

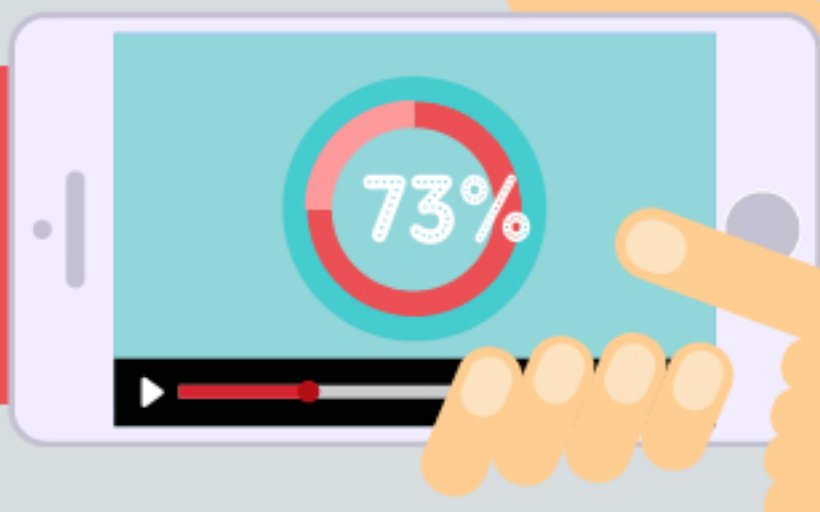
Real Estate

VIDEO MARKETING STATISTICS



50X EASIER TO ACHIEVE A PAGE ONE RANKING ON GOOGLE WITH A VIDEO

73% of homeowners say they're more likely to list with a realtor who offers to create a video for them, but only 4% of agents put their listings on youtube.



REAL ESTATE LISTINGS THAT INCLUDE A VIDEO RECEIVE **403%** MORE INQUIRIES THAN THOSE WITHOUT.



SHOPPERS WHO VIEW VIDEO ARE **174%** MORE LIKELY TO PURCHASE THAN VIEWERS WHO DO NOT.



THE AVERAGE USER SPENDS **88%** MORE TIME ON A WEBSITE WITH VIDEO.



VIDEOS INCREASE PEOPLE'S UNDERSTANDING OF A PRODUCT OR SERVICE BY **74%**



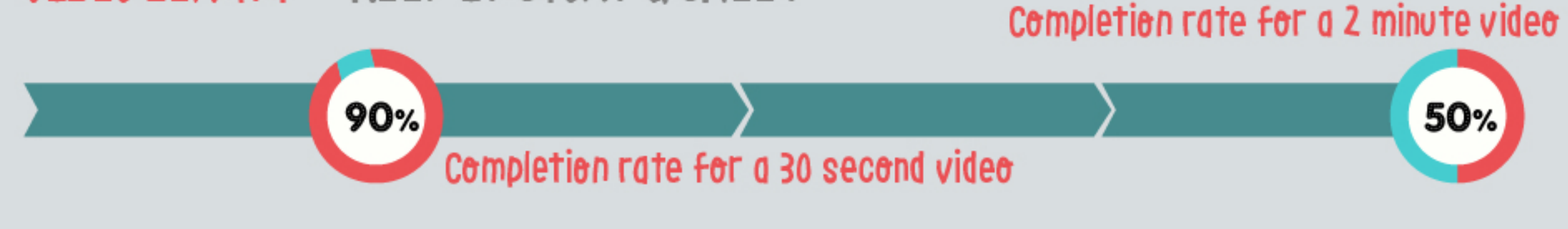
REALTORS HAVE COLLECTIVELY SEEN OVER A **40%** INCREASE IN PROFITS FROM VIDEO MARKETING ALONE.

VIDEOS ARE SHARED **1200%** MORE TIMES THAN LINKS AND TEXT COMBINED.



- 80% of internet users remember the video ads they watch online.
- 20% of internet users actually read content in its entirety.
- 80% of your online visitors will watch a video.
- 26% of internet users look for more information after viewing a video ad.
- 70% of home buyers look for a video either on a website, Facebook or YouTube.

VIDEO LENGTH - KEEP IT SHORT & SWEET



WHAT DO HOME SHOPPERS WANT FROM VIDEO MARKETING?

85% FIND OUT MORE ABOUT A SPECIFIC COMMUNITY



70% TOUR THE INSIDE OF A HOME

54% OBTAIN GENERAL INFORMATION



25% DECIDE WHO TO PURCHASE FROM

Sources:

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