# WHEN SOCIAL MEDIA MEETS VIDEO

IT'S LOVE AT FIRST SIGHT

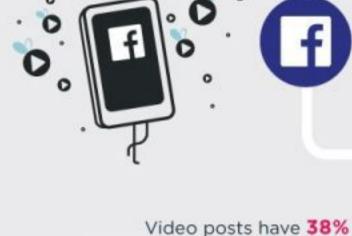


"Online videos will be accounting for more than

80% of all consumer internet traffic by 2019."

# PROVED THEIR LOVE? Around 100 million hours

**HOW VIDEO AND SOCIAL MEDIA** 





day on Facebook.

of video are watched every

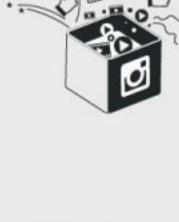


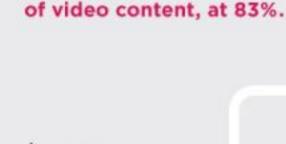
higher engagement rates

than image posts.

Globally, YouTube is



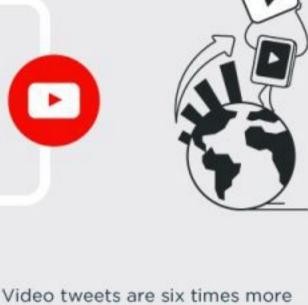




consumers' leading source



photo tweets.







likely to be retweeted than

### GRAB AUDIENCE SPOTLIGHT Leveraging video on social media is

content-hungry audience.

especially on social media than other

to take the front foot!

types of visual or textual content.

WHY USE VIDEOS TO HOOK

ALL EYES ON SOCIAL MEDIA?





### **DRIVE ENGAGEMENT**

necessary to capture and satisfy a captive,

Audience love video.







### Videos appeal to the most high-strung audience - the teens, those in their twenties and thirties that can be your

source to engagement

RACK YOUR RESULTS Unlike the textual content, videos help you in tracking various details. The ability to track

individualized video results is revolutionary.



## THE SUCCESS FOR THEM

revenue and 3x higher ROI.

**Blendtec** is a company that deals in

blenders. The company promotes its "Will It Blend?" video series on its website, hence,

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

FABLE 2

increasing its sales.

Taco Bell, posts small videos on Facebook centered on Tacos. Facebook is driving 92%

of its video views when compared to all

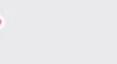
other social platforms it's active on.



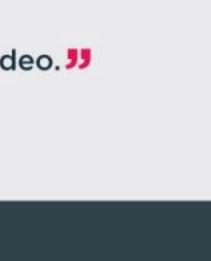
# FABLE

FABLE 4

RedBull 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.



**ff** All it Takes is One Good Video. -Mike Henry



### SOURCES: https://www.forbes.com/sites/lilachbullock/2018/12/21/why-you-need-to-start-creating-more-videos-o n-social-media/#499db4663cc1 https://www.business2community.com/video-marketing/importance-video-social-media-might-missing

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