



Companies such as Dropbox have already proven the incredible marketing power of online video. While their product was revolutionary and timed perfectly, the simplicity of their communication efforts was what elevated them to where they are today: One of the best-known brand globally.

A simple video and a call to action catapulted them from 0 to 100.000.000 users within just 5 years. In 2017 has been the best year for video marketing so far. According to the Wyzowl report 2017, 63% of marketing professionals have started to use video marketing in 2017. 61% of these have not been using video marketing a year ago. Two platforms stand out: According to a study, marketers want to invest (46%) more into YouTube and 33% Facebook video. Companies, however, might have doubts to be able to free the resources to study and employ such an intricate field. They are wondering if the investment pays off - well, would it?

The answer is definitely Yes.

Here are the 5 Reasons Why video marketing is the future.

1. Sales

One thing is for sure - online video can generate you real revenue. Studies show that an explainer video can boost sales by up to 80%! Regardless of how technical your business is, there is always a way to create a video that will stun your audience.

2. Trust

One thing about sales is that if you do not trust your seller, you will most likely not buy. Gaining trust comes easiest when meeting offline and in person. Video, however, has a trust developing effect, which may make that car ride obsolete. In fact, Studies have shown that [74% of users who watched an explainer-video about a product have subsequently bought it.](#)



3. Communication

[Video is on its way to rise to the number one media for information and entertainment with 55% of all internet users watching online video every day.](#) People are naturally visual oriented and video empowers startups, medium and large enterprises alike to highly effective communication. In fact, video has

4. SEO

The fact that Google possesses a lot of information is not new. It might surprise you however that Google tracks the exact time someone spends on your site. Google uses this as part of their ranking algorithm and It follows the idea that the longer someone spends on a site, the more she must engage with its content. The best content shows up as the #1 search result. Videos are amazing for retaining visitors on your website. In fact, researchers at Moovly found that video makes it [53%](#) more likely to appear on the first page on Google.



5. The shift to mobile

You might have noticed yourself when you are on the subway of Beijing, New York or anywhere else, mobile online usage has conquered the world. What is not so often talked about is the share of media consumption on them. With 4G mobile data technology globally available and 5G in the making, mobile video consumption has become second nature to most of us. In fact, [50%](#) of online video views on YouTube now stem from smartphones.

Tip: On mobile, the attention span is by far the lowest. Your video needs to grab attention very early and should not be too long!



6. Video Ads work incredibly well

Text-based Facebook or Google ads can be an expensive endeavor nowadays. But did you know that Facebook prices video ads lower than any other media? Facebook is actively pushing for this more engaging form of media consumption. The best part is that people love video and are much more likely to share them. People simply love to share emotional content -and videos have the ability to create the strongest emotional responses by stimulating both our auditory and visual sensors simultaneously.

Conclusion

If you want to connect with your audience now and in the future, video online marketing is key. [Get in touch](#) with us to receive a free consultation for your animated explainer video.