

Clinical Minutes

Digital Videos

Tip Sheet

Here are 5 Stats that Prove Marketers Need Video

1. 97% of marketers claim that videos help customers understand products. ([Hubspot](#))
2. Over 80% of all traffic will consist of video by 2021. ([Cisco](#))
3. 81 % of businesses are now using video for marketing. ([Hubspot](#))
4. Live video will account for 13 % of traffic by 2021. ([Cisco](#))
5. 90% of consumers claim a video will help them make a purchasing decision. ([Social Media Today](#))

[Wyzowl](#) claims that 74% of people who get an opportunity to see a product in action via an explainer video will buy it. And landing pages are great places to place videos, too. -- supposedly boosting conversion rates by [up to 80%](#) (just be sure to keep autoplay off so as not to scare the customer away with loud noises).

Another reason why video is great for conversions on websites is that they actually keep people around for long enough to look around on the site. This is especially true for those who aren't big readers (a good rule of thumb is to assume that people's eyes could be tired from looking at a screen all day). Supposedly people watching a video stick around for some [two whole minutes](#) longer if there's a video.

Tips for Best Practice Video Marketing

First off, figure out what the ideal video length is for your platform - here's what Hubspot recommends:

- Instagram: 30 seconds
- Facebook: 1 minute
- Twitter: 45 seconds
- YouTube: 2 minutes

<https://digitalmarketinginstitute.com/en-us/blog/2018-04-25-the-importance-of-video-marketing>

Here are some tips to use when using your cell phone to capture video:

- Don't shoot vertical video
- Use a tripod so the shot is steady
- Don't use digital zoom
- Use natural lighting and automatic exposure/focus
- Audio recording so microphone is close subject
- Avoid using slow motion