

USE VIDEO CONTENT TO DRIVE YOUR BUSINESS GROWTH



**THIS**  
IS THE YEAR OF  
**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](http://highlifeproductions.co.uk)

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