

# Still Imagery vs Video Marketing

Why videos perform better than still photos

Your eyes are attracted to movement! So naturally, we are drawn to video.

**27x** 

People are 27 times more likely to click on an online video than a static image banner ad.

## Training & Education



**65%** of the population are visual learners

Information from pictures or images is retained in the mind for a long time. However, studies show that students process information faster with video content while learning.



Viewers retain **95%** of information communicated by video

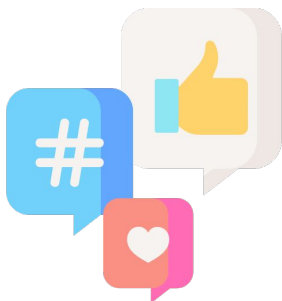
Whereas only **10%** of information shared through still images and text advertisements are retained.

## Social Media & Engagement

Social videos generate **1200%** more shares than text and image content combined!



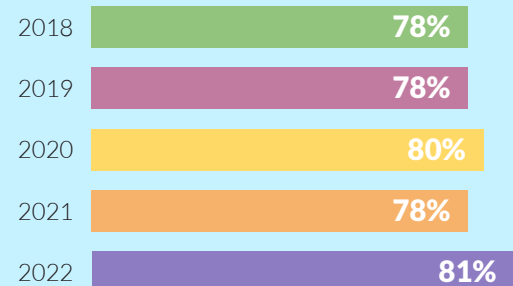
**1,200%** more shares



Marketers have found a **20-30% increase** in conversion when utilising video over image when it comes to social media ads.

Video allows users/ potential customers to understand things better.

Marketers who've increased sales with video



Hubspot found that **94%** of markets have seen video increase their users' understanding of a product. As shown above, the amount of markets that have increased sale with video continues to grow.