

# VIDEO MARKETING TRENDS 2015

"It is crucial for marketers to start creating and incorporating video as part of their content strategies."



OF ALL INTERNET TRAFFIC IN 2017 WILL BE VIDEO

74%



B2B AND B2C MARKETERS WORLDWIDE NAME VIDEO AS A

TOP 3

MOST EFFECTIVE SOCIAL MEDIA MARKETING TACTIC



OF MARKETING PROFESSIONALS WORLDWIDE NAME VIDEO AS THE TYPE OF CONTENT WITH BEST ROI

52%

"Marketers can learn about views, how much content was viewed, in what order and geographical locations"



VIDEOS APPEAR TO BE MORE PROMINENT AS THEY CONTAIN AN EYE-CATCHING THUMB-NAIL IMAGE ENCOURAGING MORE CLICKS



"Video is the preferred communication style for customers. Start converting text-based information into video-based."



65%

OF VIDEO VIEWERS WATCH MORE THAN 3/4 OF A VIDEO

93%

OF MARKETERS USE VIDEO FOR ONLINE MARKETING, SALES OR COMMUNICATION



"Video content can create an entirely new communication to reach new audiences faster."

USING THE WORD "VIDEO" IN EMAIL SUBJECT LINES BOOSTS OPEN RATES

19% CTR RATES BY  
65%  
REDUCE UNSUBSCRIBES  
26%



33% OF TABLET OWNERS WATCH ONE HOUR OF VIDEO PER DAY ON THEIR DEVICE

"Mobile video engagement is predicted as one of the top social video trends that will continue to grow in 2015."

SOURCES: BRAINSHARK.COM | VIDEOBREWERY

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Image credit: Syndacast. Full article on the use of video in manufactured housing, is found on MHProNews.com at the link below.

<http://www.MHProNews.com/blogs/bobstovall/videos-marketing-sales-and-your-manufactured-housings-business-bottom-line>