've gotten a new customer thanks to a video on social media.

SOCIAL PLATFORMS ARE PUSHING VIDEO

Platforms don’t just recommend video, they actively favor video

- Facebook believes “video is playing an increasingly important role in connecting people.”
- Feed algorithm strongly favors video

- LinkedIn data shows video is the fastest growing type of content and the most likely to drive conversations on the platform
- Has been ramping up their investment in video

- Video posts have the highest engagement rate, getting 2X the comments of image posts
- Instagram is actively promoting new ways for users to share video content, from Instagram Stories to IGTV

CONSUMERS PREFER VIDEOS

Animoto asked people what type of content they want from brands

Consumers ❤ Video

Video is consumers' #1 favorite type of branded content on social media.

45%	Video	22%	Photo	13%	Link
10%	Text	10%	N/A		

VIDEO IS PROCESSED FASTER THAN TEXT

The brain processes video 60K times faster than it processes text

SOCIAL VIDEO IS THE NEW HOMEPAGE

Consumers are checking out a brand's social media before their website

Social Media: The Virtual Storefront

73%

of consumers have been impacted by a brand's social media presence when making a purchase decision.

32%

of consumers check out a brand's presence on social media before checking out their website.

2018 State of Social Video

EXPERIMENTING WITH VIDEO IS LOW COST

You have what you need to get started with social video

What already works for you?

- On your website
- Certain emails
- Specific blog posts
- Your go-to case studies
- Things you repeat saying

Turn it into video.

EXAMPLE VIDEO

OPTIONAL

INSERT
YOUR VIDEO
HERE!

DOESN’T REQUIRE HIRING OUTSIDE PEOPLE

Production teams no longer needed. Social video is now DIY, drag-n-drop easy.

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