



## IRMA Reports Effectiveness of Using Video As A Marketing Tool

*IRMA, the International Recording Media Association, recently released their report on the effectiveness of video as a marketing tool. Cambridge Associates conducted 132 interviews to gather the information for this study.*

### **Here are some highlights:**

- Eighty-four million videos were distributed for marketing, instructional, and informational purposes in 1999.
- There was a 50% increase in viewers' memory/recall of info shown on video vs. print.
- The cost of creating and mailing a 10-minute video is considerably less than creating and mailing a 50-page, four-color catalog.
- The success in convincing a potential buyer to order the product or service after they played a video was an average of 23%. (Nearly 1 out of 5) In some cases the conversion rates were above 35%.
- Seventy percent of all videos sent through the mail are watched.
- Most companies agreed that a video should run under 10 minutes to hold the viewer's attention.
- Response rates generated were 60 to 700% greater than traditional direct mail. (Traditional direct mail generates an average of ½ to 2%, with video hitting in the range of 3 to 18%!!)

[www.ImgeworksOnline.com](http://www.ImgeworksOnline.com)