

WHEN SOCIAL MEDIA MEETS VIDEO

IT'S LOVE AT FIRST SIGHT

Do you believe in Love at first sight? Ever heard about an online love story? Well leverage Videos for Social Media Marketing and you will start believing in it. Take our words!

"Online videos will be accounting for more than 80% of all consumer internet traffic by 2019."

HOW VIDEO AND SOCIAL MEDIA PROVED THEIR LOVE?

Around **100 million hours** of video are watched every day on Facebook.

Video posts have **38% higher engagement rates** than image posts.

Snapchat users **watch 10 billion videos a day.**

Globally, YouTube is consumers' **leading source of video content, at 83%.**

Video tweets are six times more likely to be **retweeted than photo tweets.**

WHY USE VIDEOS TO HOOK ALL EYES ON SOCIAL MEDIA?

1 GRAB AUDIENCE SPOTLIGHT

Leveraging video on social media is necessary to capture and satisfy a captive, content-hungry audience.

2 DRIVE ENGAGEMENT

Videos are more shared and interacted especially on social media than other types of visual or textual content. Audience love video.

3 BEAT THE COMPETITION

Your competitors are probably using videos on their social media handle. It's time for you to take the front foot!

4 APPEAL TO THE MILLENNIALS

Videos appeal to the most high-strung audiences – the teens and thirties that can be your source to engagement

5 TRACK YOUR RESULTS

Unlike the textual content, videos help you in tracking various details. The ability to track individualized video results is revolutionary.

THEIR LOVE CONQUERED THE SUCCESS FOR THEM

FABLE 1

Peel sells thin cellphone cases. They've used Facebook video Ads to tell their story. The campaigns resulted in a **16x increase in revenue and 3x higher ROI.**

FABLE 2

Blendtec is a company that deals in blenders. The company promotes its "Will It Blend?" video series on its website, hence, **increasing its sales.**

FABLE 3

Taco Bell, posts small videos on Facebook centered on Tacos. Facebook is driving **92%** of its video views when compared to all other social platforms it's active on.

FABLE 4

Red Bull is known to have leveraged all social media platforms with its videos. On their bad months, their video views may dip down to **100 million**, but on their amazing months, the views soar to **300+ million.**

“ All it Takes is One Good Video. ”

-Mike Henry

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