



8. According to Hubspot, 80 percent of customers prefer to watch 9. And if you're marketing to executives, then video is even more powerful with The Economist suggesting that 85 percent of executives prefer watching a video above all other content types when learning about a product or service.

When considering what types of video to produce, there are three categories you should focus on: personalized videos, motion graphics, and livestream.

10. According to Livestream.com, 82 percent of people prefer to watch a livestream video delivered from a brand versus viewing a traditional social post from that same brand.

But animated motion graphics continue to be the most popular option because they are more affordable to produce for marketers and offer more engaging storytelling experiences for audiences. Motion graphics also make producing personalized videos easier, which is important for marketers hoping to boost conversion rates.

11. According to Vidyard, personalized videos can

increase open rates 16 times more than standard videos.

12. Vidyard also suggests that personalized videos grow click-through rates by 450 percent.

While video is the most popular choice for visual content marketing this year, other forms of visual content should be considered to drive further success. The remaining four statistics should help you convince coworkers and clients alike to focus on creative visual content:

13. According to reports from Forbes and Deloitte, 71 percent of key decision makers prefer short case studies spanning three to four pages with plenty of visuals breaking up the content.

14. Blogs that break up their content with images see 650 times the engagement of those that don't according to Adobe.

15. Statista predicts that there will be at least 171 million active virtual reality users in 2018.

16. Techcrunch reports that augmented reality will see the most demand with nearly 70 percent of consumers believing that AR will be highly beneficial for them this year and beyond. ❖