Why  What  How
Why?
THE WORLD HAS CHANGED

Talk     Write     Bank     Research      Date      Read      TV      Travel      Shop      Photos      Share      Recipes      Fitness      Parenting

DONATE
“Video will soon be 90% of all Internet traffic.”

- Robert Kyncl, YouTube’s Vice President of Global Content
A ONE MINUTE VIDEO IS WORTH 1.8 MILLION WORDS

FORRESTER RESEARCH
People spend on average 2.6x more time on pages with video than without (Wistia).

Companies using video enjoy 41% more web traffic from search than non-users (SmallBizTrends)

4x as many customers would rather watch a video about a product than read about it (Animoto). “Show not tell”

After watching a video, 64% of users are more likely to buy a product online (Source: Hubspot)

A whopping 80% of users recall a video ad they viewed in the past 30 days (Source: Hubspot)

Including a video on a landing page can increase conversion rates by 80% (Source: Unbounce)

Having a video on a landing page makes it 53% more likely to show up on page 1 of the SERP.
Video in an email leads to 200-300% increase in click-through rates (Source: Hubspot)

Using the word ‘video’ in an email subject line boosts the open rates by 19% (Syndacast).

48% of emails are opened on a smartphone so videos should be compatible (Movable Ink).

People most commonly check their email while watching TV (70%), from bed (52%), on vacation (50%), while on the phone (43%), from the bathroom (42%), and even while driving (18%) (Adobe).

Social video generates 1200% more shares than text and images combined (Responsive Bound Marketing).
What?
Homepage
Campaign Landing Page
Social Media/Acquisition
Planned Giving
E-appeal
E-stewardship
High Value Giving
Events & Galas
DITV
Homepage
“Fund the breakthrough that could heal hearts and save lives.”

Watch Kim’s full story and learn more about research that will amaze you.
Campaign Landing Page
Social Media
Planned Giving
E-Stewardship
High Value Giving
Web Key
Video Book
Symbolically Adopt a Snow Leopard

There are fewer than 6,500 snow leopards left in the wild. Please make a monthly commitment today to help us conserve the world’s wildlife and their homes by symbolically adopting a snow leopard.

Monthly gifts provide WWF with the dependable stream of support we so critically need for our global conservation efforts.

When you donate at least $18, you can receive a
How?
51.9% OF MARKETING PROFESSIONALS WORLDWIDE NAME VIDEO AS THE TYPE OF CONTENT WITH THE BEST ROI (HUBSPOT)
Thoughtful Production
What is your fundraising goal?
What measurements will you track? (Watch time, CTR, Donation)
Who are you targeting?
How will you deliver it? What are the specs? And what is timing of CTA?
What devices are they most likely to use?
Where will happen after they view it?
Develop creative concept.
Produce.
This one is for you ...