



Video Marketing Statistics: What You Must Know to Keep Your Video Marketing Strategy up to the Minute

84%

of consumers have bought something after watching a video.



Almost 50% of web users look for a video before visiting a store, says Google.

According to Wyzowl, 50% of consumers believe the right length for an explainer video is 1 minute.

60%

of both B2B and B2C marketers use video for marketing.



Research shows that in 2016, 60% of marketers used video;

73% plan on using it more this year.

40 min

the average time a day users spend watching YouTube on mobile devices.



According to YouTube, more than half of all YouTube video consumption is via mobile devices.

26.4%

of marketers say YouTube will be their main video sharing platform this year.



As long as we have social media, we'll have social video, too.

The future is mobile.

So to make a good video with the high level of engagement just keep it short.

Around two-thirds of marketers are using videos for marketing, and this means you can't afford to be left out.

Ready to put

INNOVATIVE MARKETING IDEAS

into practice?

Contact us now!

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