

Why online video is the future of content marketing

If it were five years in the future, would you be reading this article, or would you be watching it? As online video continues its unparalleled rise, it is an interesting question to ponder.

The content you create and publish has the power to ensure your success, and that is why publishing engaging and original content is the ultimate goal of any professional content marketer. Therefore, it is vital to follow the current trends and statistics to be at the top of the game. Just consider that 90% of customers report that video content helps make their purchasing decision easier, and this is one of the primary reasons why marketers predict video marketing to be the future of content marketing.

Ever since the coronavirus pandemic, people have been engaged with more digital content than ever before. When done well, video content helps you stand out from the crowd.

Let us dive in and see why we think so:-

1. Video Humanizes Your Brand

The visual impact content has as compared to written content is unmatched. This can be seen by the rise of Youtubers as entrepreneurs – Youtube's popularity skyrocketed because people realized that posting informative content helps them create a deeper relationship with their viewers. When people are emotionally triggered, they are more likely to purchase.

Pinterest is an excellent example of this as they created an online video that shows what it is like to work at Pinterest and who the people behind the product are. You can just as easily use visual content to tell people your story. Let them get to know you and your company and trust your brand more.

2. Video Improves Your Conversion Rates

The visual effect content has on your conversion rate is not just a myth. It is a fact. According to statistics, adding videos to landing pages can increase conversion rates by 80%, which is huge. For starters, adding a video to a landing page will prolong the time visitors are spending on your website. Once you develop their interest in entertaining content, they're also likely to be more motivated to browse through the rest of your website.

3. Video Is More Fun and Shareable

One of your main goals is building brand awareness. And videos are perfect for that. Statistics claim that people share videos 12 times more than text and images combined. Brands are taking this approach to a whole new level by creating personalized videos. This type of visual content is fun for your users and valuable for your brand. How-To Videos and Talking Head Videos are great, especially in our post COVID world because they almost feel like an in-person encounter.

4. Video Makes Your Content More Memorable

In 2019, the video was the number one form of media in everyone's content strategy. It's a lot easier to recall an engaging video ad you saw long back than remember the details of a blog post you skimmed through. Visual context is simply easier to remember. What is fantastic about video content is that it allows you to express your creativity. You don't have to limit your videos to just one platform, one theme, or one purpose. Use them in any way you wish to benefit your brand's success.

Regardless of the type of business you run, digital marketing strategy has a great impact on the products or services you offer or your target audience. What is fantastic about video content is that it allows you to express your creativity. You don't have to limit your videos to just one platform, one theme, or one purpose. Use them in any way you wish to benefit your brand's success.