

# PRESS PLAY



## WHY THE FUTURE IS VIDEO

As one of the most popular and effective forms of digital marketing, **video has become the central focus** for many modern content marketers.

### THE RISE OF VIDEO MARKETING

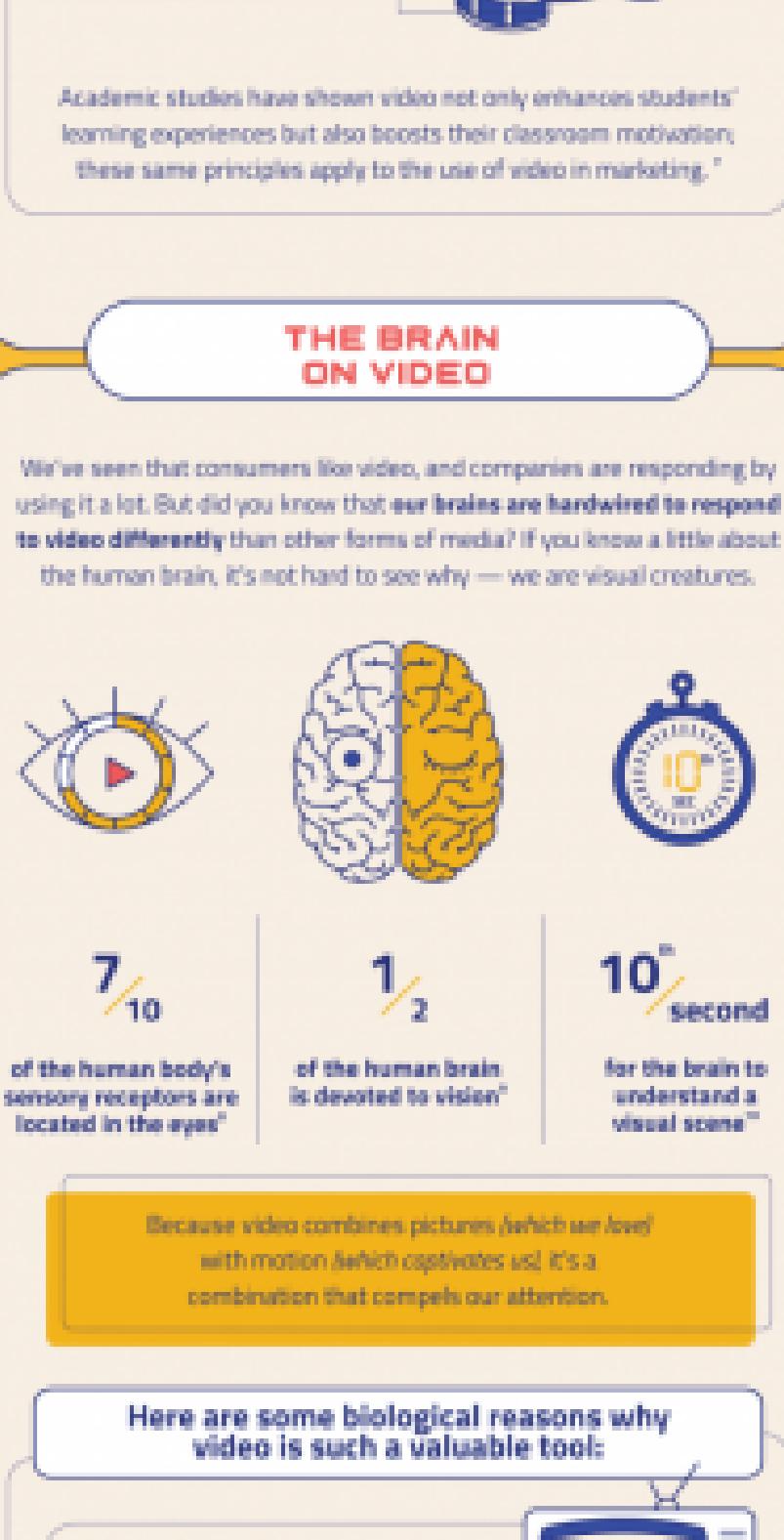
Video has quickly risen through the ranks of digital marketing methods over the past few years. In fact, **nearly 9 in 10 companies** use video as a marketing tool today.

#### Percentage of Companies Using Video For Marketing<sup>1</sup>



When looking at the complete digital marketing landscape, video is one of the most popular content types, just behind social media posts for business-to-consumer (B2C) marketers.

#### Percentage of B2C Marketers Using Content Types<sup>2</sup>



### IT'S NOT JUST MARKETING VIDEO IS EVERYWHERE

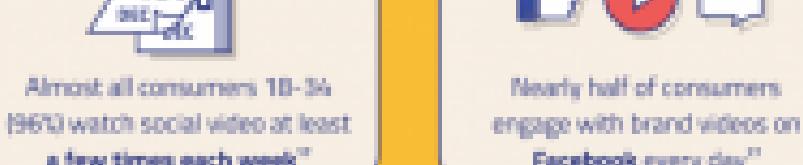
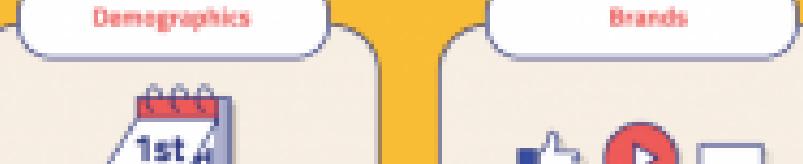
Though it's a crucial way to spread your marketing message (and we'll learn more about that later), video is an ever-present communication method in our modern world.



### WHY VIDEO WORKS FOR MARKETING

Almost all U.S. internet users engage with video, and with nearly 90 percent of companies using video in their marketing efforts, it's fair to ask why video is so popular.

The purpose of marketing is generally to drive traffic and raise awareness of a company and its products or services, and video does just that.



#### Single most desired method for learning about new products

