

# Get ready to ride the video revolution



To achieve cut-through in a heavily saturated media environment, businesses should seriously consider incorporating video as part of their marketing strategy.

## Mobile video: a growing trend

From cat antics to breaking news, online video has become a fundamental part of daily life and its shareability, immediacy and accessibility make it popular for both producers and consumers. While established brands have realised the potential in video marketing, according to a report from digital marketing company Netsertive, about 40% of retailers are still ignoring the chance to connect with mobile consumers.

**“Cheaper data and faster networks have made mobile video a key method for effective marketing. Vodafone’s 4G State of the Nation report revealed that 26% of 4G users are streaming video websites more than 20 times per week and 62% of Kiwis on 4G say they use video streaming websites more since upgrading from 3G.”**

**Ken Tunnicliffe**  
Vodafone New Zealand  
Enterprise Director

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## The power of images

- The human brain processes images 60,000 times faster than text and visuals can increase brand engagement as much as 94%. In fact, one minute of video is worth 1.8 million words according to Dr James McQuivey of Forrester Research.
- More people than ever are watching video on their mobile devices. 40% of the top 1,000 most shared Instagram videos were by brands, according to an Unruly Media study and Nielsen claims 64% of marketers expect video to dominate their strategies in the near future.

## Did you know?



YouTube receives more than **1 billion** unique visitors per month.



Instagram has **400 million** users.



Snapchat boasts **100 million** daily active users.



Periscope, a real time streaming video format has more than **10 million** registered users.

**62%**  
of Kiwis on 4G



say they use video streaming websites more since upgrading from 3G – that's a huge opportunity for businesses.

**With numbers like this, it's little wonder companies are jumping on the video marketing wagon.**

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## Know your medium and market

Understanding how the different platforms work is key. YouTube allows viewers to watch almost any length of video, while Instagram videos are a maximum of 15 seconds and do not autoplay sound, so an Instagram video strategy must have enough visual impact to encourage the viewer to want to listen too. Remember, not all businesses will have the same needs – or market – so knowing your target market is integral.

## Make video work for you

The barriers to creating broadcast quality video are surprisingly low because you don't require a team of professionals. In fact, platforms like Instagram, Snapchat and Periscope require a single person with a mobile device.

## How you can embrace mobile video marketing

- Build relationships with vloggers to promote your products or services
- Stream behind-the-scenes videos
- Offer sneak peeks of products and launch teasers
- Broadcast live from events
- Create new levels of endorsement and influencer marketing such as celebrity takeovers
- Create the newest marketing buzz with a really great video

**We'll be in touch soon to discuss how Vodafone's solutions can help your business take advantage of the video revolution and become a Ready Business.**