

Why Should Business Use Video?

These days, the success of your online or offline business depends on so many factors at the same time:

- Quality of traffic to your website,
- social recognition and interaction on social networks,
- the Mobile Presence your business has, and on many other factors - and that is a hard fact.

You could be claiming to have the greatest business, product or service. You could even be giving the right impression via social media and even via mobile marketing, but...

... If you don't use Video Advertising for your Business, you can't connect with a great deal of customers actually looking for you!

People watch videos all the time, so it just makes good sense to get your business in on the non-stop action by using Videos for your business

Do you realize how volcanically hot Video Advertising is getting at this exact moment?

- 100 Million Internet users watch online videos each day
- 90% of online shoppers said they find video helpful in making buying decisions
- 50% of executives watch business-related videos on YouTube
- 65% of those executives visit the marketer's website after viewing a video
- 64% of website visitors are more likely to buy a product on an online retail site after watching a video
- 59% of senior executives would rather watch a video than read text
- An Average User Spends 16 Minutes 49 Seconds Watching Online Video Ads Every Month
 - Real estate listings with videos receive 403% more inquiries than those without video
 - Including video in an introductory email reduced the number of unsubscribes by 75%
 - Including video in an introductory email increased the click-through rate by 96%

We don't have a choice!

Facebook suggestions for video ads is a length of 15-30 seconds. Same applies to Instagram, ads and stories videos.

The question isn't whether we should use Video for marketing; the question is how well can we do it?

Video samples below show videos that are structured for video ads and Instagram stories. However, due to our attention span being reduced to 5-8 seconds, (impress me or I got away), almost any video posted to Social Networks should be short and with a good call to action.

If you are marketing your products or services to; Email, Blogs, Facebook, Instagram, LinkedIn, Twitter or even YouTube, you can't go wrong with short videos.

For additional information on how we can help you with videos for ads or short Instagram/Stories, or how you can use video in your business and drive visitors to your website, call or text me at 778-745-4056

Sincerely,

Jeff Stark
QRM Video Marketing

note: for video samples go here <http://vivotar.com/video/>