

VIDEO MARKETING FOR SMALL BUSINESSES

Why Video?



4x

as many consumers would rather watch a video about a product than read about it.

71%

of consumers who viewed a video ended up making a purchase.



Video Boosts Marketing



96%

Videos in emails increase click-through rates by 96 percent.



50x

Videos also boost SEO. Videos are 50 times more likely to get organic page ranks in Google than plain text results.



87%

of marketers had a positive ROI with digital video.

Small businesses create as many or more than the big guys

Average number of videos published per month by company annual revenue

16



Less than \$5mil

7



\$5mil to less than \$10mil

10



\$10mil to less than \$25mil

12



\$25mil to less than \$100mil

10



\$100mil to less than \$250mil

How you can join the revolution:

What kind of video?



Explainers, product demos, how-to's and testimonials are the most common videos.

53%



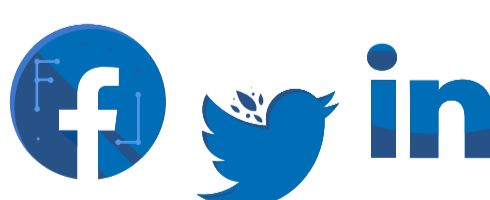
10%



Videos less than 90 seconds keep 53% of viewers compared to those over 30 minutes that retain only 10%.

How long?

Where to post?



Websites and social channels are the most common distribution channels.

SCORE

www.score.org/find-mentor

Talk to a SCORE mentor to help you create a video marketing strategy.

Sources:

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