



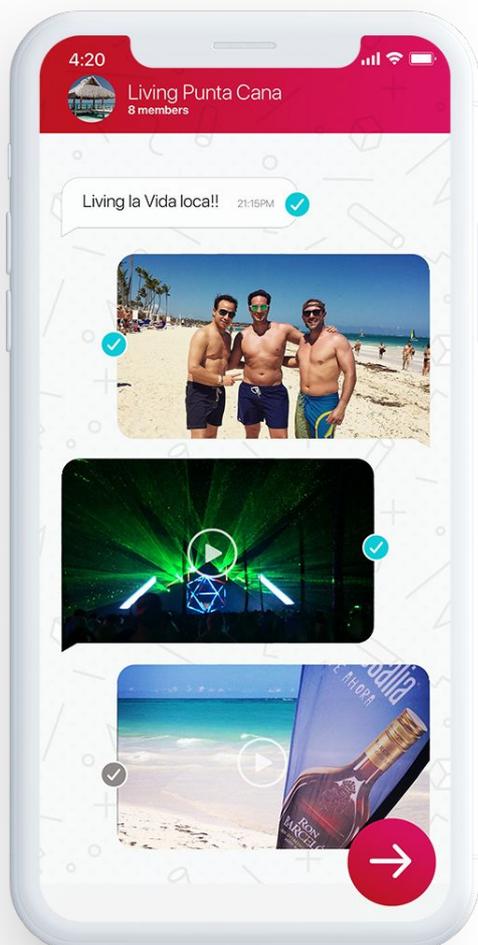
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Video is a rising trend with no end in sight.

- By 2020, online videos will make up more than 80% of all consumer internet traffic (85% in the US). ([Cisco](#))
- Social video generates 1200% more shares than text and image content combined. ([Wordstream](#))
- Facebook videos receive 135% more organic reach on average than a Facebook photo. ([Socialbakers](#))
- When Instagram introduced videos, more than 5 million were shared in 24 hours. ([Adweek](#))

Let's take a look at the market today.



Marketers understand the impact that video has on their audiences.

- 78% of marketers say their most effective SEO strategy has been creating more relevant content ([MarketingProfs](#))
- 73% of marketers said they'd create more video content if there were no obstacles like time, resources, and budget. ([Buffer](#))
- 80% of marketers use visual assets in their social media marketing. Video (63%), alone, has also surpassed blogging (60%) in usage as a social media marketing asset. ([Social Media Examiner](#))

User-generated Content Makes Marketing Human.

- UGC-based ads get 4x higher click-through rates and a 50% drop in cost-per-click than average. ([Salesforce Survey](#))
- 42% of marketing professionals said UGC is a vital component of their marketing strategy. ([Social Media Today](#))
- 85% of consumers find visual UGC more influential than brand photos or videos. ([Business Wire survey](#))

Mobile is preferred and video use among daily users is high.

- People are five times more likely to watch video daily on a smartphone than on desktop. ([Sprout Social Insights](#))
- Users spend 40 minutes a day, on average, watching YouTube on mobile devices. ([Comscore](#))
- The number one use of smartphones during social gatherings is to take photos or videos. ([Pew Research Center](#))
- 92% of mobile video viewers share videos with others. ([Invodo via Forbes](#))

Messaging Apps Are The New Social Networks.

- Alongside dominating social sharing, messaging apps have now surpassed social networks in terms of monthly active user numbers too. ([Business Insider](#))
- “Dark Social”—like emails or messaging apps—accounts for 84% of shares on Buffer. ([Mambo](#))
- Most social activity is no longer going to happen in public, instead transitioning to private groups and messaging apps. This represents a significant change in what “social media” is.” ([-Ash Red, Buffer](#))

For more details check our website mobs.video or send us an email to info@themobs.com