

# 10 Reasons Businesses Should Use Video Marketing

By [Paul John Collins](#)



## 1. Increased brand awareness

The consumption of video content surpasses that of other digital content such as blog posts and podcasts. The majority of internet users would rather use their precious time to watch an informative video simply because video content is far much easier to consume and understand. Creating the right video content will make it possible to connect with your audience and get your brand out there.

## 2. Enhance online presence

It's vital for your business to have an online presence if you want it to succeed. The good thing about video content is that it makes it easier to boost your business's online presence, taking into consideration that videos are more engaging and considerably easier to digest. Besides, the call to action in videos is quite more effective than in other forms of marketing.

## 3. Build trust

Another major benefit of video marketing is that it helps business owners to connect at a personal level with their customers and prospective buyers. As long as you create engaging content that will draw customers to you, you will be glad to watch your small business grow huge since trust is a vital aspect of sales conversions.

## 4. It's easier to explain through videos

Are you launching a new product or service? You can take advantage of the power of video marketing to make clear explanations to your audience about how the new product or service works. The fact is that videos allow you to explain in a more detailed way so that the audience can understand how they are going to benefit so that they feel more convinced to make a purchase.

## 5. Good ROI

One of the marketing techniques that is widely preferred because it has a good Return on Investment (ROI) is video marketing. Well, creating video content is not always cheap, because you may have to pay for certain services such as video editing or maybe purchase video editing software. One thing you can be sure of, however, is that the amount of cash that video marketing is capable of generating is, in the majority of cases, usually more compared to what you invested.

## 6. Videos target all demographic groups

You no longer have to create different versions of the same content to reach all your target demographic groups, because video content is interesting to almost everyone in your target market. Simply put, video content makes it possible to reach a wider demographic group, compared to other marketing techniques. You can place your video content on different platforms where your target group is mostly found, for a better-guaranteed response.

## **7. Increase your rankings**

People love videos and will spend more of their time enjoying video content compared to other kinds of content. Informative and engaging content has a greater potential of generating more traffic to your website. Besides, Google owns YouTube now, and that means that you can use YouTube videos in conjunction with site-embedded videos for SEO purposes, and a better chance to improve your search engine rankings.

## **8. Video content is easier to share**

One thing that you can attest to as a small business owner is that videos are easier to share, especially through social media channels. You can create good video content and encourage your audience to share it for amazing results. Since most people find it easier to share videos, your content will spread far and beyond, and drive even more traffic to your website.

## **9. Mobile users connect better with videos**

The main aim of marketing is to reach the most active audience, which in this case is mobile users. Studies have shown that the use of mobile devices is higher now than ever before, and this is something that you more than likely witness every day. Another important observation is that the majority of mobile users spend more time on their devices consuming video content compared to desktop users. This increases the chances of them coming across your content and taking action.

## **10. Videos make your business look modern**

A modern, up-to-date version of something attracts a lot more people compared to an older, but still effective version. This may be the reason why you would spend hundreds to thousands of dollars to get the latest iPhone despite having an iPhone from the previous year that works just fine.

Video content works similarly, because they give your business a more updated look, and attract more response from your consumers. Your customers will love the fact that you take the time to update your business and give them exactly what they want.

That will mean a lot to your sales conversion rates and the general success of your business. Besides, not many small businesses have switched to video marketing, and this means that you can take advantage of this fact to give your business a great head start.

## **Final Word**

Using video content as a way to promote your business is associated with quite a lot of benefits that you should be eager to experience. Besides, these are not the days when video marketing looked like it was a marketing strategy that was supposed to be used by only the large and financially-advantaged companies.

If you look forward to having your business grow, you should never underestimate the power of video marketing. Needless to say, you have to create meaningful and engaging video content if you want video marketing to work for you.

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Paul Collins is a very successful businessman and diversified into many things throughout his career, As Business Development and Marketing Manager, Paul managed all aspects of controlling over 100 retail units in the U.K. Very much involved with Franchising and Business opportunities, always willing to help and advise, Paul has helped many people on the road to starting their own businesses. Paul has owned and run successful retail units, franchises and printing Companies, the most recent project was overseeing and advising on a expansion of a local magazine.

Paul is also an internet marketing expert and has many successes at making money on the internet.

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