

A: The Science Behind Video: Why It's so Important to Your Marketing

Learn the Cold Hard Facts About Video Marketing & How It Will Impact Your Bottom Line

B: Why You're Sinking If You're Not Riding the Video Marketing Wave

Here Are the Data Driven Reasons Why Video Marketing Is King

C: Here's Why Video Marketing Is Killing It Right Now

Learn Why You Need to Start Prioritizing Video Content Today



Source

Pretty much everyone and their mother is telling marketers that they should be creating video content – but have you ever stopped for a moment to understand why? I mean, we've all heard glorious tales about how incorporating video into a marketing strategy can be transformative in terms of traffic, engagement, and sales, but where are the cold hard facts?

If you're one of the many content marketers out there interested in learning the specific data-driven reasons why you should include video in your content strategy, then you've come to the right place.

Video marketing is on the rise with both consumers and marketers alike – and for good reason. Did you know that [65% of people](#) are visual learners? This is one of the many reasons why it's so effective – because most of us naturally gravitate to visual information as a source of learning. Our brains simply process visual content more effectively and efficiently than other forms of content.

Did you know that one minute of video is the equivalent of [1.8 million words](#)? That's saying a lot without ever having to put pen to paper.

The purpose of this blog post is to provide you with cold-hard evidence, data, statistics, and case studies on why video marketing is the best choice for your brand. We'll delve into the three main reasons why you should already be implementing video in your marketing strategy and also take a look at a few companies who are knocking it out of the park to help give you a little boost of inspiration.



[Source](#)

Why Video?

They say video is such an effective form of content because it is the combination of art and science. Video production is indeed an art form, and the science behind not only the technology but the manner in which it impacts humans is undeniable.

There are three reasons why video marketing is so effective. Video marketing:

- 1) Is visually stimulating
- 2) Is efficient
- 3) Triggers Emotion Like No Other Format

We are far more **stimulated** by visual content than any other form of content. When it comes to our vision, we hold it pretty near and dear. In fact, according to a recent article by [VidYard](#), “our experience of the world is perceived 83% with our sense of sight.”

That’s pretty insane.

Hearing, smell, touch, and taste rank at 11%, 3%, 2%, and 1% respectively. It’s no wonder why we feel that video marketing is so effective and why videos are [12x more likely](#) to be watched than text is to be read.

Video is also extremely **efficient**. As humans, we get an understanding of a visual scene in [less than 1/10th of a second](#). Visuals are processed by the brain 60,000 times faster than text, and a lot of this is because visual sensitivity is hard-wired into our DNA.

Think about it from an evolutionary perspective. It would make sense that we as humans would be highly sensitive to motion. Paying attention to the motion of our surroundings is literally a visual skill that has been cultivated over millennia to help increase our probability of survival.

Video’s effectiveness also lies in its ability to require our brain to actively process the information we are seeing and thus take in the message that is being conveyed. It could take paragraphs to explain visuals that could easily be processed within seconds.

Being able to effectively generate an **emotional response** or connection to your content is of paramount importance. The human brain is comprised of what are called mirror neurons, and these little guys are the reason behind emotions such as empathy and compassion. Mirror neurons are why you cry during a sad movie or smile during an endearing moment.

When we are exposed to visuals that elicit emotional responses from us, various [“feel good” chemicals](#) are often released – such as oxytocin, dopamine, serotonin, and endorphins. These emotional responses and connections are what keeps your audience and customers coming back to you again and again. If you’re eliciting an emotional response and connection with your audience, then you’re winning. Point blank.



[Source](#)

How to Effectively Implement Video Content

If you're looking to incorporate video content, there are a few concepts you'll have to take into consideration in order to achieve success.

- **Get skilled.**
- **Keep it quick.**
- **Know the rules of your distribution platform(s).**
- **Know your type.**

Get skilled. 85% of businesses have internal staff and resources to create video content. Make sure you have the necessary skills on board for the content you're attempting to create. If you're going to go video, then do it right and make sure that your staff is properly and extensively trained in whichever forms of video content you want to produce – be it educational, promotional, or illustrative in nature.

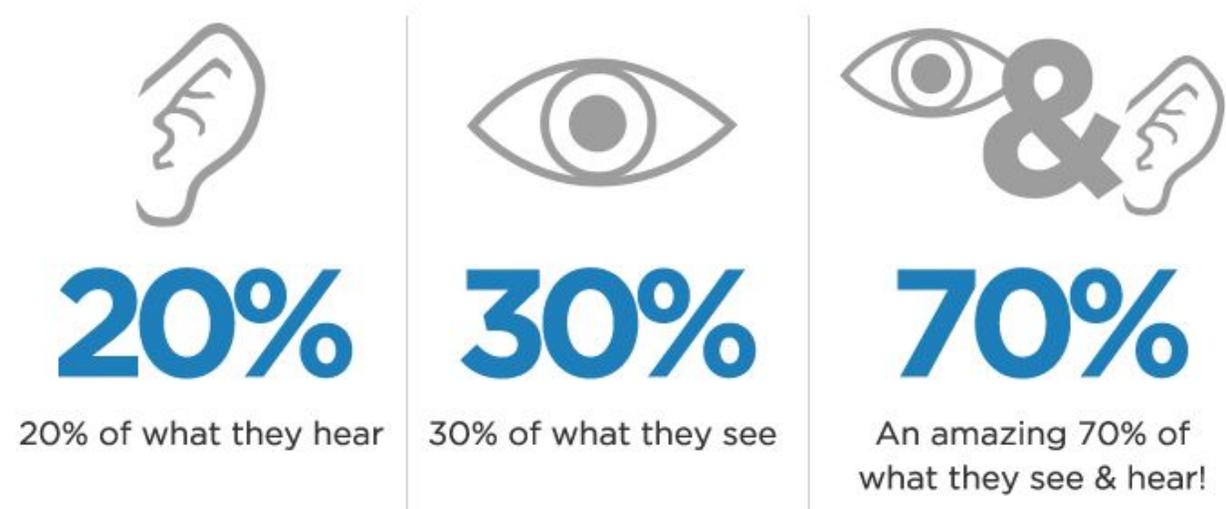
Keep it quick. Did you know that [56% of videos](#) that were published in the last year alone were less than two minutes in length? If you're looking for high retention rates, then you're going to want to keep your video content quick and snappy.

Generally speaking, videos under 90 seconds bring in an average retention rate of 53%. Videos over 30 minutes retain just 10% of their viewers, and the average video content retains 37% of its viewers *all the way to the end* of the video. On the other hand, the most popular videos (the top 5% to be exact) keep 77% of their viewers visually hooked until the very last second. Now that's a feat!

Know the rules of your distribution platforms. There are different standards for various platforms to keep in mind when it comes to distributing your video content. For instance, the ideal video length on Snapchat (10 seconds) is different than the ideal length on YouTube (under 5 minutes) or Instagram (1 minute or less).

Know your type. The [four most common types](#) of videos are explainers, product demos, how-tos, and testimonials. Specialize in just one or incorporate a combination of types to mix it up for maximum effectiveness.

Think about it. **People remember...**



[Source](#)

Social Proof

KFC

Kentucky Fried Chicken is pretty well known around these parts of the western world, but did you know

that KFC India is also the [number one restaurant brand](#) on social media? That's right. KFC India grabbed a hold of this prestigious title thanks to their various forms of interactive visual content that focused on co-creation and innovative and interactive campaigns.

Their augmented reality WOW app received 35,000 downloads and reached #1 on the iTunes store. The brand was featured as one of the ["Top 5 Socially Devoted Brands"](#) on Social Bakers, and through their efforts to create killer visual content, they were able to increase the positive sentiment on their Facebook page to 93.8%.

They snagged up three times higher engagement rates than their competitors and are now considered one of the fastest growing social media brands in the country. Talk about #winning.

Coca-Cola

Coca-Cola decided to get creative with their marketing efforts and help spread joy among the realms of social media by targeting various users and high-profile influencers with large reaches and supporting them for their positive effect on the social sphere.

They created a custom search algorithm to identify top users and responders by supporting them with personalized images, custom GIFs, and [bespoke video content](#) for their efforts at spreading positivity and happiness.

The result? In the span of three months alone, their campaign reached over 22 million individuals, had a Twitter retweet rate of over 70%, and they were able to increase their fan bases extensively with their Facebook gaining over 102k fans and their Twitter gaining over 28k followers.

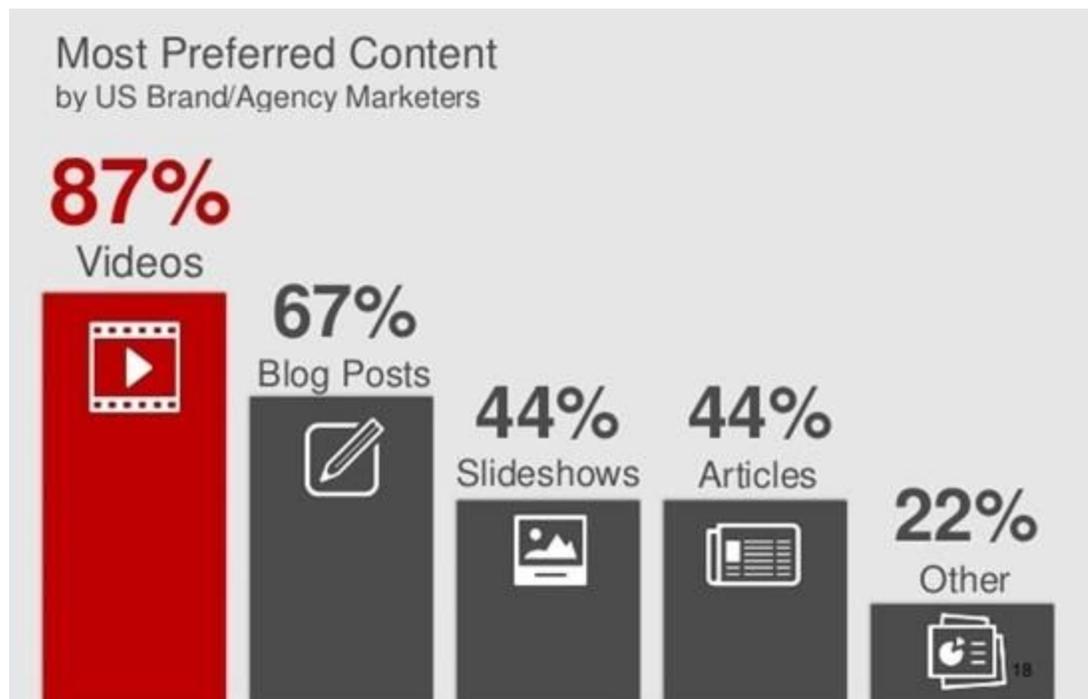
Furthermore, they calculated that due to the efforts and scientific methods of their campaign, they were able to increase the exposure to happiness of the average person on social media by 200%.

Rapt Media

Rapt Media is a leader in interactive video technology, and despite this hefty title, the company was still finding it hard to generate high-quality leads and get their sales funnel running like a ["well-oiled machine."](#)

As a result, they partnered with RM 214 and offered a valuable Forrester Research interactive webinar hosted by their CEO and senior analyst. The webinar discussed how interactive video content is “modernizing online consumer engagement,” and the results were pretty insane.

In fact, Rapt Media saw an annual increase of qualified leads by over 400% and found that their newly implemented approach in their pipeline significantly impacted their sales. Needless to say, they haven’t looked back since.



[Source](#)

Conclusion

Video is the reigning champion in today’s marketing world where content oversaturation is at an all-time high. You don’t have to listen to us – just take a look at the facts. Research shows that 35% of businesses use analytics to measure the performance of their video content, and it also shows that companies using such analytics are “far more likely” to increase their video content budgets this year.

So what do these statistics mean to you? They mean that businesses who are implementing and measuring the performance of their video content are opting to increase their budgets based on their observations, aka *the content is performing well* and they want more of it.

If you're one of the many content marketers out there looking for reasons to incorporate more video into your content strategy, we hope this article has been useful in serving as a guide to you for all of the reasons why video is an awesome choice for you and your business's bottom line.

Get out there and start implementing video content today – we've given you plenty of reasons to be confident in your ability to achieve unparalleled results.

Have you incorporated video content into your content strategy? Which forms have you found most effective? We'd love to hear your feedback!

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