

Video Marketing Statistics: What You Must Know for 2021



Are you wondering whether it's worth investing more in video marketing? In this article, we'll share some key video marketing statistics that prove that now's the right time to make your first marketing video.

We'll also highlight some of the benefits of video marketing and current and future video trends. By the end, not only will you understand the numbers behind the online video market, but you'll have a pretty good idea where to focus

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Before we dive into the stats, let's take a quick look at some of the types of video you can create to market your business. One of the most common is the explainer video, which is a short video explaining your products or services. You'll often find explainer videos on the home page of a website, or on a product or landing page.

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Other types of video content marketing include:

- Vlogs (video blogs)
- Video interviews
- Tutorial videos
- Videos of presentations
- Product demos and reviews
- Video testimonials
- Recordings of live streams
- Video ads

Now, let's get to the data on video marketing. We've focused on the latest stats, published in the last year or so to keep your video marketing strategy up to the minute.

The ROI of Video Marketing

Is video marketing really worth it? Research shows us that it is. In their 2020 report, Wyzowl found:

- 89% of video marketers say video gives them a good ROI.
- 83% of video marketers say video helps them with lead generation.
- 87% of video marketers say video has increased traffic to their website.
- 80% of video marketers say video has directly helped increase sales.
- 95% of video marketers plan to increase or maintain video spend in 2020.

Video's also an important part of the shopping experience:

More than 55% of shoppers use online video while actually shopping in a store, says Google. Wyzowl says that 66% of consumers prefer watching a video to reading about a product. And Hubspot says that 54% of consumers want to see more video content this year.

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