

The POWER of VIDEO FOR SMALL BUSINESS

Online Video – The Next Big Sales Tool for Small Businesses

Whether shopping online or checking out a hotel in a distant city, more consumers are watching video to help make purchase decisions. The good news is that you don't need to be a Hollywood director or YouTube pro. Even DIY videos will work wonders for your small business.

73%

73% of all U.S. adults are more likely to purchase after watching an online video that explains the product or service.

Checkout 



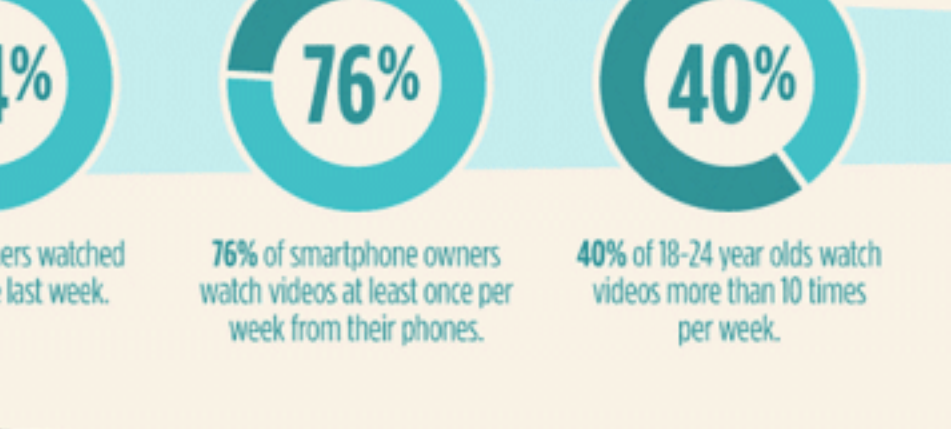
94%

94% of consumers watched a video online last week.

Box Office MEGA HITS

What customers watch the most

Now Playing:



76%

76% of smartphone owners watch videos at least once per week from their phones.

40%

40% of 18-24 year olds watch videos more than 10 times per week.

The BIG impact of video on SALES



96% of consumers find videos helpful when making purchase decisions online.



58%

58% of consumers consider companies that produce video content to be more trustworthy.

71%

71% of consumers say that videos leave a positive impression of a company.

77%

77% of consumers consider companies that create online video as more engaged with customers.

Video on DEMAND

84%

84% of consumers want to see more video content on Amazon.com.

64%

64% of consumers want to see more video content on eBay.com.

42%

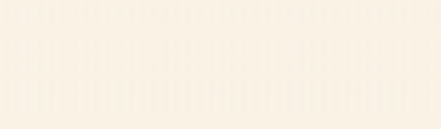
42% of consumers want to see more product description videos online.



Video viewing by INDUSTRY

Customers want to watch more video across industries, products and services.

And we want MORE!



Video CONFESSION booth

Where smartphone owners are watching video while on the go:

48%
In the bathroom

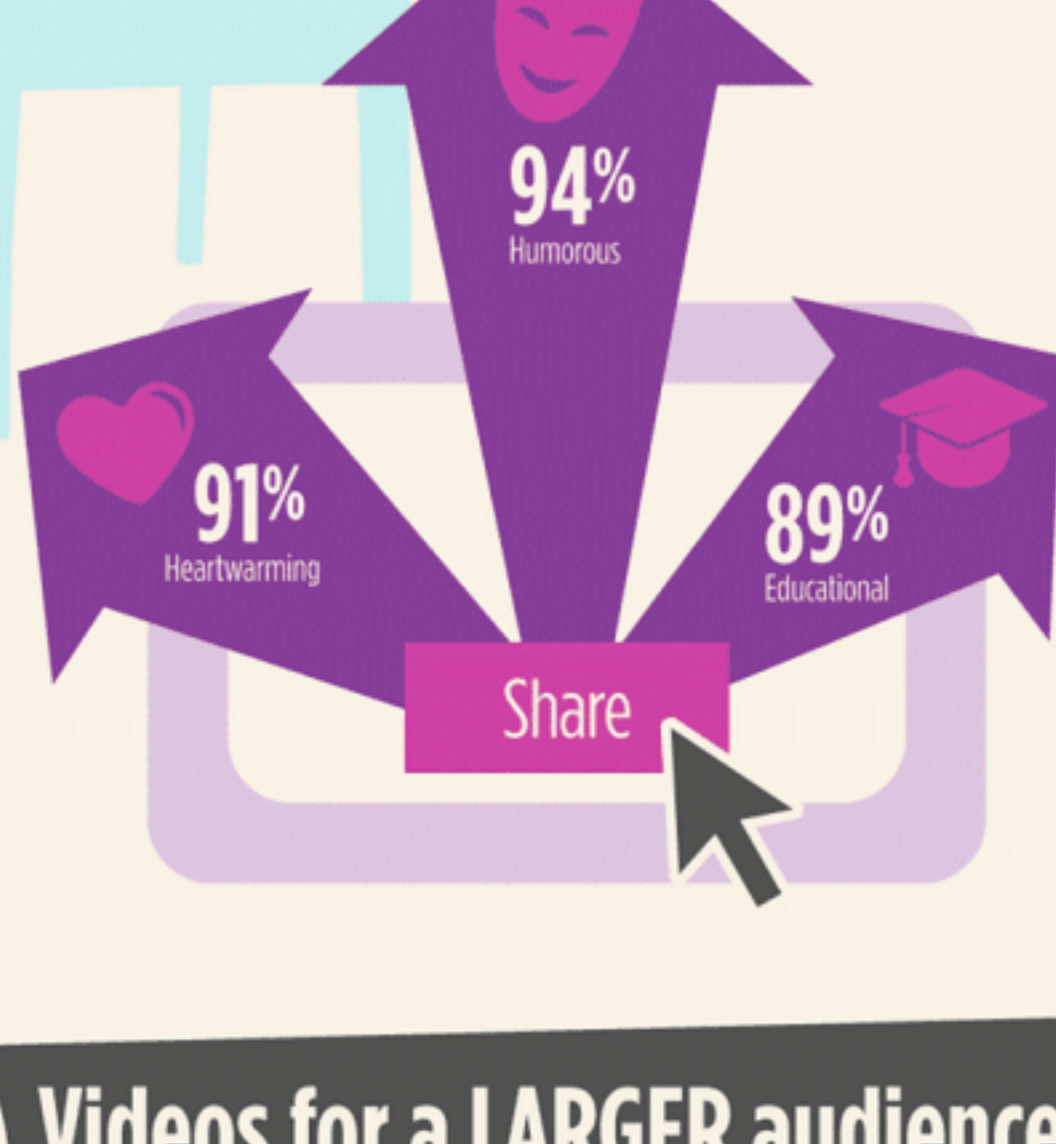
70%
Watching TV

46%
At work

37%
At the dentist

32%
While walking

Most SHARED video content



83%

Videos for a LARGER audience

Hear what your customers really want to see...

83% prefer videos to be five minutes or less.

Use only high-quality images and visuals!

Funny videos but with no nonsense!

Show a 360° view of the product!

Demonstrate what the product can do!

Info-rich videos are way better than blatant advertising!



It's your turn to go behind the scenes

Your customers are using video content every day to evaluate companies and make purchase decisions. With a camera on every phone, lots of easy tools to capture professional-grade video and photos, what's holding you back from getting behind the lens and creating a video of your own?

Check out Animoto.com and improve how consumers view you.



Credits

Date Conducted December 26-30, 2013
Participants 1,014 Adult consumers in the U.S.
Web-Based Survey Designed to learn about consumer perception and experiences with video marketing as a promotional medium

Total Sample 1,014 respondents

18-24 Year-Old Sample 162 respondents

Smartphone Owner Sample 671 respondents

All respondents have watched a video on their computers, tablets or mobile phones at least once in the past six months.

The End

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