

8 Reasons You Need to Use Video in Your Marketing

Video production has become imperative for advertising your product. Videos are viewed more than any other content. Without video marketing, your product runs the risk of being outshined by other companies. Below are eight reasons why you should invest in video marketing.

1. Help You Stand Out

Having a noteworthy presence in a noisy online world is difficult. Having videos that represent your company will help you stand out among other competitors. People usually click on videos before they click on blog posts. The majority of online users browse their mobile apps more than their desktops, making video marketing more imperative than ever!

Another way to appeal to online users is through social media apps such as Facebook, Snap Chat, and Instagram. You can advertise your company through Facebook Live videos, Snap Chat, Instagram stories. The Snap Story feature has some of the most engaged users and reaches about 150 million people a day. Using videos and social media will help your company stand out among younger audiences.

2. Optimize your Search Engine results

SEO or Search Engine Optimization is a process used to boost your companies' rankings in search engine results. While the largest search engine in the world is Google, the second largest search engine is YouTube, a video-based search engine.

Uploading any video on YouTube will improve your internet presence because your content will be on the world's second-largest search engine. Uploading content labeled "how to" will further improve your internet presence because of its search popularity.

Videos can also help your SEO email campaign. Embedding videos in your email gives your customers the opportunity to engage with the video and the email. Data shows that emails with embedded videos improve click rates by 96%.

3. Explain your Service or Product

Once you get an audience to notice your company, you don't want them to stumble onto your website and be confused about what your product can do for them. You can use video marketing to demonstrate your product by using explainer videos.

Explainer videos highlight what your product can do for your customers, the problems it solves, and how it will improve your customer's life. Your explainer video should be succinct and conversational. Keep your video under 60 seconds and use visuals to demonstrate how to use your product. Visual explanations are the easiest way for someone to consume information.

4. Tell Your Story

Customers want to buy products from people they trust. One way to gain people's trust is by telling them about you. How did your company get to the place it is at today? What is your company's mission? What's your goal? The more your customers know about you, the more they can connect with you, and the more likely they are to buy your product.

When you are selling items online, you lose that in-person salesmanship that you would normally offer in a face-to-face sale. Videos help fill the void of a face-to-face relationship with your customers. However, it isn't just your story that your customers want to know about, they want to know about your employees too.

When creating a video about the history of your company, it is good to interview your employees so your clients can see that there are other people that trust you and share the same passion that you do about your product. Your story will help you establish your brand identity.

5. Keep Costs Low

Video production can become expensive fast, but it doesn't have to be. You can create a DIY video with your cellphone and a cheap editing program. The content of the video is more important than special video effects, fancy lighting, or how professional the video looks.

In fact, marketing your videos on Facebook Live, Instagram, or Snap Chat would look out of place if they were overproduced. You want your videos to fit the platform you're making them for. Create a professional Snap Chat to share videos of a-day-in-a-life at your company to connect with your dedicated customers.

6. Connect with Your Customers

You want your customers to know that you care. Marketing videos can make it easier to connect with your costumers, so they feel taken care of. Post videos that share relevant product information on social media accounts such as Snap Chat, Instagram, and Facebook.

With Facebook Live you can provide Q&As for your Facebook followers about your product. This gives you an opportunity to interact with your customers on an individual and personal level. You can also use Facebook Live to create a sense of urgency around an event promoting your product.

You want your videos to match the platform of these accounts, so it is important to make separate videos for each platform. However, you can provide links to other social media accounts on your Snap Chat, Instagram, and Facebook.

7. Share to be Shared

On social media your customers can advertise for you. Creating a video with valuable information about your product or industry can have customers eager to share your video with their followers. This will help get the word out about your product.

Your videos do not need to be about your product, but they should relate to it in some way. All your videos should either consist of informational value or entertainment value if you want them to be shared by other users.

8. Make Customer Testimonial Videos

Take time to interview loyal customers that value your product in a promotional video. If potential customers can see themselves in your previous clients, they will be more likely to buy your product. No one can sell your product better than previous, satisfied customers.

Video Marketing Gets Results

Invest in video marketing and have your voice be heard. Invest in video marketing and connect with your customers. Invest in video marketing and see the difference it makes in your sales.