

VIDEO MARKETING DOMINATION

Video marketing has become the main source of digital marketing for many marketers these days. Everyone watched videos with interest if those videos are creative and engaging. If you wish to promote your product by using video marketing, you can easily do it by following a few important steps and guidelines that are mentioned below:

BE DIFFERENT AND CREATE ENGAGING VIDEOS:

- 1- The very first thing and the most important tip to ace the competition in video marketing is to be creative.
- 2- Gather up your team members and brainstorm different ideas to film videos for your products.
- 3- Then, choose among the styles of videos that you'll be filming, these can either be commercial videos or any short story related to your product.
- 4- Now, when you know your video's base and background, create a highly engaging video so that more traffic can be drawn to it.

INCLUDE KEYWORDS AND PUBLISH ON A SCHEDULE:

- 5- Another important tip to start dominating the video marketing campaign and being at the top of the competition is to follow a scheduled calendar.
- 6- Just create a calendar for your posts so that whenever you post a video, your audience knows about its post date and time.
- 7- Next, you have to search for keywords that are relevant to your videos and include them in the video descriptions or the titles to increase the reach to your videos.
- 8- The search engines will show your videos on top when you'll add keywords in their description.
- 9- The traffic and engagement to your videos will increase tremendously once you add top keywords in your videos.

TAKE HELP FROM INFLUENCERS AND PROMOTE YOUR VIDEOS:

- 10-** Influencers are the ones who are famous on the internet these days, and the viewers look up to them and trust them.
- 11-** You'll have to collaborate with any famous influencer by sending them their product videos.
- 12-** Then, ask them to post these videos on their feeds or stories so that their viewers can see them.
- 13-** Once they upload your video, ask them to mention your website's link.
- 14-** You can also share your video links on your social media channels to increase engagement.
- 15-** Video marketing is nothing without the audience, so you'll have to take important steps to promote your product videos.
- 16-** You can create emotional or funny videos related to your products, which will definitely make your audience connected to you.
- 17-** Don't make longer videos if you're a beginner.
- 18-** Last but not least, include the important features about your product in the first 10 seconds of the video to encourage viewers to keep watching it, as many of them will leave it if it feels boring to them!