
Maximizing Your Digital Reach with Video

Video Makes Your Website More Competitive

Is your company taking advantage of the new digital marketplace?

One way to maximize your market share is posting videos of your business. An online video will drive traffic to your site, keep your visitor engaged longer, enhance your websites SEO, increase consumer confidence in your service, and ultimately increase sales!

Here is what the experts are saying;

In a keynote address at CES, YouTube's Vice President of Global Content Robert Kyncl said that video would soon be 90% of Internet traffic. (Forbes, 2012)

More than 3 out of 5 consumers will spend at least 2 minutes watching a video that educates them about a product they plan to purchase, and 37% will watch three for more than three minutes. – MarketingCharts.com, 2012

Visitors who view product videos are 85% more likely to buy than visitors who do not. – Internet Retailer, April 2010

Video is a driver of consumer confidence. Consumers are willing to watch a video 60% of the time they are found, and 54% of consumers report that they are less likely to return a product after viewing a video. – Website Magazine, 2012

Nearly 40% of consumers report that videos increase their likelihood of making a purchase on a mobile device. – Adobe Mobile Consumer Survey, 2012