

USE VIDEO CONTENT TO DRIVE YOUR BUSINESS GROWTH



74%

OF ALL INTERNET TRAFFIC IN 2017 WILL BE VIDEO



SEVEN OUT OF TEN PEOPLE SAID THAT THEIR PERCEPTION OF A BRAND WAS POSITIVELY ALTERED AFTER SEEING INTERESTING VIDEO CONTENT



AN INTRODUCTORY COMPANY EMAIL THAT INCLUDES A VIDEO RECEIVES AN INCREASE CLICK-THROUGH RATE

BY 96%

VIDEOS INCREASE PEOPLE'S UNDERSTANDING OF YOUR PRODUCT OR SERVICE

BY 74%



A THIRD

OF ALL ONLINE ACTIVITY IS SPENT WATCHING VIDEO

A MASSIVE 75% OF PEOPLE NOW SHARE VIDEO CONTENT, AND USUALLY DO SO USING SOCIAL MEDIA



80% OF YOUR ONLINE VISITORS WILL WATCH A VIDEO, WHILE ONLY **20%** WILL ACTUALLY READ CONTENT IN ITS ENTIRETY

ONE IN THREE BRITONS VIEW AT LEAST ONE ONLINE VIDEO PER WEEK



To find out how we can help you visit us at highlifeproductions.co.uk

+44 (0) 208 986 3167

