

## Chapter 11

# Why Video Marketing Is Important For Your Business

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With the massive outcome that has led to the transformation of marketing, video marketing continues to verify its significance in the business world. It is almost important for most businesses if they want to keep up with the competition and stick to the successful side of the marketing world. Therefore you need to understand how vital video marketing can be for your business.

### **Helps Increase Your Brand Awareness**

As all marketers strive for, it is almost mandatory to promote your company and get your message across. The message being your products and content. How does one make sure that their business gets its message across? You simply work on starting a video marketing campaign. The process of strengthening your brand awareness is the sole advantage of utilizing video marketing.

The idea is to appeal, attract, and hold the audience's attention, which will further convince them to both buy and support your company. This, therefore, increases the recognition of your brand. Furthermore, video marketing can provide a good image of your company that instantaneously reflects as strong brand awareness.

If you play your cards right with the way you market, you can even make it to becoming a semi-celebrity on YouTube. This, therefore, helps make your brand reach a significant amount of viewers, which is always good for a business as they have a good level of recognition.

### **Videos And The Impact Of Mobile Users**

In a world that everything can be reached in the palm of your hand, it is almost essential for a marketer to make use of this outcome through video marketing. People are constantly on their phones, and what's even better is that they spend most of their time watching videos on their phones. This makes it almost mandatory for a marketer to have a part in video marketing. This increases room for your target audience capacity, and you can get your products and content across in the form of videos.

This thus allows the accessibility as almost everyone has a smartphone of some sort, which makes video marketing all the significant. With the use of apps like Facebook,

Instagram, and YouTube on phones, your video marketing just gets ten times easier to extend your marketing reach.

## **A Better ROI**

We all know that a marketer has marketing goals and a set budget, which is the backbone of establishing a strategic market that can be effective and efficient. Similarly, by starting with video marketing, you are granted the ability of a good ROI. This, therefore, makes it worth a marketer's investment.

Therefore video marketing leaves a significant mark on the marketing world, and with the right strategic moves, it could be super beneficial for your business. You are not only keeping up with the competition, but you are also getting a good return on investment, which further leads to a possible success of your business. It is, therefore, really significant for you to start video marketing if you want to make your mark in the marketing world.

## **Helps Increase Your Online Presence**

With the constant advances in the marketing world and the technological, a business must have a strong online presence when it comes to marketing. The perfect way for you to establish a good and strong position online is to start video marketing. When you start video marketing, you start to learn more about your audience and customers, which helps your business to better understanding how to satisfy the customers.

To satisfy customers in the year 2020, having a website online is one of the most prominent ways. The idea is also to keep updating and posting on your website to keep your audience up to date. If you want to up your sales, you need to generate a good amount of Traffic. How do you generate a good amount of Traffic? You have to satisfy your customers and draw their attention to video marketing. This, therefore, generates more traffic, which will eventually lead to more sales for your business.

## **Builds Trust**

Video marketing further allows the factor of trust to be enhanced with the videos that your company uploads. The idea is to make the right videos and target your audience correctly. You can always make videos based on reviews or comparisons and maybe even new product features.

This further creates a feeling of engagement and perhaps even a relationship with your audience. This also builds a lot of trust with your audience as they have access to seeing your products and reviewing before they even decide to buy products.

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