



GREY MOUSE PUBLICATIONS

Leveraging Video Marketing



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Chapter 1:

Intro to

Video

Marketing

Why Video Marketing?

Video is arguably the most powerful, trending mode of marketing and communication today. It drives more engagement than any other form of content out there. It boosts conversions like few other things can. It is seen as a must-have for any business both because it is indicative of their ability to keep up with the times and also because it's what audiences want. As humans in the information age become increasingly less interested in reading textual content (thanks, public schools) and more interested in quick and easy gratification and passive entertainment, video is increasingly replacing (or at least displacing) most other forms of content marketing. Here are some stats that may shed some light on this powerful trend.

64% of consumers are more likely to buy a product after viewing a video. 50% of executives look for more information after seeing a video about a product or service. 87% of online marketers are using video content. One-third of all online activity involves watching video content. Video ads make up over 35% of total online ad spend and enjoyment of video ads increase purchase intent by 97% and brand association by 139%.

In addition to the stats and trends above, video carries with it several other benefits. Firstly, consumption is more likely with video content. People are becoming less and less likely today to read through textual content in its entirety. This applies to everything from eBooks and reports, to blog posts and articles. Consumption of video requires less effort on the part of your audience and more information can be digested in a shorter amount of time.

Secondly, video has the potential to appeal to and accommodate more learning styles. Text is just text. Audio is just audio. But video can be just about anything. Depending on the style of video presentation, a video can be mostly or partly textual. In those cases, a video, assuming it is narrated, can appeal to visual, textual, and auditory learners all at the same time. No other mode of communication has this type of versatility.

Finally, although this may come as a shock, video content can actually be easier to produce. This depends, of course, on a number of factors. If a video is in either “talking head” or screen recording format, it can actually be quicker to produce and convey than writing an article or blog post (this