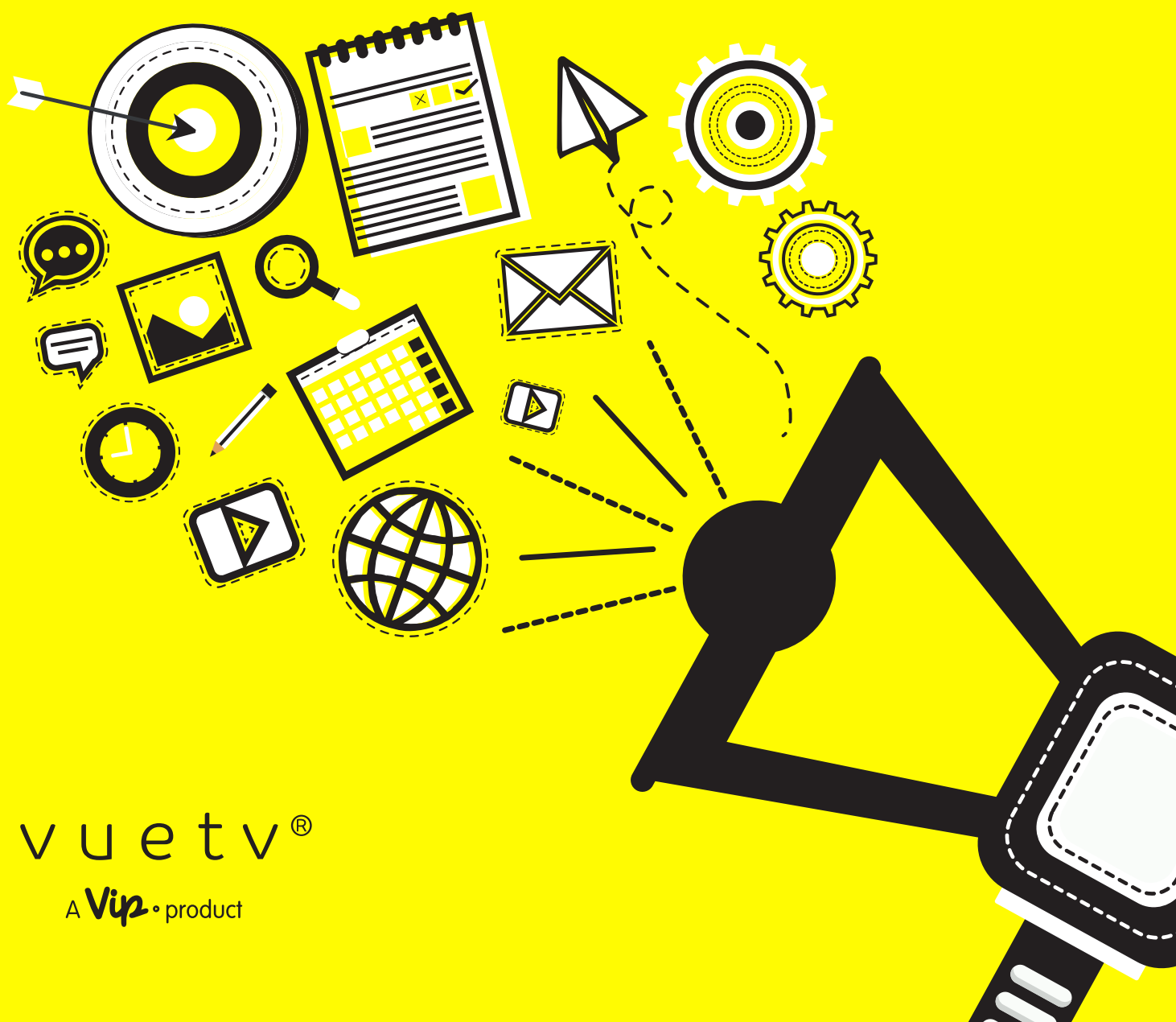


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# 12 ESSENTIAL VIDEO MARKETING STATISTICS FOR 2020/1



vuetv<sup>®</sup>

A **Vip** product

# 12 ESSENTIAL VIDEO MARKETING STATISTICS FOR 2020

Video marketing has become essential for any business wanting to be found, connect with people and grow...

**It's no secret that since the World's 2nd Biggest Search Engine, YouTube, exploded into our lives in the mid-2000s, Video Marketing has become essential for any business wanting to be found, connect with people and grow.**

With the advent of Video-in-Print, the opportunities to stand out from the crowd in a meaningful way are greater than ever, especially now the reducing costs of technology have made this concept affordable for vastly more businesses than before.

Before we dive into the stats that explain why Video Marketing is VITAL to your business, let's take a quick look at the TYPES of video you can and should be producing...

**Explainer Videos** Essential for conversions and SEO.

**Vlogs (video blogs)** Great for ongoing engagement.

**Video interviews** Super low cost and easy to do.

**Tutorial videos** Your best customer is an EDUCATED customer (you're reading this, aren't you?).

**Videos of presentations** This is real leverage.

**Product demos and reviews** Who doesn't consume these before making purchasing decisions these days?

**Video testimonials** The best social proof there is.

**Recordings of live streams** Yet more leverage.

**Video ads** Laser targeted and still very cheap compared to Google Ads and Facebook PPC. Many marketers secret weapon.

**VueTV® is not only the world's only concept-to-conclusion video-in-print service, we are committed to being at the cutting edge of video marketing.**

Not only can we create stunning video brochures, or any kind of bespoke video-in-print product, we can also assist with your video production, marketing strategy, and SEO.

That's why we've scoured the internet to pull together what we think are the most vital statistics which prove beyond doubt that forward thinking businesses need to up their video marketing game...

79%

of people say a brand's video has convinced them to buy a piece of software or app.

54%  
more  
brand awareness.

76%

of marketers and small business owners are getting results with video marketing.

97% of businesses using explainer videos say it helps users understand their business better.

91%

of video marketers consider video an important part of their marketing strategy. That's an increase from 82% in 2017 and 85% in 2018.

87% of businesses now use video as a marketing tool.

(This figure has seen a sharp rise from 63% in 2017, and 81% in 2018)

50%

of web users look for a video before visiting a store.

83% of marketers say video gives them a good ROI.

(up from 78% in 2018)

79% of consumers prefer watching a video to reading about a product.

66%  
more  
qualified leads  
per year.

84%

of consumers have bought something after watching a video.

"90% of video marketers feel the level of competition and noise has increased in the past year..."

...but despite this – 99% continued to use video in 2019, with 88% saying they'll spend more than they did in previous years.

# HOW VIDEO-IN PRINT TAKES VIDEO MARKETING EVEN FURTHER IN 2020

Anyone who gets a video product from VueTV® is guaranteed to say “Wow” when they open it.



## The Wow Factor

The development of video-in-print has created a new platform for high-quality promotional videos that represents a highly-targeted alternative to TV and cinema, and a powerful addition to online channels.

Anyone who gets a video product from VueTV® is guaranteed to say “Wow” when they open it.

## No Distractions

You can sidestep the pitfalls of online video interruption and distraction, by delivering your message directly into the hand of your target audience with video in print products.

## Emotional Connection

The great playwright, E.M Forster, once said of theatre “only connect” and it’s as true today with marketing to your clients and customers as it is to theatre audiences.

Video is a super-powerful way of creating an emotional connection.



### A True Purple Cow

Let's face it, most company literature is boring because it uses sequential logic instead of emotional logic.

Seth Godin's fantastic book Purple Cow taught marketers the world over about the need to stand out from the crowd. Video in print achieves this, ten-fold.

### Affordable

Developments in technology over successive years have enabled the production of video brochures, video booklets and digital business cards, and now embedding high-quality screens into printed items, much more affordable for all.

### Truly Bespoke

Your video could appear in a printed brochure that incorporates a micro-thin IPS screen, PCB boards, speakers and re-chargeable batteries using a built-in USB connection that also allows you to re-charge the battery and change the video content.

Video brochures can be produced in a range of sizes and are portable and pleasantly tactile.

Popular options including a hardback cover with soft touch matt laminate finish.

### Personalisation

We all know the power of personalisation in marketing and achieving this with video-in-print is easy.

Video brochures can be fully branded and individually personalised through variable data printing with a named contact, image, or unique offer code.

You can highlight a name using coloured foils or spot UV varnish for added impact.

Personalisation is proven to increase open rates, with 74% of marketers saying that personalisation increases engagement and boosts return on investment.

In fact, this technology is so flexible, video screens can be built into items of any material, shape or format.



# WHY VueTV®?

We can help you with your strategy, your scripts, production and even ranking your videos...



**Experts in innovation, VueTV® offer an extensive choice of video in print items including gift boxes, point of sale, direct mail and bespoke products. With the UK's market leading turnaround time of just five days, VueTV® is widely recognised for its responsive service and premium products.**

We are currently the only concept-to-conclusion service, providing market leading solutions and lightning fast turnaround times, wherever you are based in the world.

Lead times can be as low as five days or you can make an order to be held in stock and request it to be printed on demand and posted out as required.

Production does not rely on you having a video ready to go.

We can help you with your strategy, your scripts, production and even ranking your videos at the top of YouTube and Google for even more leverage for your video marketing.

It costs nothing to talk to us, and we know you'll be amazed by our levels of service and commitment to quality.

# VIDEO IN PRINT FREQUENTLY ASKED QUESTIONS

## How much do video brochures cost?

This is totally variable dependent on your requirements. Give us a brief and we'll give you a price.

## Can you recycle the goods?

Yes the brochures are recyclable, please feel free to return them to us at VueTV® if you would like them to be recycled.

## What is the lead time?

Our lead time is dependent on quantities & also how quickly you require the brochures, but we do offer a turnaround time of 5 working days on smaller orders.

## Do you have a MOQ?

We have no minimum order quantity, so if you wanted to test the response you could order a small amount.

## What finish options do you do?

We offer a wide variety of finishes, for example spot UV, metallic foils, embossed logos & individual personalisation.

## How will the brochures be delivered?

As a standard they will be neatly packed into outer boxes.

## Do you help with the Creative? What is the cost?

Yes, we can help with the creative. If you send us a complete brief of what you would like we will then be able to confirm a price. Costs are dependent on the requirements.

## Do you provide bespoke options?

Yes, we excel in this area. The more complex the better...

## Can I have a sample?

Yes samples are available. Please get in touch to request one.

### **I haven't got a video, can you help?**

Yes, we can help with all aspects of video production.

### **Can you put pictures on it?**

Yes, you can.

### **Can I have multiple videos?**

Yes. The memory on each product will govern how many you can have.

### **How long can the videos be?**

The length of videos is determined by the size of brochure you need and the memory capacity.

### **When will I be invoiced?**

Payment is required at the order stage and must be completed by the approval of artwork.

### **Can I use different artwork?**

Yes, you can use multiple designs and we can individually personalise each unit.

### **How do we supply the artwork to you?**

A high-res PDF is perfect.

### **What format do you need the videos in?**

An MP4 file and we will confirm the specification depending on the screen size.

### **Can you deliver to multiple locations?**

We have an infrastructure to dispatch our products to multiple locations around the globe. We offer a complete fulfilment service if required, in bulk or on demand. Ask for more details.

### **What video brochure options do you provide?**

We have a standard range including the business card, A6, A5 and A4 along with a fully bespoke service.

### **Can I have printed literature as well?**

Yes, we can also supply any printed literature and merchandise with the brochures.

### **Can you Pantone match?**

Yes, we can.



### Can you provide presentation boxes and merchandise?

Yes, we are experts in print.

### Do you specialise in a particular sector?

Yes, all of them.

### How long is the warranty?

There is a 12-month factory warranty on the hardware.

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### How long is the battery life / is it rechargeable?

The battery is rechargeable & the battery life varies, depending on the product. We can add or reduce the battery life if you would like a particular life span.

### What is the most popular option?

The most popular brochure is The A5 Ultimate with a 7" HD screen.

### Can I upload the videos myself?

Yes of course, the brochure works in the same method as a USB. It is a simple drag & drop process.

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### Can they be encrypted?

Yes, we can encrypt the brochures if required.

### Can I add additional buttons?

Yes, we can either add buttons or take buttons off as required.

### Is it just hardcovers?

No, we also offer a softcover option for the brochures as well.

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### What can I use the brochures for?

To give you an indication as to how our existing clients have used video brochures, please see the list opposite:

- Direct Mail
- In Store Promotions – POS
- Training
- Instructions
- Company Overview
- Invitations
- Personal Video Messages
- Product Launches
- Internal Communications
- Presentations
- Pitches

### Do I supply the video and the artwork at the same time?

The video can be uploaded to the brochures at any point during the production process or if you prefer you can upload the content to the brochures on receipt.

### Do you do touchscreens?

Yes, touchscreen is available along with other advanced technology.

## CONTACT US

**Like what you've read and want to see how video in print could be used for your business?**

Getting in touch with us is simple, contact us via telephone, email or through our website;

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**W.** [vuetv.co.uk](http://vuetv.co.uk)

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