

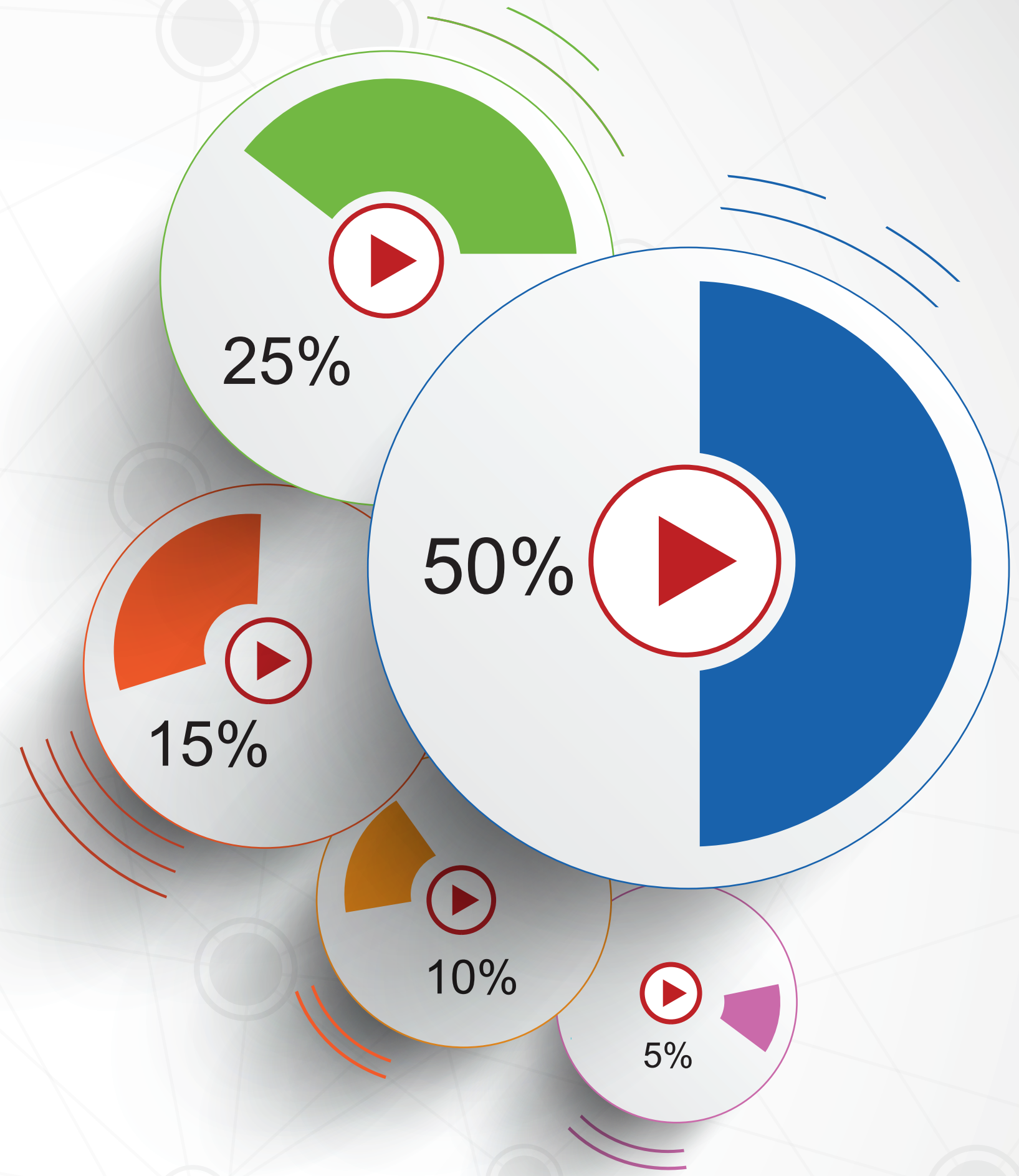
How is **Video Email Marketing** changing the game for Businesses?

Why Video Emails Matter?

As per surveys done by GetResponse, majority of SMBs see videos as the medium to communicate to their audience.

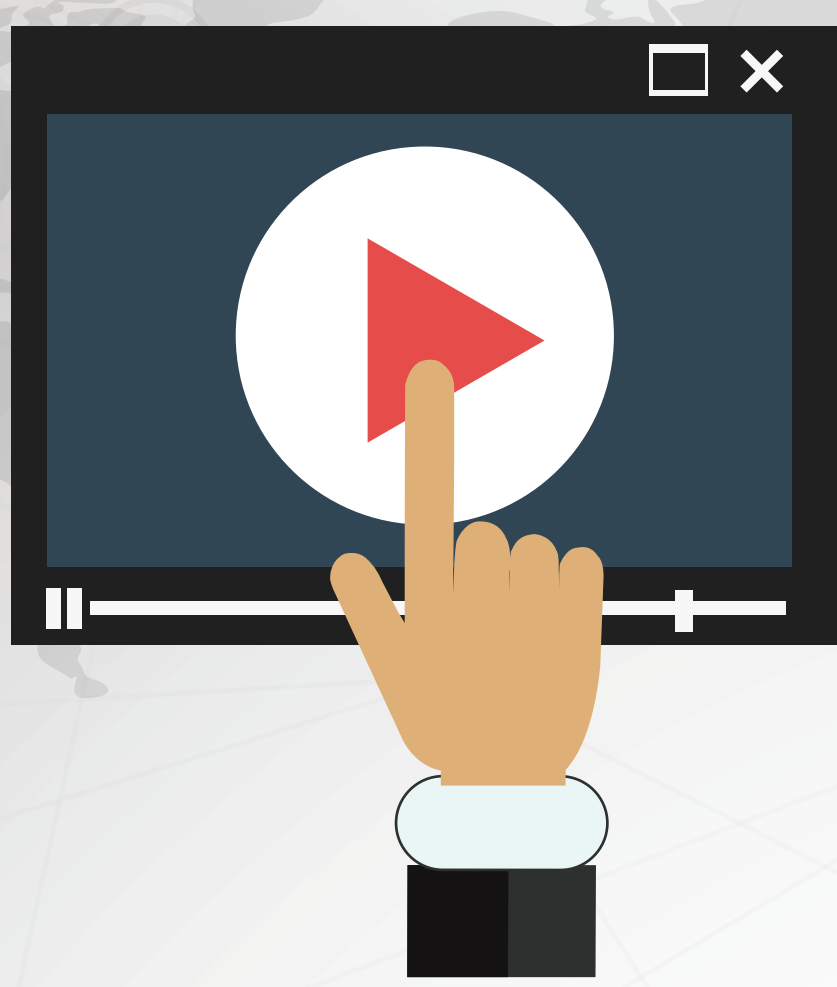
DO YOU USE VIDEO EMAIL MARKETING?

- Yes, and I plan to increase the number of video emails.
- Yes, and I expect to send the same number of video emails.
- Yes, and I won't use as many video emails this year.
- No, I didn't use it but plan to use it this year.
- No, I didn't use it and don't plan to use it this year.



Get Your Emails Opened

The average email user receives about **147 emails** everyday & spends approx. about **2.5 hours** on emails/day.



- Make your videos **engaging** but not gimmicky.
- Make the videos **informative**.
- Make your videos to drive your **end goals**.
- Make videos with a reasonable **bandwidth**.

Personalize Your Videos

Personalized Video is a new and exciting way to attract, engage, and convert leads and customers.

- Marketers who personalize their web experiences see an average of **19% lift in sales**.
- Click through rates improve by **14%** and conversion rates by **10%** when a personalized email is used.



Upsell To Your Customers

Upselling to your current customers can additionally generate a tremendous amount of revenue.



- Creating an upsell video simply involves two parts: "why you need it?" and "how can it benefit you?".
- Your upsell video should talk about how others are benefitting from it.