



The Power of Video Marketing





Index

▶ Introduction	1
▶ What is video marketing?	2
▶ How has video marketing grown?	2
▶ Why use video for marketing?	3
▶ Why is video marketing important?	3
▶ When should you use video marketing?	4
▶ Why is video marketing successful in delivering results? Case study-YouTube VideoPaks Case study-Vodafone VideoPaks	4
▶ Top tips on how video marketing can work for your next campaign	5
▶ What is the future of video marketing?	6
▶ Conclusion	7

Introduction

Video marketing is a compelling and successful way to gain and hold the attention of your target audience. Marketing teams are using video marketing as their preferred medium to communicate with their audiences worldwide.

As Dr James McQuivey, Principal Analyst at Forrester Research famously said: 'If a picture paints 1,000 words then one minute of video is worth 1.8 million'.



Video marketing is now one of the most powerful marketing tools in today's competitive B2B marketing world. Our goal here at Amstore Innovation is to offer you an insight into its potential and show you why video marketing is a critical aspect of your next marketing strategy.

Time is the most precious commodity and in today's busy fast paced world it is something that we all wish we had more of. Video can capture the attention of your target audience instantly. Your audience would always prefer watching a short, concise and clear video over reading a 25 page manual.

Video can be delivered digitally online through popular channels such as YouTube & Vimeo, and it is also available offline with products such as Video Brochures (VideoPaks).



What is video marketing?

2015 has been hailed as “The Year of Video Marketing,” as businesses find fresh and innovative ways to use video to reach out to existing and new customers. Through a short, visually-appealing video a customer can quickly and effectively obtain the information they need about a business or brand.

It is essential that modern marketing evolves to reflect our busy lifestyles and to attract and engage with our target audience.

Video marketing is one of the most effective ways for your business to engage with your target audience. Once you have engaged with a potential customer, you have also gained their trust.

Video marketing gives you a unique opportunity to connect with your target audience, existing clients and new prospects.

How has video marketing grown?

As the pace of life continues to move faster and our time becomes more precious than ever, it is getting harder to gain and hold people’s attention. The power of visual content cannot be underestimated in our fast moving digital age. Nielsen claims that 64% of marketers expect video to dominate their strategies in the near future.

Videos have become increasingly popular in business and in recreational use. Whatever your industry may be, video content plays a vital role in any successful marketing strategy.

A report published by Demand Metric indicates that 70% of marketers are now using videos in their marketing strategies. Another 82% agree that video content marketing has proven to be successful.

Why use video for marketing?

- Generate leads
- Generate revenue
- Engage
- Explain
- Entertain
- Launch a product
- Drive web traffic
- Increase visibility
- Attract
- Show off
- Create awareness
- Build loyalty
- Show case
- Interact



Why is video marketing important?

Video is naturally engaging. We are constantly being overloaded with information, it's essential for businesses to offer content that is easy to understand and absorb. Video marketing is the ideal medium to engage and inform your existing customers and new prospects.

These videos can be fun, informative and can allow a company to show their brand personality. It is vital to show people the information they need instantly, whilst ensuring it is powerful and compelling. Video marketing enables you to visually promote your product or service and explain your products' key selling points immediately and efficiently. The visual impact of video ensures that your target audience invests more time in learning more about your products or business. The more engaging the video, the higher the chances are that you can convert potential prospects into customers.

Video marketing can help influence your customers' decision to buy, through visual engagement that allows people to learn more about the product without the need for a hard sell.

Research shows that the human brain is wired to decode visual cues up to 60,000 times faster than text. This means that your target audience is far more likely to engage with your product through visual stimulation than the written word.

By including video marketing into your core marketing strategy, you are making it far simpler for your clients to be exposed to your key messages and to the information that you are trying to communicate.

When should you use video marketing?

It is important to use video marketing to deliver the right message at the right time.

Video is an impressive way to tell a story. Ideas for when video marketing is most powerful include:

- Advertising
- Internal and external communications
- Testimonials
- Training
- Press releases
- New feature announcements and promotions
- Product launch, demonstrations and reviews
- Marketing campaigns

Why is video marketing successful in delivering results?

Video marketing is a perfect tool to help your business stand out from your competitors. If produced well, a video marketing campaign can help you reach new prospects, gain their trust and turn them into loyal clients.

The use of video as a medium is an ideal opportunity to promote your product's unique selling points and allows you to explain why people need your product in their lives.

In today's global market, 40% of worldwide marketing is digital; by 2020 it is anticipated that digital marketing will occupy at least 70% of the overall marketing mix. (Marketo)

As a marketing format, video can get your message across quickly and powerfully. Potential customers can view your short and concise video message instead of struggling to find the time to view multiple website pages or read lengthy text. Viewers are more likely to remember and respond to videos than written content.

The majority of today's consumers are visually orientated, meaning that they absorb and understand information better in a visual format.

Studies indicate that video promotion is over 6 times more effective than print and online (Atlas) and 51.9% of marketing professionals worldwide cite video as the type of content with the best ROI. (eMarketer).

➤ [CLICK HERE](#) for an example of a successful **YouTube** video marketing project

➤ [CLICK HERE](#) for an example of a successful **Vodafone** video marketing project

Top tips on how video marketing can work for your next campaign



Determine your objectives

Consider what you wish to achieve with your video content marketing strategy. Do you want to draw attention to your products and services? Or use a video to instruct someone? Is increasing brand awareness your top priority? Whatever it is that you wish to achieve from your videos, take the time to decide on your goals.



Consider your audience

Whilst developing your marketing strategy consider who your target audience is. By doing this you will ensure your video is relevant to and reaches the right clientele. Video marketing is the perfect opportunity to get creative and reach your audience in new, innovative ways.



Call to action

It is imperative that you include a call to action. No matter how well produced your video is, you won't achieve your desired results unless you include a clear and compelling call to action. Consider what you want people to do when they have finished viewing your video.

Delivering the right video marketing message at the right time, to the right audience, is important for any marketer looking for a memorable engagement.

What is the future of video marketing?

Video allows you to make a memorable connection with viewers instantly. It is a fantastic way to draw attention to your business and brand, engaging with your existing customers and new prospects.

Marketo anticipate that in the next 12 months we will see major investments in the shift to digital marketing and engagement.

Up to 64% of marketers anticipate that video will dominate their content strategies in the future, making it a higher priority than all traditional outbound marketing means (Nielson 2015).

Inspirational quotes about the importance of video marketing:

“ The beauty of developing a video marketing plan is that you are making it easier for the viewer to be exposed to the information you are trying to communicate. ”

- Chris Sandoval

Why You Need a Video Marketing Plan Right Now!

“ There is something about video marketing that helps it stay apart from the other online marketing tactics. When done correctly, all you need is one video marketing campaign to build up highly targeted traffic for a really long time. ”

- Carey Lowe

The Correct Way to Find Video Marketing Success

“ The beauty is [that] as companies get better and better with video, they're also making sales in the process. This is what smart business and marketing is all about. ”

- Marcus Sheridan

The Most Important Small Business Marketing Tip You'll Ever Receive

Conclusion



Video marketing is an essential marketing tool to help you engage with your target audience and compete in today's crowded business market. It is a fantastic way to draw attention to your business and brand, engaging with your existing customers and new prospects. It provides information that is easy to absorb and understand.

