

# Video Production Myths & Realities



**DID YOU KNOW?**

Getting a professional video for your website is easier than you think.

Below are some interesting tips and data to help you take digital marketing to the next level!

## Marketing Experts Believe in Video

**93%**

MARKETERS USED VIDEO

93% of marketers used video for online marketing in 2013.

**82%**

POSITIVE IMPACT ON BUSINESS

82% of marketers believe that online video has had a positive impact on their business or organization.

**52%**

SAY BEST ROI

52% of marketing professionals say that video is the type of content with the best ROI.



## Video Production Myths & Realities

MYTH



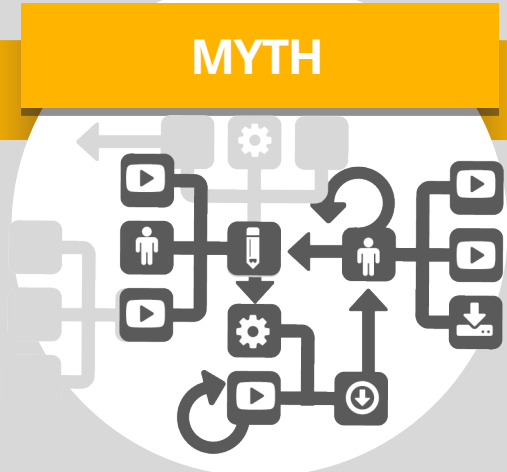
Having a video produced for my business is too expensive.

REALITY



i5 web works has revolutionized the video production process, making it possible for you to produce a video for hundreds of dollars - not thousands.

MYTH



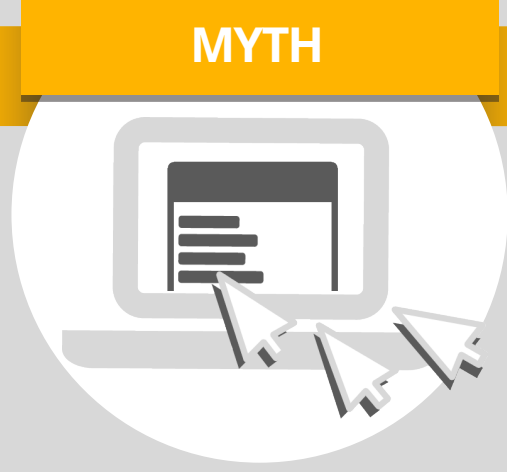
Video production is complicated, and I just don't have the time.

REALITY



i5 web works' online video platform makes ordering, reviewing, managing and marketing your videos easy. Best of all, you get your video in just 14 days.

MYTH



My website doesn't need video.

REALITY



If you want to differentiate yourself from competitors, add professionalism to your website and increase conversions, you need video!

## What Can Professional Video Do For Your Business?

### VIDEO BOOSTS SEO



3x

Blog posts that include a video will attract **3 times as many** links than a plain text post.

### VIDEO ENGAGES AUDIENCES



6x

Video promotion is **6 times more effective** than print and direct mail.

### VIDEO SELLS



86%

Using video on landing pages can increase conversion by **86%**.



41%

Videos in universal search results have a **41% higher click-through** rate than plain-text results.



95%

**Viewers retain 95%** of the information viewed in video, as opposed to only 10% of what they read in text.



44%

Shoeline.com experienced a **44% increase** in online sales conversions by using videos to showcase their products.

Attribution: eMarketer, ReelSEO, Video Brewery, Zoom, SEOMOZ, Brand Watch, Econsultancy, Attwood Digital, Treepodia, Braffton, Comscore