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The Digital Age:

Why Video will Transform Your Team



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USA Swimming Productions



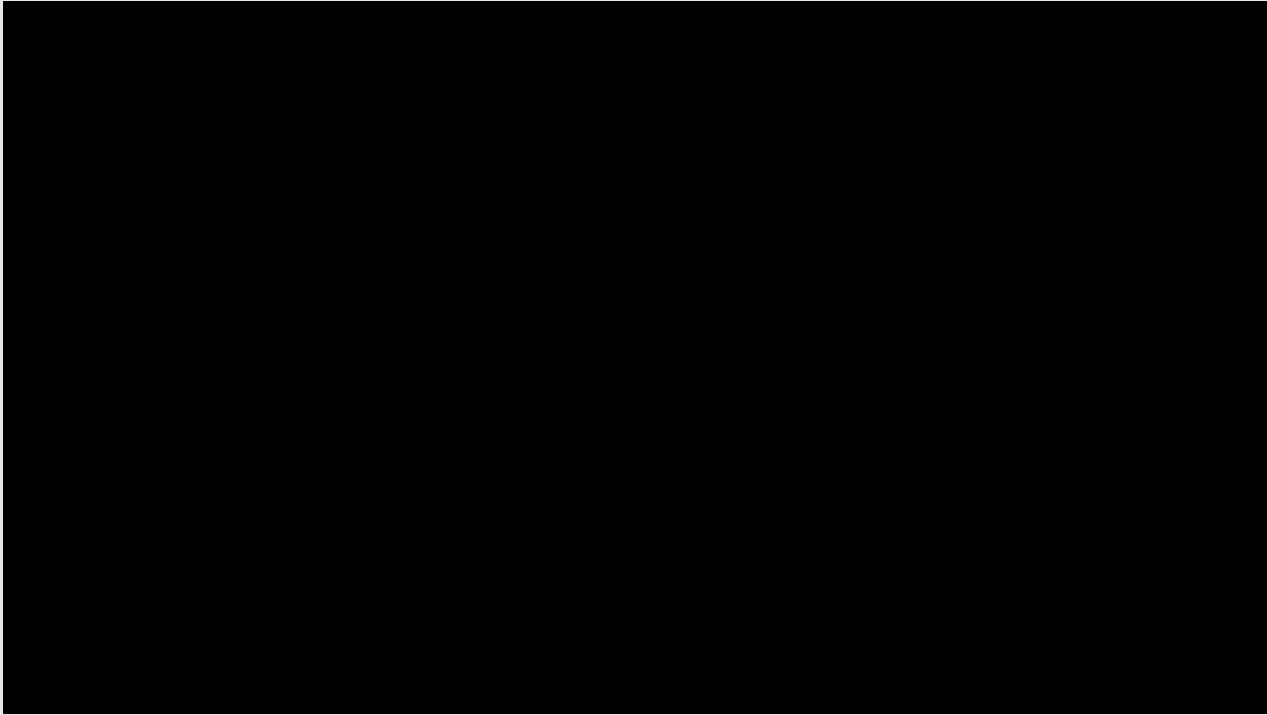
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Why Video is King

- 75 Million people in the U.S. watch online videos everyday
- Mentioning the word 'video' in an email subject line increases the click-through rate by 13%
- 95% of viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text



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Engagement

Increased Engagement

1200%

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

33%

Videos on Facebook Pages increases end user engagement by 33%

13%

Merely mentioning the word 'video' in an email subject line, the click-through rate increased by 13%.

Traffic, Lead, & Sales

Video drives a 157% increase in organic traffic from SERPs.

157%

Embedded videos in websites can increase traffic by up to 55%.

55%

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

49%

Video can increase landing page conversions by 80% or more.

80%



Social Media



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Video Marketing



Video Marketing Quick Tips



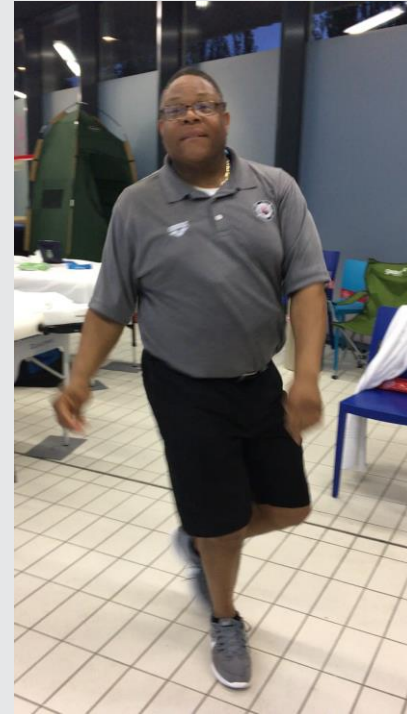
- 1 Optimize for Mobile Viewing**
 - Nearly 50% of all video is watched on a mobile device.
 - Square video creates a better user experience as it works without having to rotate your device.

And Silence: 85% of Facebook videos are watched without sound. Make a visual impact and add captions!
- 2 Keep it Short**

Videos up to 2 minutes long get the most engagement.
- 3 Build Curiosity**
 - In a video series, ending on a cliffhanger will drive people to watch the next one.
 - Asking questions or “teasing” the content in a concise caption will encourage more views.

By 2019, internet video traffic will account for 80% of all consumer Internet traffic, so it can't be ignored!

Check out the blogs of Wistia, Vidyard, or The Sales Lion to get started with video marketing right now.



Deck Pass Live



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Deck Pass Live



Snowboarding or Figure Skating



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