

Video Production Myths & Realities

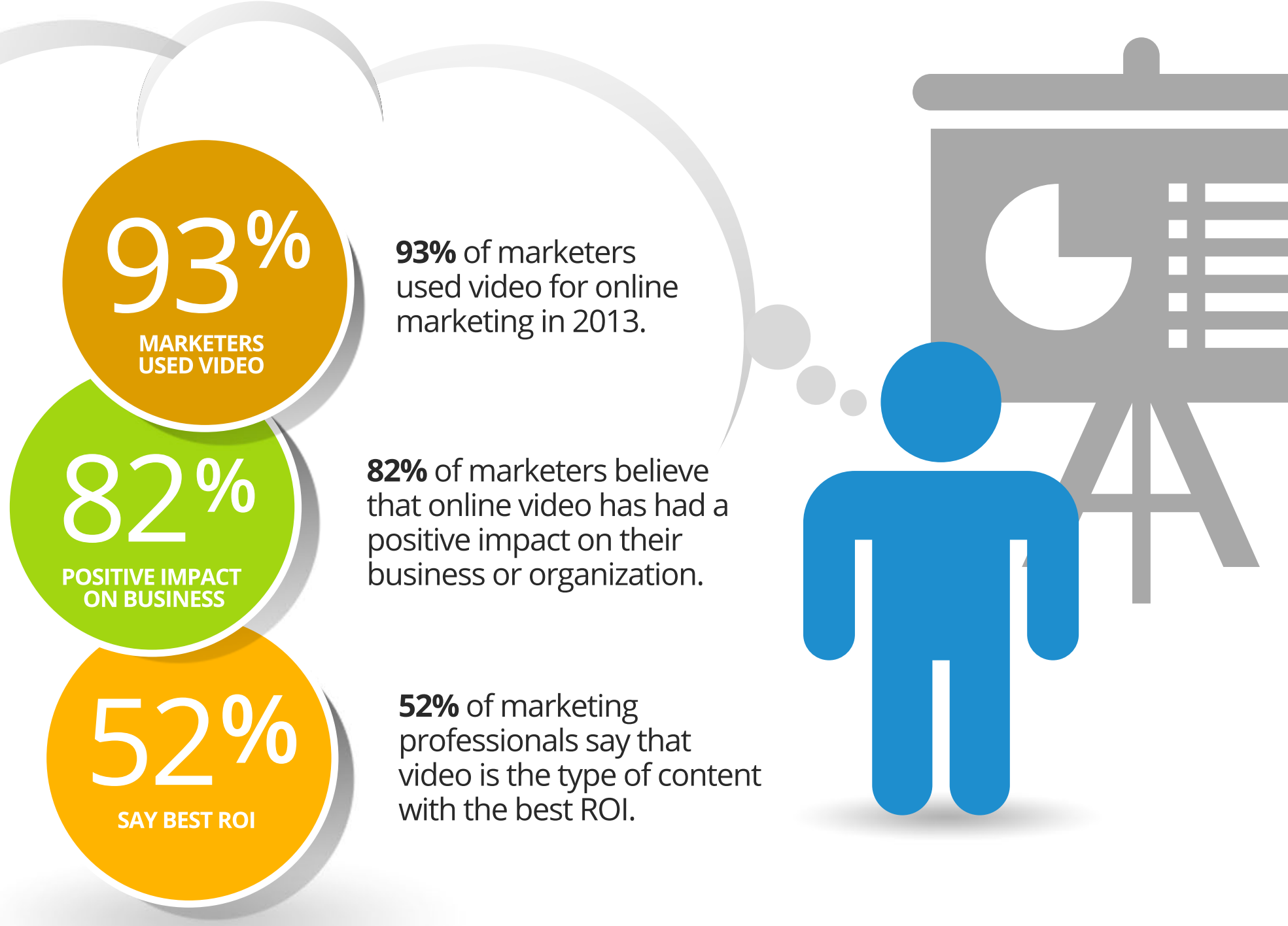


DID YOU KNOW?

Getting a professional video shot 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



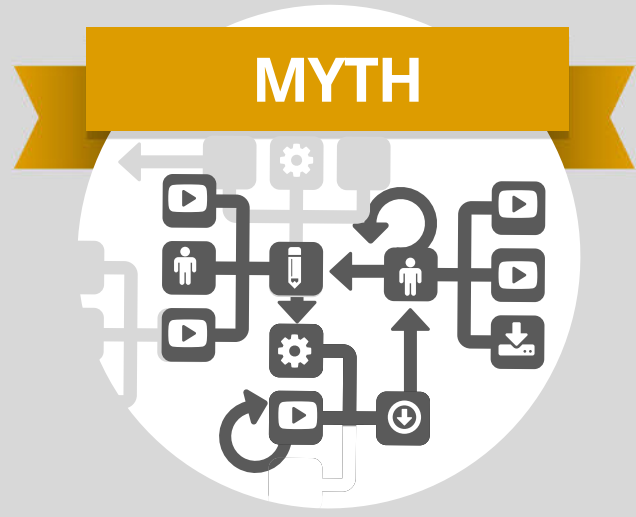
Video Production Myths & Realities



Having a video produced for my business is too expensive.



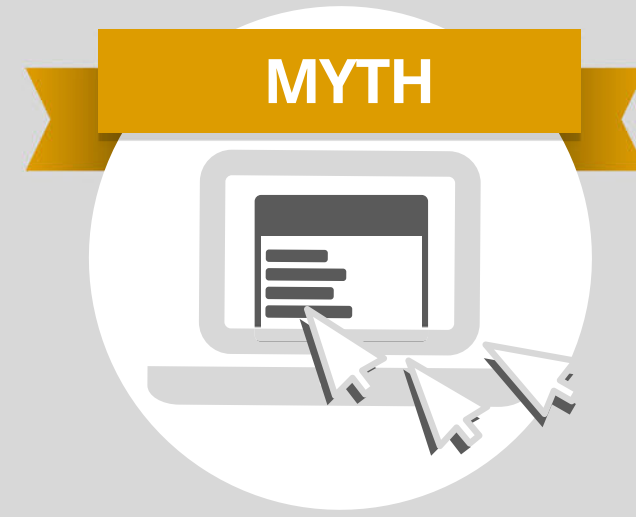
SoMedia has revolutionized the video production process, making it possible for you to produce a video for hundreds of dollars - not thousands.



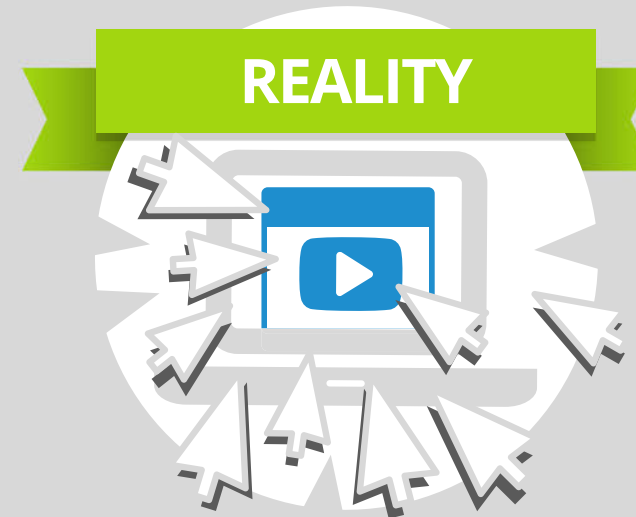
Video production is complicated, and I just don't have the time.



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



My website doesn't need video.



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

VIDEO ENGAGES AUDIENCES

VIDEO SELLS

3x

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

6x

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

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, Zuum, SEOMOZ, Brand Watch, Econsultancy, Attwood Digital, Treepodia, Braffon, Comscore