



# HOW MUCH DOES A VIDEO COST

IN 2019

## VIDEO MARKETING IS THE FUTURE

By 2019, internet video traffic will account for **80%** of all consumer internet traffic



**86%** of businesses use video on their website

Viewers retain **95%** of a message when they watch it in a video compared to 10% when reading it in text



**90%** of customers admit video helps them make buying decisions.



Including video on a landing page can increase conversions by **80%**



Users spend **88%** more time on a website with video.

## DO IT YOURSELF COSTS

### What You Will Need



Video camera  
(iPhone or DSLR;  
\$800 to \$10,000)



Tripod  
(\$20-\$200)



Backdrop  
(\$50-\$300)