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Video Marketing Trends

FOR 2015

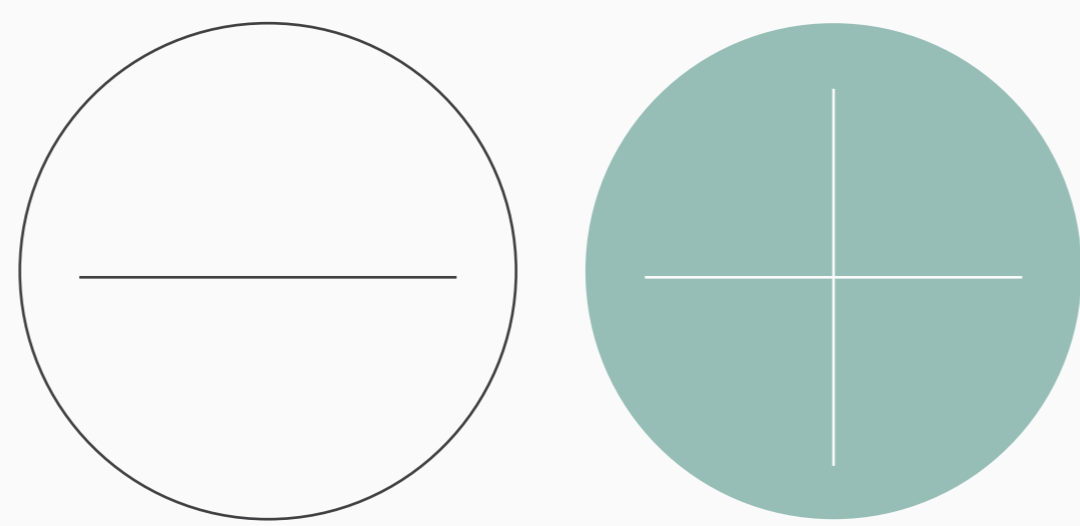
With the growing popularity of mobile devices

and rapid development of social networks supporting video content, video marketing is gaining ground and becoming a prominent tool for engaging online audiences. Short-form and highly-interactive videos are here to stay and more social networks like Facebook are competing with YouTube to become the number one video destination.

Consumers can now enjoy high-quality multimedia content wherever they are, which will present new opportunities for brands to benefit from the power of video. Here's a look at some of the rising video marketing trends for 2015.

01

Less is more

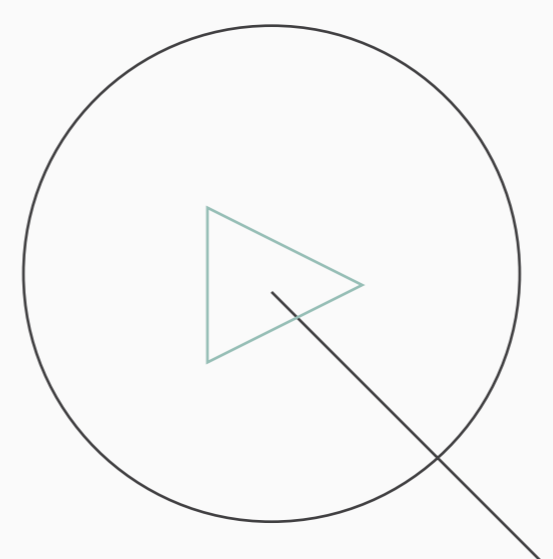


Keep the message short.

Consumers will be less tolerant of lengthy videos, and long advertisements.

02

Video SEO matters

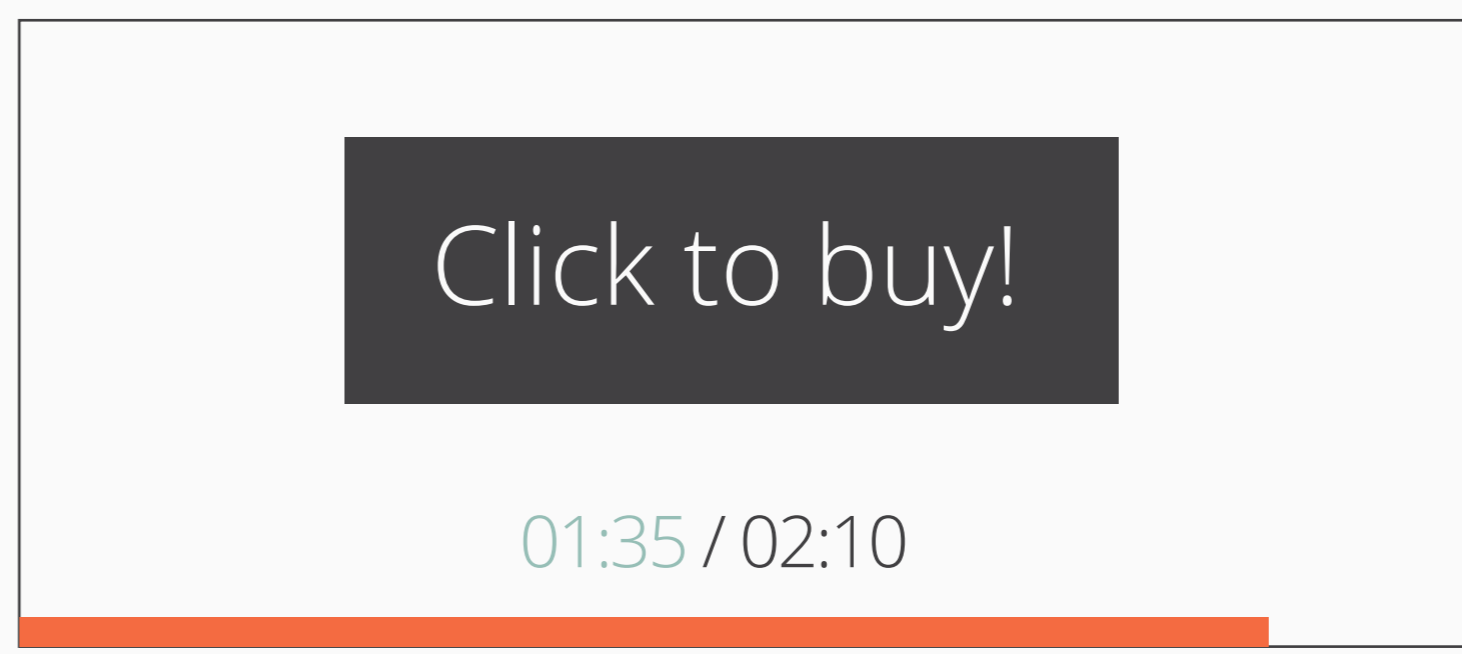


Content marketing

especially with video, will become increasingly valuable for SEO.

03

Interactive videos



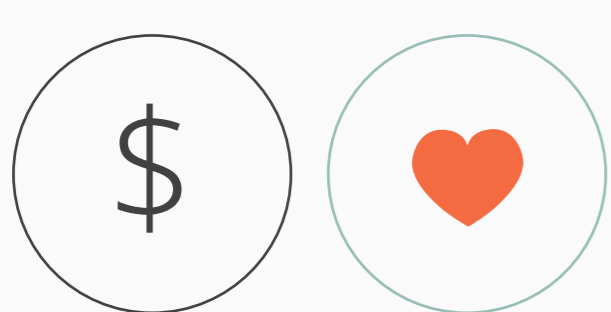
Interactive videos including games, surveys and social sharing buttons will become mainstream.

Art and commerce will mix through new interactive video technologies such as customizable storylines, shopping through video, and combining music videos with ads.



Key for humanizing brands

Video will rise as the best way to humanize businesses and create deeper relationships with their audiences.



More website videos

More businesses will use homepage videos, which increase conversion rates by 20% or more.

Web chat usage will rise as a low-cost way to initiate the customer experience from a website.



Video How-to's & tutorials

A top selling tool for businesses will be educating target audiences through video.

70% of beauty purchasers will view how-tos and product visualization videos on YouTube to influence what they buy.

07



Business casual

Company videos that target a wider audience with humour and easy-to-digest information will succeed over more formal video presentations.

08



More videos on social networks, Not Just YouTube

Facebook will challenge YouTube as a video destination with more than 1 billion video views on average every day.

Interactions will continue to increase with short-form videos such as GIFs & Vines on social networks.

09



Mobile video ads

Almost 1/3 of all web traffic now comes from smartphones and tablets. Online videos will need to be created with these mobile devices in mind.

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Personal video sharing

Consumers will increasingly create videos to relay news and keep in touch with friends and family.

More than half of video creators will record videos solely to share on social media platforms.

Sources:

toprankblog.com reelseo.com clickz.com forbes.com inc.com reelreel.com agencypost.com



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