



Consider some of these facts about video marketing:

- Video promotion is over 6 times more effective than print and online (Atlas)
- 64% of viewers are more likely to make a purchase in an online store after viewing a video (Comscore)
- Videos are shared 12 X more times than links and text combined (Simply Measured)
- 4 out of 10 shoppers visit a store online or in person as a direct result of watching a video (ReelSEO)
- 37% of people are most likely to engage with social media sites that contain videos (Performics)
- 80% of internet users recall watching a video ad on a website that they visited in the past 30 days. (Online Publishers Association)

Of that 80%...

46% took some action after viewing the ad

26% looked for more information about the subject of the video

22% visited the website named in the ad

15% visited the company represented in the video ad

12% purchased the specific product featured in the ad

Let Freakfilms, Inc. help you come up with an affordable & effective video strategy today.

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