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Jon Mowat Kogan Page  
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a content creator and  
video strategy

specialist associated  
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agency in the UK,  
shows marketers how  
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## **Page**

Depending on your video marketing strategy goals, that might be clicking on your CTA, filling out a form, signing up for your email list, or making a purchase, you name it. All in all, completing a specific action means your marketing efforts are paying off! 10.3.

YouTube Analytics

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Strategy: Statistics and  
Tips. We just shared an  
infographic on the  
importance of visual  
marketing - and that,  
of course, includes  
video. We've been  
doing a ton of video for  
our clients recently and  
it's increasing both  
engagement and  
conversion rates.

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## **The Importance of A Video Marketing Strategy: Statistics**

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level of emotional  
engagement that can't  
be achieved any other  
way.

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55% of people watch  
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day. That's why brands  
can't afford to overlook  
the power of video  
content and must  
incorporate it into their  
marketing strategy if  
they haven't already

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done so. Video

marketing is quickly becoming the ultimate weapon for

engagement and the most effective way to connect with

consumers. According to HubSpot, “97% of marketers say video has helped ...

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Diego business to  
engage your audience  
online, generate leads,  
gain authority, and  
form amazing virtual  
connections with  
potential clients,  
patients, or customers  
by telling your story via  
video

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Black Tent offers battle-tested strategies to companies in Cincinnati and nationwide looking to harness the power of video to drive sales.

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## **The Power Of Productions - Award Winning Video Production**

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for real-time,  
contextualized  
personalization. ...

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