

# WHY WE NEED TO BE USING VIDEO.

Here are some facts and figures to show why you should be including video in your content and marketing strategy in 2018; why, in fact, video should be right 'up there', front and centre, in your marketing toolkit.



One-third of online activity is spent watching video



After watching a video, 64% of users are more likely to buy a product online



YouTube has over a billion users; that's almost one in three of all internet users



Video in an email leads to a 200-300% increase in click-through rates



Facebook generates 8 billion video views on average per day



Social video generates 1200% more shares than text and images combined



Companies using video enjoy 41% more web traffic from search than non-users



Including a video on a landing page can increase conversion rates by 80%



90% of users say that product videos are helpful in the decision process



Video posts on Facebook have 135% greater organic reach than photo posts



Marketers who use video grow revenue 49% faster than non-video users



Over half of video content is viewed on mobile