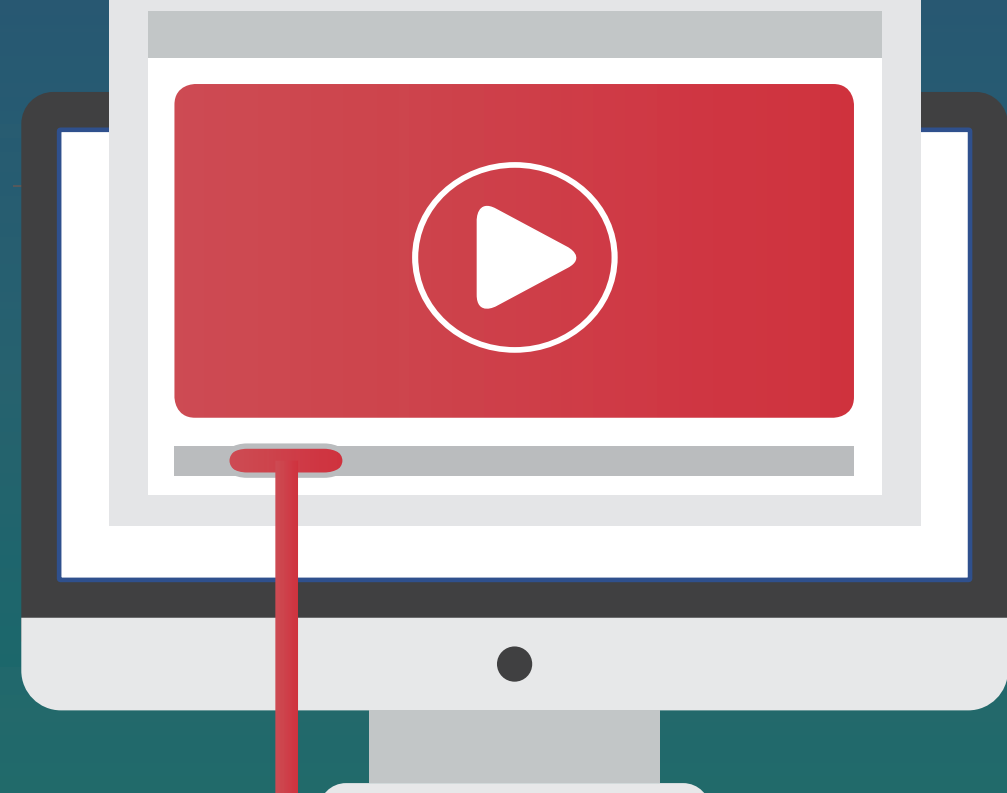


6 VIDEO MARKETING

TRENDS

You Need To Know



The data is clear:
video is a content form
that remains fresh
and engaging.

The **2017 Video Content Marketing Benchmark Study** identified best practices and recommendations to help **marketers get the best return on their investment in video content.**

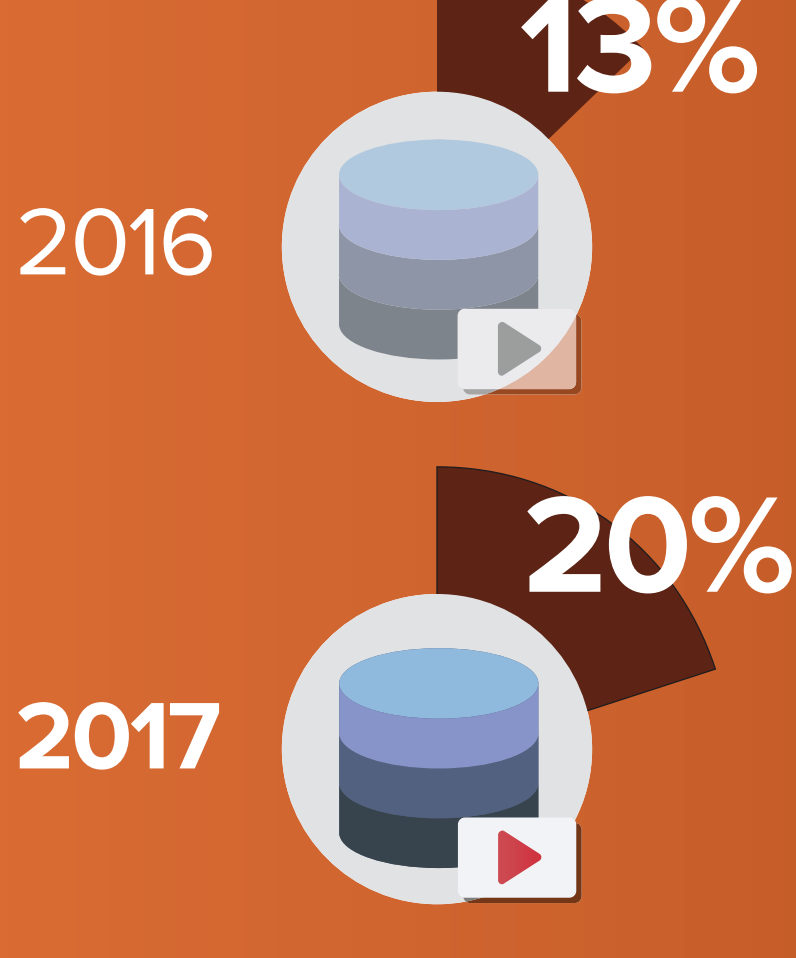
Key Findings

92%

of study participants report that **video is becoming more important as a form of marketing content** for the fourth consecutive year.



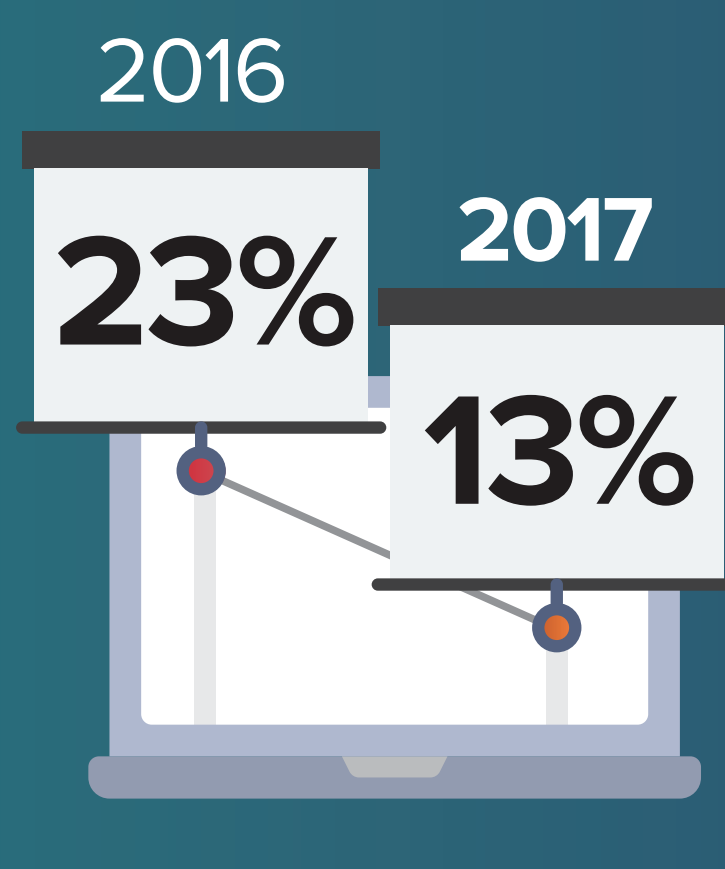
Organizations that have integrated video viewing data—and are exploiting it—with key sales and marketing systems has increased.



The volume of videos produced annually has **increased year-to-year.**



Those **NOT using video metrics** to track video content effectiveness has **decreased.**



Video marketing budgets have **stayed the same or grown for 90 percent** of study participants.



Product videos are the **most popular type of video**, followed by Explainer and Demo videos.



Get your copy of the full report today
for more details and our final recommendations!

<https://www.vidyard.com/resources/state-of-video-marketing-2017-report/>