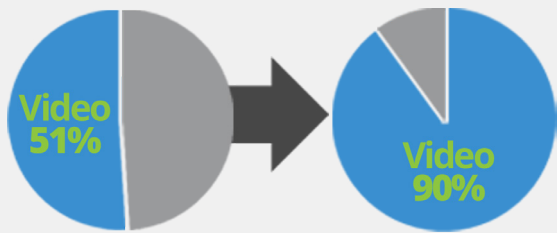


It's all about ONLINE VIDEO!



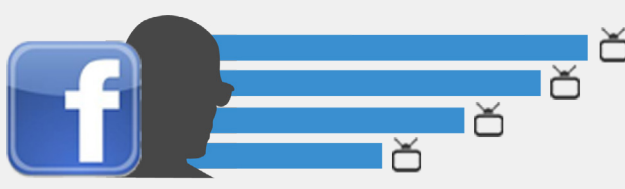
THE BIG SHIFT

1 Internet Traffic



Video now accounts for 51% of all Internet traffic and will hit 90% by 2015.

2 The Timeline Overhaul



Timeline

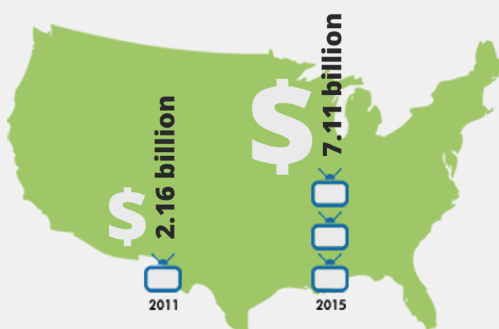
Facebook's recent switch to Timeline emphasizes the visual. The ability to highlight video within Timeline creates greater interest and higher engagement rates.

3 The YouTube Effect



YouTube is now serving 4 billion online videos every day...and 800 Million people all over the world visit YouTube every month!

4 Business Spending



US video spending was \$2.16 billion in 2011 but will triple to \$7.11 billion by 2015.

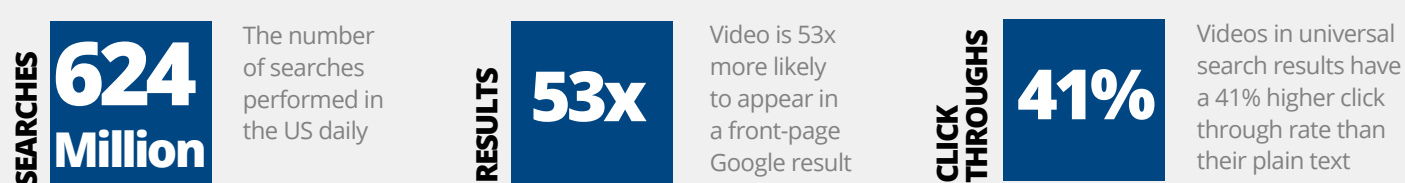
WHO'S WATCHING

Of all internet users who watch video online...

SEX	AGE	INCOME
 Men	18-29	Less than \$50K
	78%	53%
	30-49	\$50K-\$75K
 Women	66%	65%
	50+	\$75K+
	45%	71%

WHY VIDEO WORKS

Video Enables SEARCH & DISCOVERY

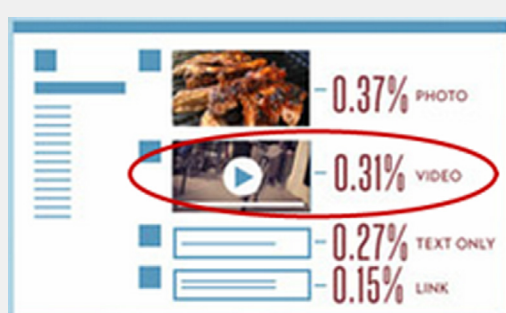


Video Drives Engagement on FACEBOOK

Engagement Rate with Facebook Posts by Type



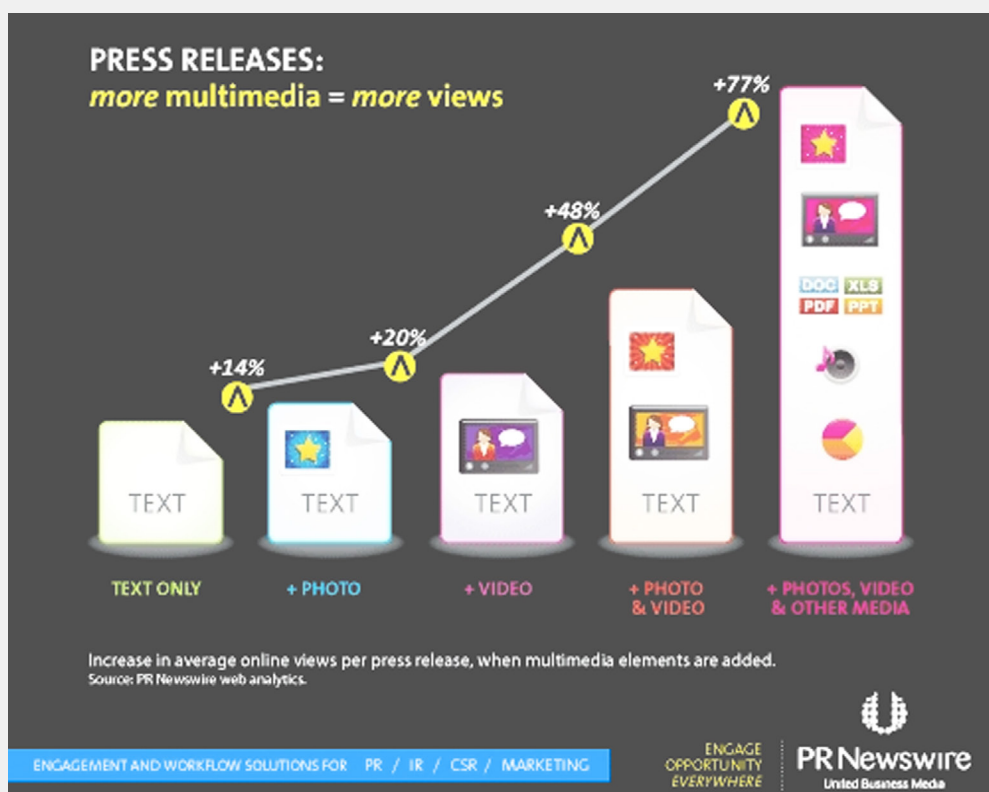
Posts with video are given extra weight in the algorithms. They have higher engagement rates than posts with just plain text or links. The combination of videos and photos are the key to super exposure! Facebook doesn't want you to be bored.



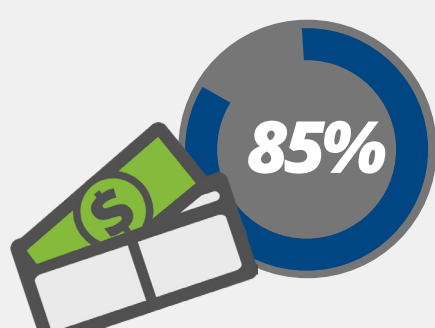
Video helps PR

Video in press releases = more views, it's that simple.

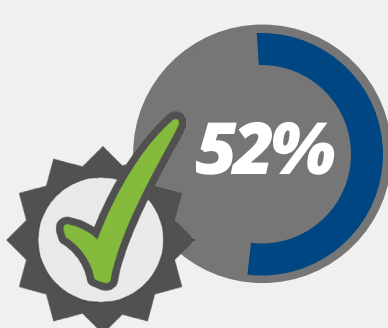
Each element of a multimedia release is distributed separately and can attract its own audience – Videos are distributed to more than 70 video-specific portals.



Video convinces consumers TO BUY



Visitors who watch product videos are 85% more likely to buy than visitors who do not.



52% of consumers say that watching product videos makes them more confident in their online purchase decisions.



Shoppers who viewed video on product pages were 144% more likely to add to cart than other shoppers.

MAKE ONLINE VIDEO WORK FOR YOUR BUSINESS

Mastering any new marketing tool can be a challenge. Here are a few tips to get you goin'...

PLAN



Video should be part of your overall marketing plan, an engagement tactic to support your goals. Producing great video is not enough – you have to USE it! Identify your goals – whether it be raising awareness or driving business – and establish your success metrics.

PRODUCE



Who's your target market and what's your budget? Once you've answered those questions, find a local video production company who can bring your vision to life. Think about highlighting satisfied customers or your unique services.

PROMOTE



Put your social hat on and start sharing! Where do your customers hang out? Find them and spread the word. Think Facebook, Twitter, LinkedIn, Google+, YouTube ...