



135 Video Marketing Statistics You Must Aware In 2021

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A. Top Video Marketing Statistics

Here are some stats that illustrate why video content cannot be overlooked as a part of your marketing strategy.

1. By 2022, online videos will make up more than 82% of all consumer internet traffic — 15 times higher than it was in 2017 (Cisco). In fact, as of January 2018, 85% of all internet users in the United States watched online video content monthly on any of their devices (Statista, 2018)
 2. As of 2020, 83.3% of internet users in the US accessed digital video content (Statista)
 3. 78% of people watch online videos every week, and 55% view online videos every day. In fact, that 54% of consumers want to see more video content this year (Social Media Week)
 4. Studies show that 54% of consumers want to see more video content from a brand or business they support (HubSpot, 2018)
 5. 72% of customers said they would rather learn about a product or service by way of video. In fact, 84% of people say they've been convinced to buy a product or service by watching a brand's video (Optinmonster) and 79% of people say they've been convinced to buy or download a piece of software or app by watching a video (Wyzowl)
 6. Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in the text (Insivia)
 7. 86% of businesses use video as a marketing tool — up from 63% over the last three years (Wyzowl)
 8. Marketers who use video grow revenue 49% faster than non-video users (WordStream)
 9. 59% of executives agree that if both text and video are available on the same topic, they are more likely to choose
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video. In fact, 92% of mobile video consumers share videos with others. Social videos get 12 times more shares than text and images combined (Small Biz Trends, 2016 – updated 2021)

10. 87% of video marketers are satisfied with the ROI of their video marketing efforts on social media whereas 93% of marketers who use video say that it's an important part of their marketing strategy (HubSpot)

11. 83% of video marketers say video has helped increase the average time their visitors spend on the page (Wyzowl)

12. Video marketers get 66% more qualified leads per year (Optinmonster, 2019)

13. Including a video on your landing page can boost your conversion rate by up to 80% (WordStream)

B. Video Consumption Statistics and Usage Trends

1. More video content is being uploaded in 30 days than what major television networks in the US have created in the past 30 years (WordStream)

2. By 2022, 82% of the global internet traffic will come from streaming videos and downloads (Cisco)

3. One-third of all online activity is spent watching videos (WordStream)

4. 85% of the internet audience in the US watches videos online (Statista)

5. Users spend 88% more time browsing on websites that have videos (Social Media Week)

6. People watch an average of 16 hours of video every week (Wyzowl)

7. 6 out of 10 people prefer watching online video content compared to television (Think with Google)

8. An average person will spend 100 minutes per day watching online video in 2021 (Zenith Media)

9. In 2019, internet users watched an average of 6 hours and 48 minutes of online video per week (Limelight)

10. Men spend 40% more time consuming online video content as compared to women (WordStream)

11. Online video consumption has increased across all age groups in the last 5 years but the largest increase is seen in people over 46 years old (Limelight)

12. More than 75% of all videos are played on mobile devices (eMarketer)

13. 75% of viewers prefer watching a video horizontally as compared to 25% who prefer watching it vertically (Social Media Week)

14. 87% of business-related videos are still viewed on a desktop (VidYard)

15. Videos that are up to 2 minutes long get the most engagement. There is a significant drop in engagement for videos after 2 minutes. However, if you have a long video and people make it past 6 minutes – there are hardly any

drop-offs in engagement. (Wistia)

16. 52% of viewers watch a video all the way through and only 25% finish watching a video if it's 20 minutes or more (VidYard)

17. 92% of consumers watch videos with the sound off and 50% rely on captions (Verizon & Publicis)

18. The completion rate of interactive videos are 90% (Social Media Week)

19. Personalized videos are 35% more likely to retain viewers as compared to non-personalized videos (HubSpot)

20. 65% of viewers skip online video ads (CNBC, 2017)

21. Videos that are lesser than 90 seconds long have a 50% retention rate (HubSpot)

22. In the US, the most popular viewing time for online videos is Wednesday between 7 AM-11 AM PST (HubSpot)

23. Globally, half of all the videos that were produced last year (56%) were less than 2 minutes long (HubSpot)

24. Only the top 5% of video retain 77% of viewers on average till the last second (HubSpot)

C. Video Marketing Statistics for Social Media

Let's start by looking at some general social media video statistics and then deep dive into video stats for each platform:

1. Video posts on social media get 48% more views (The Marketing Helpline)

2. 73% of people want to see "entertaining" videos on social media (HubSpot)

3. 16% of social video viewers use vlogs to research products (Global Web Index, 2018)

4. 17% of companies use live video as a part of their social marketing strategy (HubSpot)

5. YouTube [88%] is the most popular platform among marketers for sharing videos, followed by Facebook [76%], LinkedIn [66%], and Instagram [65%] (Oberlo)

(I) YouTube video marketing statistics

6. 65% of viewers say that YouTube is their favourite channel for consuming video content (Limelight)

7. 62% of universal searches on Google include a video and 8 out of 10 of those video results come from 8. YouTube (Searchmetrics, 2018)

8. There are 38 million active channels on YouTube of which 15 million are content creators and 22,000 of them have crossed 1 million subscribers. (Tubics)
 9. 500 hours of video content is uploaded every minute to YouTube, as of 2019 (Statista)
 10. The average time spent on YouTube daily is 17 minutes 31 seconds (Alexa)
 11. Globally, mobile YouTube videos reach more 18-19-year-olds than any television network. (Think with Google)
 12. Daily live streams on YouTube grew by 45% in total in 2020 (YouTube Trends)
 13. Globally, 40% of shoppers said that they purchased products that they had discovered on YouTube (Think with Google, 2018)
 14. 50% of marketers creating online video content for YouTube (PPC Hero, 2019)
 15. YouTube mobile users pay 2X more attention to what they're watching, as compared to those watching television. 7 out of 10 people also default to horizontal viewing when they're consuming videos on their phone. (Think with Google)
 16. YouTube is the second most preferred content for millennials to consume online video content after Netflix (HootSuite)
- (Want to dig deeper into the state of YouTube today? Check out our YouTube statistics guide and get up to speed with the latest YouTube trends.)
- (II) Facebook video marketing statistics
17. Facebook records more than 8 billion video views per day (TechCrunch, 2015)
 18. In the year 2020, 15% of all content on Facebook was video content (Social Insider)
 19. Accounts with over 100,000 followers on Facebook have 71% of video content (Social Insider)
 20. Only 12% of video posts on Facebook are live streams. However, they get double the engagement of pre-recorded videos (Social Insider)
 21. Facebook users spend 3x more time watching live videos than uploaded videos (Ever Increasing Circle & Hubspot)
 22. Facebook has more than 500 million active video advertisers every month (Ever Increasing Circle & Hubspot)
 23. Video posts have the highest organic engagement on Facebook (Ever Increasing Circle & Hubspot)
 24. 49% of consumers engage with branded video content on Facebook – double than any other social platform (Ever Increasing Circle & Hubspot)
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25. 75 million people visit Facebook's video platform Facebook Watch daily and spend an average of 20 minutes (Ad Week)
 26. 85% of videos on Facebook are watched without sound (American Press Institute)
 - (III) LinkedIn video marketing statistics
 27. Video posts on LinkedIn are shared 20 times more than other content formats (LinkedIn)
 28. 80% of videos on LinkedIn are viewed with the sound off – which is why 70% of videos are designed for silent viewing (with texts or captions) are more likely to be watched till completion (LinkedIn)
 29. Videos that are 30-90 seconds long work best on LinkedIn (LinkedIn)
 30. Brands get 24x more comments and 7x more reactions on LinkedIn live streams compared to a published video (LinkedIn)
 31. 38% of marketers post video content on LinkedIn and 75% of them said it was successful (Wyzowl)
 - (IV) Instagram video marketing statistics
 32. Instagram has seen an 80% increase in users spending time watching video on the platform since June 2017 (Instagram)
 33. 60% of Instagram videos on Stories are watched with the sound on (Instagram)
 34. Video posts on Instagram receive twice as much engagement as compared to other types of posts (Search Engine Journal)
 35. Using stickers on Instagram Stories can increase viewership by 83% (Facebook)
 36. One-third of the most-watched Instagram Stories came from business profiles (Sprout Social)
 37. 30% of Instagram users say that they have bought a product after discovering it on Instagram (YotPo)
 38. 7 out of 10 users said that they swiped up to access links on Instagram Stories by brands (Mention)
 - (V) Twitter video marketing statistics
 39. Twitter gets 2 billion views on video each day (Twitter)
 40. 90% of Twitter video views come from mobile devices and 45% of Twitter users want to see more celebrity videos (Twitter)
 41. Promoted tweets with videos save more than 50% on cost-per-engagement (Twitter)
 42. Tweets with videos get 10x more engagement as compared to tweets without video (Twitter)
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43. Video Website Cards on Twitter videos give a 2x higher clickthrough-rate as compared to 48. Only 1 in 10 marketers have tried video marketing on Tik Tok. Of them, 66% report having been successful (Wyzowl)

49. Tik Tok's brand takeover ads guarantee 5 million daily impressions and allow only one advertiser to use this format per day (Ad Age)

50. Over 10 billion videos are watched on Snapchat daily (Social Media Week)

51. 12% of marketers use Snapchat as a channel and 50% claim success from using this platform (Social Media Week)

D. Video Marketing Statistics for Marketers and Businesses

1. 64% of consumers purchase a product after watching social videos created by brands (Tubular Insights, 2017)

2. 80% of users can recall a video ad they viewed in the past 30 days (Small Biz Trends)

3. 54% of people want to see more video content from marketers (HubSpot)

4. Video is the number one form of media used as a content strategy by marketers (HubSpot)

5. 45% of consumers want to see more live videos from brands on their social media (Sprout Social)

6. 63% of social media marketers believe that live video will become more important in the coming year (Sprout Social)

7. 89% of video marketers say video gives them a good ROI, 83% of video marketers say video helps them with lead generation, and 87% of video marketers say video has increased traffic to their website (Wyzowl)

8. Promotional videos for a product or service, brand storytelling videos, and product demos are the most common video types used by marketers (HubSpot)

9. 80% of video marketers say video has directly helped increase sales and 95% of video marketers plan to increase or maintain video spend in 2020 (Wyzowl)

10. 85% of businesses use video as a marketing tool (Wyzowl)

11. 71% of B2B marketers and 66% of B2C marketers use video marketing (Wyzowl)

12. 80% of marketers create videos that are 3 minutes or less (Wyzowl)

13. On average, marketers increase digital video budgets by 25% year on year (IAB)

14. The video marketing industry in the US alone is worth \$135 billion (Social Media Week)

15. Emails with the word 'video' in the subject are opened 7% more than emails without (Social Media Week)
 16. 41% of video marketers use webinar a channel – 83% claim success and 37% plan to keep using it as a part of their marketing strategy (Social Media Week)
 17. 43% of businesses plan on using interactive video in the coming year (Social Media Week)
 18. 14% of businesses have used 360-degree videos (Social Media Week)
 19. 74% of video marketers claim success with using 360-degree videos (Social Media Week)
 20. 66% of marketers planned to use video as a part of their marketing strategy in 2020 (Wyzowl)
 21. Video marketers get 66% more qualified leads per year (Oberlo)
 22. 8 out of 10 people have purchased an app or software after watching a brand's video (Wyzowl)
 23. 55% of consumers watch videos before making purchase decisions (Search Engine Journal)
 24. 48% of marketers who used video in their strategy for the first time said they started because they found it easier to convince others of its value through video (Wyzowl)
 25. 18% of marketers that started using video as a part of their marketing strategy in 2019 did so because they felt clearer about the ROI on video (Wyzowl)
 26. On average, businesses post 18 videos in a month (HubSpot)
 27. With shorter attention spans, marketers have only 2.7 seconds to get the attention of their audience (Marketing Mag)
 28. The percentage of marketers who say video is an important part of their strategy increased from 82% in 2017, 85% in 2018, and 91% in 2019 to 92% in 2020 (Wyzowl)
 29. The most common videos created by marketers are explainer videos [72%], presentation videos [49%], testimonial videos [48%], sales video [42%], and video ads [42%] (Wyzowl)
 30. 96% of people have watched an explainer video to better understand or learn about a product or service. 84% of people say that watching online videos of brands has convinced them to buy a product or service. 86% of people say they want to see more video content by brands in 2020. Of these, 36% prefer more educational and explainer videos (Wyzowl)
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31. 46% of marketers who started using video in their marketing strategy did so because they believe that video is becoming more affordable and 46% of them also believe that it is easier to create videos in-house. 43% of marketers say that video marketing has reduced the number of support calls they received, an increase since 2015 at 30% (Wyzowl)
32. 35% of businesses are using intermediate or advanced analytics to track the performance of their videos (HubSpot)
33. Sales teams that use videos in their emails get a 16% higher open rate and a 26% increase in replies (Sales Loft, 2018)
34. SaaS companies that had a video in their proposal got a 41% higher closing rate (Proposify)
35. Companies that use advanced analytics to measure the performance of their videos are more likely to increase their video budgets this year (HubSpot, 2020)
36. Event service companies whose proposals had a video also had a 103% higher closed rate (Proposify)
37. Businesses and organizations that create more than 51 videos in a year grew from 13% in 2019 to 46% in 2020 (Demand Metric & Vidyard Report 2020)
38. Small and medium-sized organizations (57% each) both rely majorly on internal resources when it comes to creating video content (Demand Metric & Vidyard Report 2020)
39. Emails with videos in them improve the click-through-rate by 300% (Campaign Monitor)
40. 13% of marketers who don't use video as a part of their strategy is because they lack the time, 20% marketers say it is too expensive, and 17% marketers don't know where to start (Wyzowl)

E. Impact of COVID and the way forward

While the pandemic brought in a wave of uncertainty – like budget cuts and lack of resources, it also boosted the rate at which online content was consumed. All communication went digital and businesses found a new way to interact with its consumers. Let's look at some data that can give us an insight into what the past year has changed and what can we expect going forward:

1. Video still remains a top priority for marketers in terms of spends and usage. 93% of marketers who use video said that it is an important part of their strategy which is an increase from 92% in 2020 and 91% in 2019 (HubSpot)
 2. 91% of marketers feel that the pandemic has made video important for businesses and brands (HubSpot)
 3. 60% of video marketers say that they expect their 2021 to be affected. 70% of these video marketers say that they are expecting an increase in their budget whereas 30% say that it will be cut short (HubSpot)
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4. 96% of consumers say that the pandemic has increased the amount of video content they have consumed online (HubSpot)
5. 96% of video marketers plan to maintain or increase their spends on video in 2021 (HubSpot)
6. 69% of marketers who haven't used video as a part of their content strategy plan to incorporate it in 2021 (HubSpot)
7. 9 out of 10 people want to see more videos from brands and businesses (HubSpot)

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