

# EMAIL MARKETING: BETTER WITH VIDEO

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There is no question that email is THE most predominant form of business communication. 100 *billion* business emails are sent and received every day.

There's a good reason for that. Email marketing WORKS. So well, in fact, that according to a [McKinsey & Co. survey](#), **email is 40 times more effective than Facebook and Twitter... COMBINED.** It gives businesses the means to directly reach customers in the one place they are guaranteed to visit: their [email inbox](#).

## PROVEN RESULTS

The Direct Marketing Association says that email offers an incredible Return on Investment (ROI) of \$43.62—that's an ROI over *two times larger* than the next most profitable channel, search engine advertising. That makes email the single most powerful, cost-effective marketing medium.

There are a lot more numbers in favor of email marketing:

- 66% of respondents say they made online purchases after receiving email. ([Mark the Marketer](#))
- Seven in ten people (70%) say they made use of a [coupon or discount](#) from a marketing email in the week prior. ([Mark the Marketer](#))



## THE BEST KEEPS GETTING BETTER (WITH VIDEO)

As powerful as email is at delivering a marketing message, imagine the impact if you add the Internet's favorite storytelling medium to the mix: **video**. Actually, you don't have to imagine it, because it's being done *right now*. As incredible as those email statistics were, things get downright crazy when you include video.

According to a [recent survey about video marketing trends](#):

- 96% of B2B organizations are engaged in video content marketing
- 73% say that video has positively impacted marketing results
- 83% are using video content for website marketing
- 50% are using video content for email marketing
- 75% are optimizing video content for SEO



If you think that's impressive, consider this: there's an incredible *180% increase in the chance a shopper will make a purchase after they view a video*. All of these double- and triple-digit numbers speak to the same thing: **video is being used far more often in online marketing and for much greater impact.**

## FORMULA FOR SUCCESS

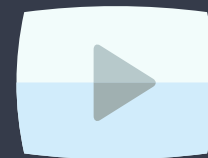
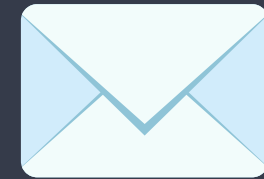
With 50% of businesses already using video for email marketing—and that number on an upward trajectory—the marketing equation becomes clear: **email + video = results.**

And with [Video Email](#) and [Video Newsletters](#), included in the powerful all-in-one Video Marketing Solution offered by industry leader Talk Fusion, you can see that formula put to practical use.

Whereas many other companies have stumbled in their attempts to combine the benefits of email marketing with the expressive power and immense popularity of video, Talk Fusion has combined the best of both worlds with Video Email and Video Newsletters.

## PUT IT TO THE TEST

As an online marketer, you can use the pervasive power of video to position your company ahead of the curve and [enhance your email marketing campaigns](#). Talk Fusion Video Email and Video Newsletters not only make every aspect of your email marketing faster, easier, and more efficient, but they also enhance your efforts with the overwhelming popularity of online video. That means you can give your customers what they want to see most—targeted, *personalized* video—quickly *and* easily.



# RESULTS

Consider how adding video to an email increases its power, influence, and attraction ([Socialmouths](#)):

- 55% increase in click-through rates
- 44% more time spent reading emails
- 41% more email sharing and forwarding
- 24% increase in conversion rates

## MAKE IT PERSONAL

The figures don't lie; video captures your viewer's attention and inspires engagement and response in a way that plain text—or even text and images—simply can't. It puts you “in the room” with your current and prospective customers, establishing a personal touch with *every* interaction.

Think about it: when was the last time you got an unexpected, personal “thank you” from a business you patronize regularly, like your dry cleaner, mechanic or dentist? A quick video email sent today, letting a customer know you appreciate their business, can reap *tremendous* rewards tomorrow: both in terms of [loyalty](#) and in referral business. That in itself is a powerful business advantage; the [New York Times](#) reports that 65% of a company's new business is from referrals.

If video is the future and Talk Fusion is already here, why wait? Take your company's marketing into the future *before* your competition and reach new customers *first*. After all, with Talk Fusion, you're not just making conversation—you're making connections.