

12 Benefits of Video Marketing

Why you should care about video

1. Get on the second largest search engine in the world & rank higher

With over a billion users who watch over 250 million hours of video each day, YouTube is the second largest search engine in the world. It's where your potential buyers are searching, so you'd better be there. "How-to" searches are among the most popular on YouTube, making educational content a strategic opportunity in this space. **Adding a video to your website increases your chances of ranking on the first page of Google results by 50x.** That makes it well worth the effort—especially when 75% of people never venture past that first page!

2. Increase the understanding of your product

Products can be complex, and it's essential that your audience understands yours before they make a purchase. Lucky for you, website visitors are 64 to 85% more likely to purchase after watching a product video. An explainer video gives you a chance to show, not just tell, potential customers what you're offering and how it solves a problem. It tops our list of recommended videos to make first. So if you don't have one yet, get on it!

3. Offer your consumers the medium they want

Video traffic will account for 80% of all consumer internet traffic in the world by 2021! On top of that, 4x as many consumers would rather watch a video about a product than read about it, according to eMarketer.

4. Build stronger brand affiliation and connection

Watching a video provides both audio and visual stimulation. The mere activation of both of these areas of the brain means that viewers are more engaged and therefore naturally develop stronger affiliation and interest in the content they're consuming.

5. Capitalize on the low barrier to entry

A lot of small businesses (and businesses in general) think that there are high costs associated with video and a long list of equipment that makes getting into the video marketing space tricky. It turns out, that's all a myth.

6. Show up more in social feeds

Social media feeds (Facebook and Instagram, specifically) do a great job of showing people what they want to see. Algorithms based on users' previous activity, make it hard for small businesses to be discovered by new audiences.

7. Create more low-touch education options

You don't have a big team... even outside of marketing. So the more you can encourage your audience to educate and help themselves throughout the buyer's journey, the better.

8. Tell a stronger story

There's no better way to reel buyers in than with a compelling story. And who better to share your story than your biggest advocates: Your customers? You can record customer testimonials in person, but that isn't always possible.

9. Increase conversions

Conversion rates double for websites using video. Your website is dying for a play button.

10. Track potential buyer consumption patterns

As video evolves, so do video metrics. It's now not only possible but easy to track how long people are watching and what areas of your video are being re-watched or skipped.

11. Make friends with authentic video footage

While you may think that high-budget, Hollywood-style videos are the ultimate goal, they may not be. And your smaller budget might actually pay off. **Originality and Authenticity wins.**

12. Get More 'Bang for Your Buck'

As many as 40% of consumers state that video increases the chance that they'll purchase a product on their mobile device. Website visitors are 64% more likely to purchase on an online retail site after watching a video.

Companies that use video are growing revenue 49% faster than those that don't. The numbers speak for themselves. You need more video.

Thoughts to discuss:

How do you currently use video that works well for you?

What have you seen others do that you like?

