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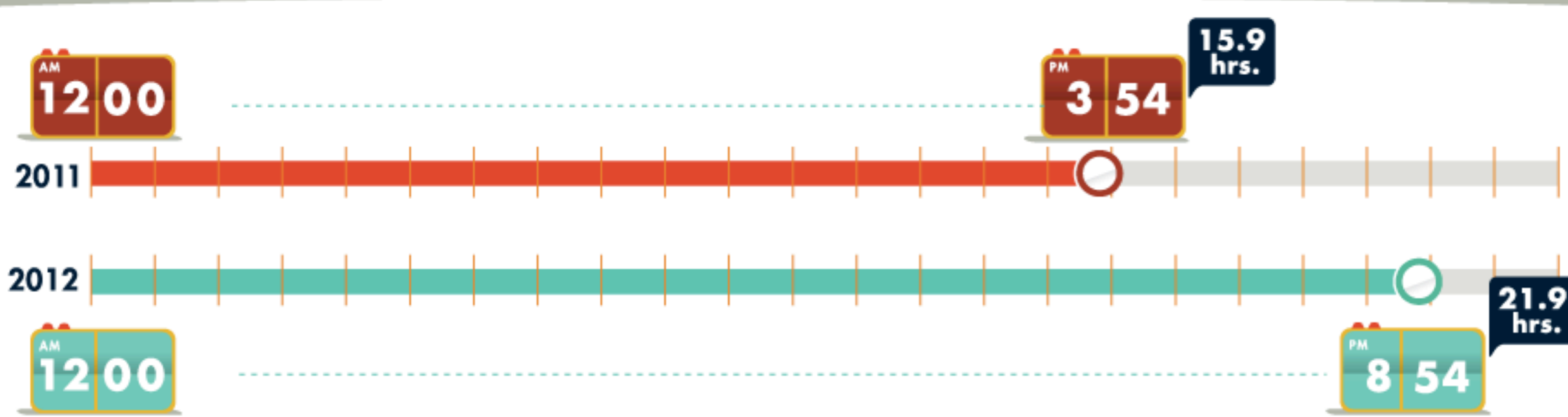
WAYS TO INCORPORATE VIDEO INTO YOUR MARKETING STRATEGY

Roughly **8.5 in every 10** online users can be reached through online video marketing, a number that is rapidly growing each year. Marketers with their fingers on the pulse of the mobile arena know that mobile video strategies are increasingly necessary. What are trends showing? We outline them, as well as 6 integral avenues to set you on the right path in the mobile video realm.

▶ STREAMING SURGE ◀

According to data from comScore Video Metrix, **84.5%** of United States Internet users watched online videos in May 2012.

Hours* average online viewers consume videos:



*Data sampled from month-long period of May 2012.

This represents a **38%** year-over-year increase.

180 million U.S. Internet users viewed a grand total of **36.6 billion** online content videos in May 2012 alone.



▶ x 1 Billion

In perspective: The average U.S. Internet user's time** spent watching online videos is equivalent to watching **12** 110-minute, full-length feature films.



**Data sampled from month-long period of May 2012.

▶ 6 TIPS FOR VIDEO MARKETING ◀

1. Optimize for Mobile.

Video content is responsible for **50%** of all global mobile traffic.



Mobile users watch **3 hours + 37 minutes** of video



on their phones per month.

More than **200 million** YouTube views occur per day on mobile devices.



2. Keep it Short and Sweet.

You don't need a long, drawn-out, **2-minute** "visionary" ad to interest your target audience.



According to the IAB survey, **44%** of mobile Internet users recalled seeing certain ads while watching mobile videos.

What was most popular amongst those respondents?



10-15 second spots



4. Be Relevant.

Point Blank: Know your mobile audience. Even the greatest of ads will fail to hit their target if they are aimed at the wrong demographic.



Nearly **48%** (almost half!) of Internet users prefer to see video ads related to the content of the video clips they choose to view.

Similar to television advertising, it makes much more sense to place a car company's ad over racing clips on YouTube than to place them over a children's program.



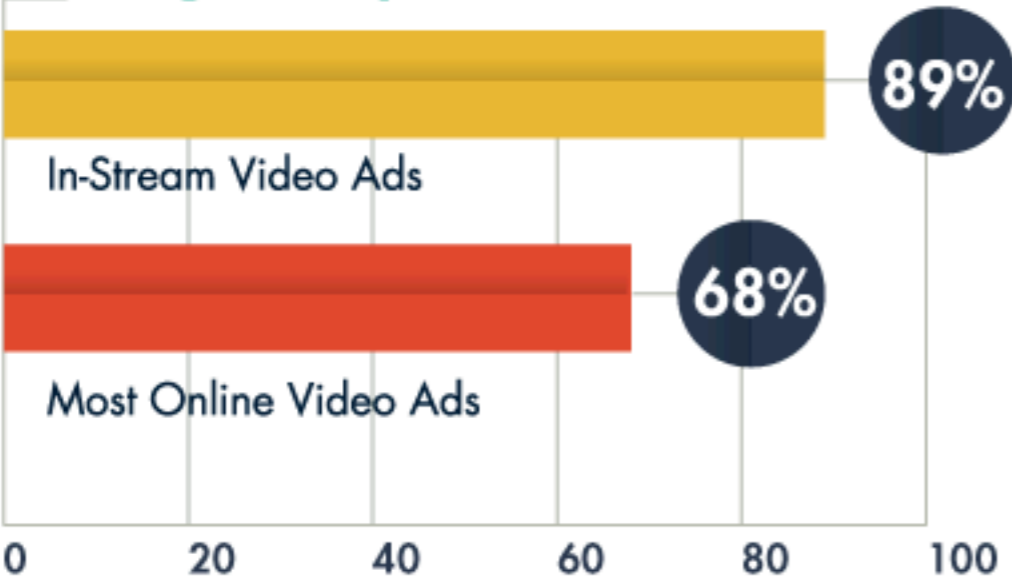
AD



CONTENT

3. In-Stream Ads are the Way to Go.

Average Completion Rates



In-stream video ad completion is **31%** higher.

5. Stay Ahead of the Curve.

As mobile apps and content grow and adapt daily, it's important to keep your ear to the ground and keep up with the pace.



YouTube alone accounts for **350** times as much traffic as Facebook.

While YouTube, Amazon, Vimeo, and many others are gold standards in online video sharing, keep your eyes on new bite-sized video-sharing apps.

Think: Instagram + Twitter + User-Generation videos.



VINE



VIDDY



KEEK

6. Sell Your Products Using Videos.

From retailers to service industries, **all can benefit** from product videos. Try creating short videos to describe your company, showcase positive customer success stories, and display products in 3-D.

Product video viewers are **64% to 85%** more likely to buy after watching.

85%

64%



6%

30%

In fact, Zappos sales increased from **6%** to **30%** for products accompanied by videos.

SOURCES

COMSCORE | KISSMETRICS | CISCO | SYNECORE
EXT CENTURY STUDIOS MOBILE INSIGHTS
DIRECT MARKETING NEWS | ONDEVICE RESEARCH