

## Chapter 10

# Where Is Video Marketing Heading?

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With the way video marketing has developed over the years, competition continues to rise, and different trends are going to be set. According to research, various video trends are going to be started to match, along with the rising competition and constant development.

This report is giving you an analysis of where video marketing could be headed. Hopefully, this will provide you with insight to further improve and take on something different in the video marketing world.

### **The Development Of Personalized Videos**

According to research, personalized marketing has always had the upper hand in maintaining and leaving a good impression on customers. This tactic has helped in many aspects of marketing and is yet to be added and followed through within the video marketing world. With 72% of consumers more persistent on personalized emails and 60% marketers saying that personalization has helped their strategy, it's no secret that personalized videos will leap in the market.

Video marketing is heading down this path, and some video marketers are already using personalization. The reason why this may take off is that it creates and strengthens relationships with customers, and this makes it more likely for users to deal with it.

Furthermore, the recognition of a company can be increased through personalization, which increases the chances of consumers buying from your company as they prefer recognized companies. So unanimously, the introduction of personalization may lead to potential success in video marketing.

## **The Introduction Of 360-Degree Videos**

With the constant advancement of technology and the increased competitiveness, people are coming up with creative and innovative ideas to draw the attention of their audiences. The idea is to create something unique and different if you want to go viral. This is why video marketing may go down the 360-degree video making path. The concept is unique and raw, of which it can most definitely give off an appeal and attraction to audiences. With the use of 360-degree headsets in the form of some mobiles, people are more willing to buy content related to 360-degree videos, which is why it has the potential of taking off.

With the gaming industry already taking over the 360-degree world, it's pretty obvious that video making has potential in it too. Not to mention the ideas of virtual reality can be improved. A specific target audience could be focused upon as they will be more likely to buy the product and content hence the potential success and video marketing going down this line.

## **Short Videos**

Short videos have already taken the video market by storm, and they are improving bit by bit. With platforms like Snapchat, Instagram, YouTube, and many others, video marketers can upload videos and stories. These stories and videos can last for the perfect amount of time for the average human attention span of 2020. 73% of marketing videos that are less than 2 minutes are more likely to be viewed. The idea is to create innovative content that can be used as a marketing video, meet the attention span of the average human, and give off an attractive appeal.

Besides, no one wants to watch a 10-minute video based on a marketing scheme! This is why there is a lot of potentials, and even influencers like Gary Vee think that Snapchat is the future of marketing as it is composed of short videos. People are very protective of their time, and they would more likely watch a 2-minute video than a 10-minute video, especially if it's related to some form of marketing. Therefore video marketing will move along with short videos it's already being used

## **The Improvement Of Marketing Due To Videos**

Video marketing has taken a huge leap and is constantly going to be used. It has massively changed the marketing world, and it continues to improve it. With people more likely to watch YouTube rather than television, there is a massive appeal for video marketing in the marketing world. Therefore it is going to continue to rise and is on its way for further greatness. With videos spreading a message more clearly, imagine how well video marketing could do, especially since everywhere people go, they're all watching videos.

Furthermore, segmentation and dividing users are made easier with the use of the internet, which makes Marketers' lives easier. Video marketing has been growing from 2017 and is continuously growing, as 87-90% of businesses use videos as a marketing tool.

As video marketing increases, the use of videos makes the lives of other businesses easier, such as the reduction of call and other marketers who say that their ROI outcome is way better. This, therefore, means that video marketing is peaking and will most likely continue to peak so we can safely say that that is where video marketing is headed.

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