



MARKETING MINUTE

Why Video is a MUST-HAVE for Impactful Marketing



Video is no longer just a “nice-to-have” in marketing - it’s an essential tool for making a lasting impression. Here’s why:

1

Increasing Revenue & Sales: Video boosts sales significantly, with 41% of marketers reporting a high ROI from video marketing

2

Boosting Brand Awareness: 87% of marketers find video crucial for brand awareness. It’s engaging, impactful, and reaches customers across multiple platforms, making it an invaluable tool.

3

Showcasing New Products: Video is perfect for generating buzz around new products and services. 57% of marketers say creating videos is easy, allowing brands to share new offerings with a broad audience

4

Knowledge Sharing & Education: People turn to videos for learning, whether it’s fixing a car or mastering a craft. Video is excellent for educating customers, providing clear & digestible information.

5

Enhancing Customer Service & Loyalty: Video connects audiences with brands in a personal way, enhancing customer service and loyalty

With 81% of companies allocating budgets specifically for video and over half increasing their spend, it’s clear that video is a proven strategy for achieving marketing goals. Don’t miss out - make video a core part of your marketing strategy today!