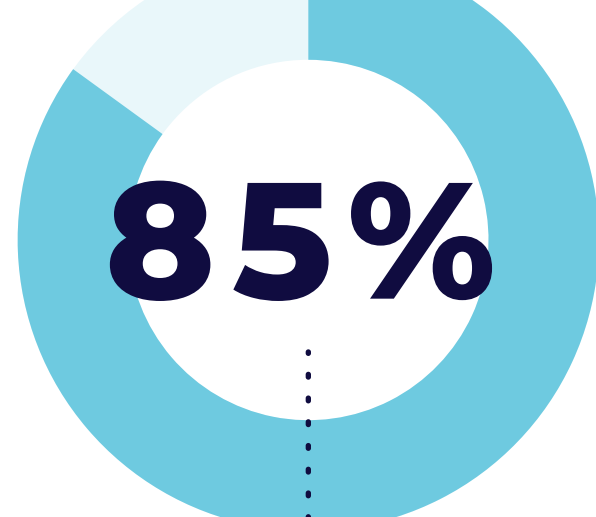


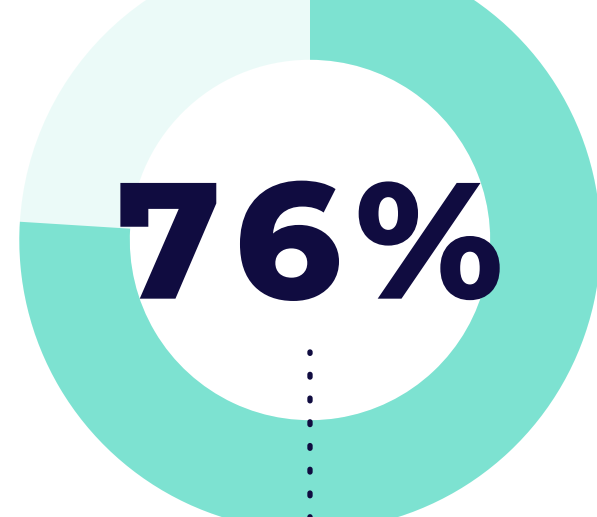
Must-Know Video Marketing Statistics for Restaurants



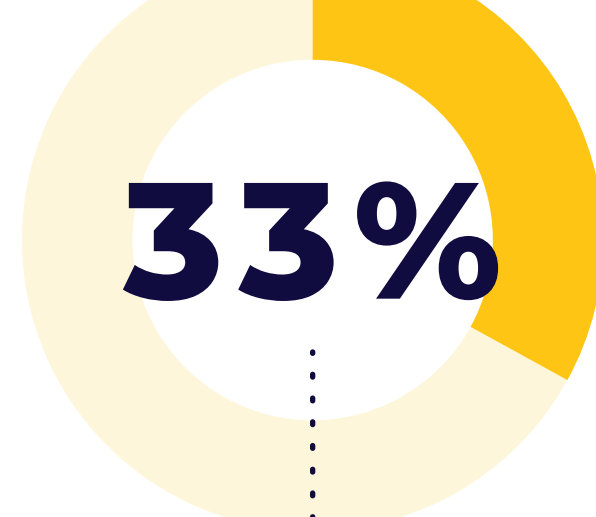
The Impact of Video on Internet Users



85% of U.S. adults watch videos online.



76% of customers say they prefer video when learning about a brand.



33% of online activity is spent watching videos.

Viewers retain **95% of a message** when it's shared in a video, as opposed to just 10% via text.

Most Popular Video Platforms

90% of consumers have discovered a brand on YouTube.



135% of consumers have discovered a brand on Facebook.



On average, a Facebook video gets 135% more organic reach than a Facebook photo.

5.2 million users viewed Instagram videos created by brands in Q1 2017.



6X more likely to be retweeted than photos.



Videos are 6 times more likely to be retweeted than photos.

About 60% of college students would buy from a brand that sent them a coupon via Snapchat.



52 min. per day on TikTok.



Users spend an average of 52 minutes per day on TikTok.

The Advantages of Incorporating Videos into Your Restaurant Marketing Strategy

76% of adults say they've made a purchase after watching a marketing video.

Videos on landing pages can increase conversions by 80% or more.

Businesses that use video grow their revenue 49% faster than businesses that don't.

Video increases the organic traffic your website gets from search engines by 157%.

53% of adults and 66% of millennials will engage with a brand after watching its video on social media.

Blog posts that contain video attract three times more inbound links than blog posts without video.

92% of mobile viewers will share a video they've watched on social media.

Adding a video on a landing page makes it 53% more likely to appear on the first page of Google.

Most users spend 88% more time on a website that contains video too.

Videos increase customers' understanding of your product or service by 74%.

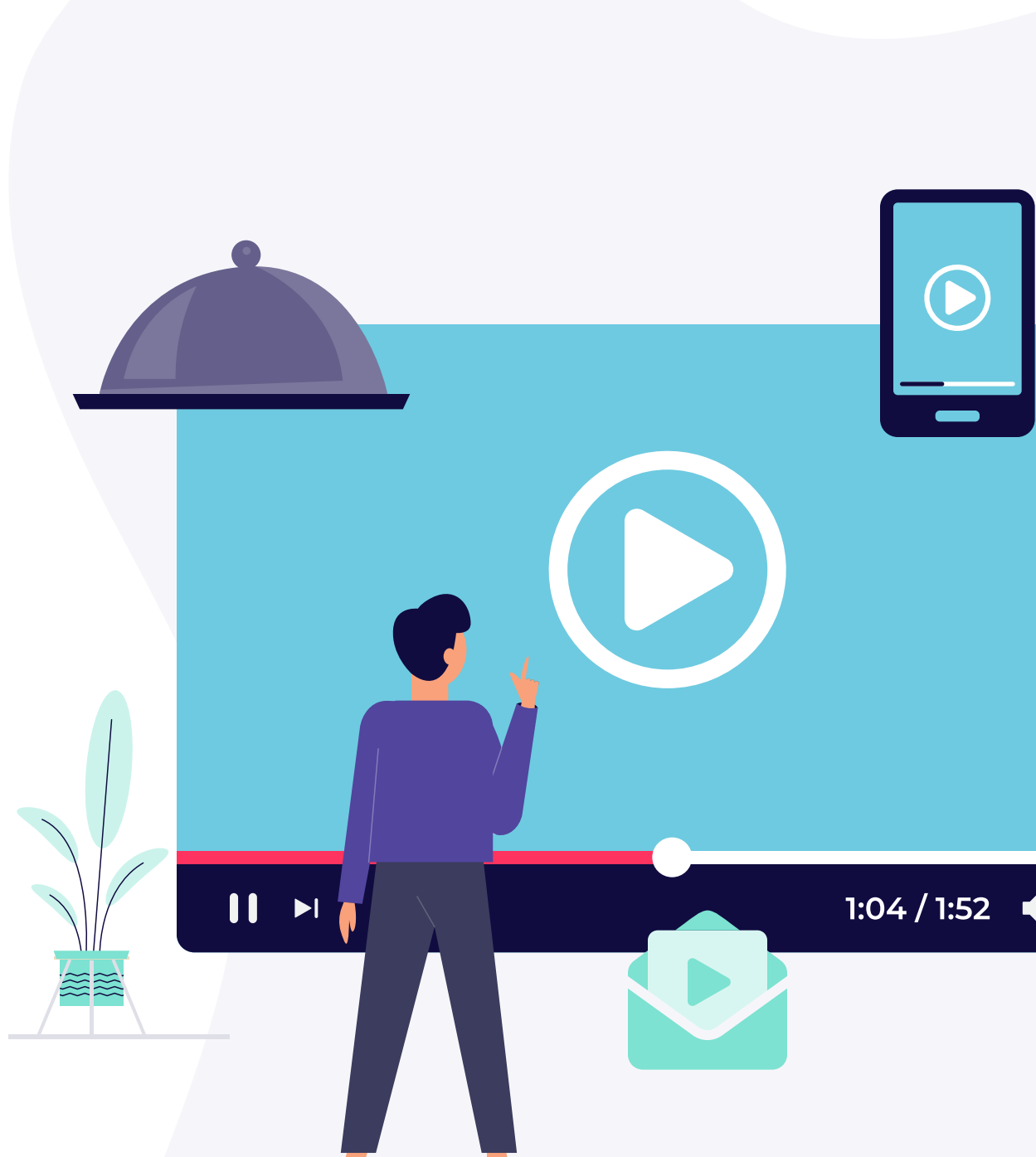
What Consumers Want from a Video

Keep it short
Videos around 2 minutes long get the most engagement.

Optimize for mobile
51% of all videos are played on mobile devices.

Add CTAs
57% of millennials find video CTAs that redirect them to a website instructional.

Attach it to emails
Adding a video to your emails increases the click-through rate by 200-300%.



LIVE

Do live videos

The average person spends 3x more time watching a live video than a video that isn't live.

AD

Consider ads

80% of users remember a video ad they watched in the past month.

RESOURCES:

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