

Why Small Businesses Should Care About Video Marketing

Are you harnessing the power of video marketing to grow your business? Here are 10 reasons why video matters—and a checklist of ideas for how to use it.

- 1. ONLINE VIDEO LEADS TO BETTER PLACEMENT IN SEARCH RESULTS.** This is because Google's search algorithms prioritize video content.
 - Create videos that provide useful information, such as solving a problem or sharing innovative ways to use your products.
- 2. CONSUMERS WANT AND EXPECT VIDEO.** According to an [Animoto survey](#), 1 in 4 consumers actually lose interest in a company if it doesn't have video.
 - Include video along with written content. The same survey shows four times as many consumers would rather watch a video about a product than read about it.
 - Demonstrate how to use your products. 4 out of 5 customers in the survey believe demo videos are helpful.
 - Use videos for services, not just products. Nearly three-quarters of consumers in the survey say a video describing a service is important in making a decision.
- 3. VIDEO LEADS TO INCREASED AVERAGE ORDER VALUE (AOV) and conversions when used on product pages.**
 - Put video on every product page, if possible. In [one study](#), sites that featured video on the majority of product pages had a 68 percent larger AOV than sites that had video on only a few product pages. Adding video to product pages also increased conversions for 88 percent of companies.
- 4. VIDEO HELPS CONSUMERS MAKE PURCHASING DECISIONS.** In an [Animoto study](#), 96 percent of consumers said they find videos helpful when deciding whether to buy a product online.
 - Use video to show the product in action and from different angles. Zoom in and out. Get the viewer as close as possible to the experience of examining the product in person.
- 5. VIDEO HELPS BUILD TRUST AND CONFIDENCE IN YOUR BUSINESS.**
 - Use video to show off your personality, your place of business, your team and your products or services. This is especially important for small businesses—and can ease consumers' doubts about making a purchase from a vendor they may not have heard of before.
 - Create testimonial videos featuring your best customers to help boost confidence among prospective customers. The majority of consumers in the [Animoto study](#) said customer testimonials are helpful in building trust in a business.

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6. VIDEO HELPS BOOST YOUR SOCIAL MEDIA REACH AND ENGAGEMENT. Eighty-four percent of consumers [surveyed](#) have “liked” a company video in their Facebook News Feed.

- Use native Facebook videos—they get more reach than any other type of post. Organic reach increases by an average of 135 percent when you post video instead of a photo on Facebook, according to [Socialbakers](#).
- Make your social media videos easy to share. Nearly half (48 percent) of consumers in an [Animoto survey](#) have shared a company video on their Facebook profiles.

7. VIDEO BOOSTS EMAIL OPEN RATES. More than half of consumers in the Animoto survey have watched a company video they got through an email.

- Include links to video in your email newsletters to increase open rates.
- Optimize your videos for mobile, since most emails today are now opened on a mobile device.

8. VIDEO IS THE ULTIMATE WAY TO MARKET TO MILLENNIALS. Millennials are projected to spend \$200 billion annually by 2017 and to spend \$10 trillion in their lifetimes ([Ad Age](#)). This generation loves video.

- Instead of sending an email newsletter to millennial customers, try sending a video. 6 in 10 millennials prefer to watch a [company video](#) than read a newsletter.
- Set up a YouTube channel for your business. More than three-fourths (76 percent) of millennials follow companies or brands on YouTube.
- Keep videos short. Millennials have short attention spans when viewing video, especially on a mobile device.

9. VIDEO HELPS YOU STAND OUT from your competitors.

- Check out what your competitors are doing with online video. If they’re already using it, you’ll have to jump on the bandwagon in order to compete. If they aren’t, incorporate it into your marketing strategy starting now and you’ll have a leg up on them.
- Make sure your videos are easy to find online. Use keywords to improve your videos’ search engine optimization (SEO) so they’ll pop up ahead of your competition’s videos in search engine results.
- Include a call to action in each video, whether it’s visiting your website, calling for more information, coming in to use a discount or placing an order now.

10. VIDEO ISN’T AS EXPENSIVE OR DIFFICULT AS YOU THINK. Thanks to technology, creating videos no longer requires hiring professional videographers and editors.

- Learn the settings, editing and filtering capacities on your smartphone and try shooting your own videos that way.
- Investigate the DIY options available to help you create, edit, post and share professional-looking videos yourself.

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