

# [Part 1] How Video Content Creation Can Benefit Your Marketing Strategy

Marketing is more than the products you make and the services you sell; it's about the stories you tell and what better way to tell a story than using videos? The significance of videos in marketing continues to increase in significance as an awareness and sales channel. So much so that video has (in many ways) become the center of marketing strategies for brands. There has been a linear shift from text to images to videos in a tug of war between capturing user attention and selling a product or service. Videos are being integrated across multiple social media and ad platforms, as well as brand-managed websites. Through this article, we aim to show and share the power of good videos and the important aspects of creating memorable video content.

## Why your brand/business needs video marketing

### Customer preference shift

According to [SocialMedia Today](#), 72% of customers prefer learning about a product or service through a video in 2020. This number is only increasing.



This year, it is expected that more than 82% of all [consumer internet traffic](#) will come from online videos. It also reflects on major social media platform trends: Instagram continuously promotes

its video feature in the form of Reels and Stories, [TikTok](#) has over 1 billion active users internationally, and Pinterest Video Pins level up to a staggering [one billion videos viewed](#) a day.

## Better SEO performance

By integrating videos on your website, it is more likely to appear higher on search engine result pages (SERPs). Most search engines can crawl both the video and the “alt tag” (descriptions) and take into account the presence of video in their algorithms. Beware: be sure to optimize your videos so that they don’t slow down your site and cause them to rank lower!

## Raise brand awareness

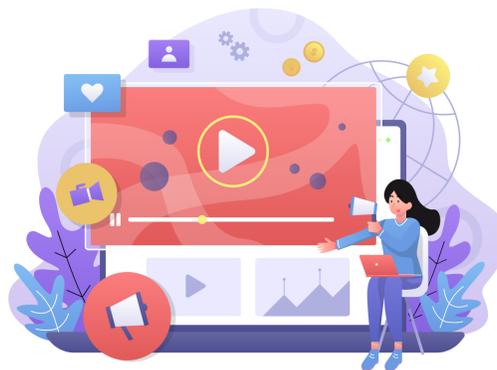
Because of their retention value, videos are a great way to increase brand awareness. The storytelling format of videos helps to create relatable instances and strengthen the connection with customers. Depending on your target audience and objectives, you can choose from a variety of video content, and styles ranging from new releases of tech product videos for tech geeks to eco-lifestyle videos for environmentalists.

## Stand out from the competition

Even though video marketing is no longer a new concept, there are still plenty of brands that have not started incorporating videos as a part of their marketing strategy. If you start now, there are still opportunities that you would stand out more than the brands that are late in jumping on the video marketing wagon.

## More conversions

Video is a great way to introduce your product or service in more dimensions than images alone can. 97% of [video marketers](#) report that videos help customers better understand products and services better, and also help them increase sales. Websites that place videos on landing pages [increase conversions](#) by up to 86%. How-to videos and guides are also great ways to engage with customers and increase conversions.



## Let's see a great video in action!

Check out this video marketing campaign from Canadian Tire called "[Wheels](#)." It shows a boy in a wheelchair who isn't able to play basketball with other kids in his neighbourhood. But then one of the kids creates a version of basketball made just for him, and he is able to join in!

This video really appeals to the viewers' emotions, namely empathy. Although the topic of the video is not directly related to Canadian Tire's business goals or products, a unique campaign such as this one can create an association between the brand and positive emotions. Going back to our reasons why your business needs video marketing, this video allows Canadian Tire to both **stand out from their competition** (their competitors did not create videos as unique as this one) and **raise brand awareness** (people are more likely to remember something that is unique).

Checking out other successful video campaigns can provide ideas on how your brand can implement video marketing into your digital marketing strategy. Get started and ahead of your competitors with video marketing today!

**Want to talk more about video marketing or any marketing-related topics? Contact an UpOnline representative to chat today!**

# [Part 2] Video Marketing Ideas and Tips

Even with video marketing being a relatively less-used form of marketing, there is still a lot of competition. It can be hard to think of what types of videos to create and how to create quality videos that will get you the results that you are looking for. With this article, we hope to share the most effective types of video content and provide expert tips on how to produce high-quality videos.

## Types of videos you can create

There are many types of marketing videos that you can create for your customers. Get inspiration from the following 4 video content types.

### Demo video

A demonstration (demo) video helps you to showcase your product or service while it is in action. Sometimes referred to as an explainer video, this is an interesting way to introduce your product's value to a prospective customer. This type of video allows you to give customers ideas on why your products stand out more than others. In fact, according to [a survey by Wyzowl](#), more than 88% of people were convinced to buy a product/service after watching a brand's video!

### Brand video

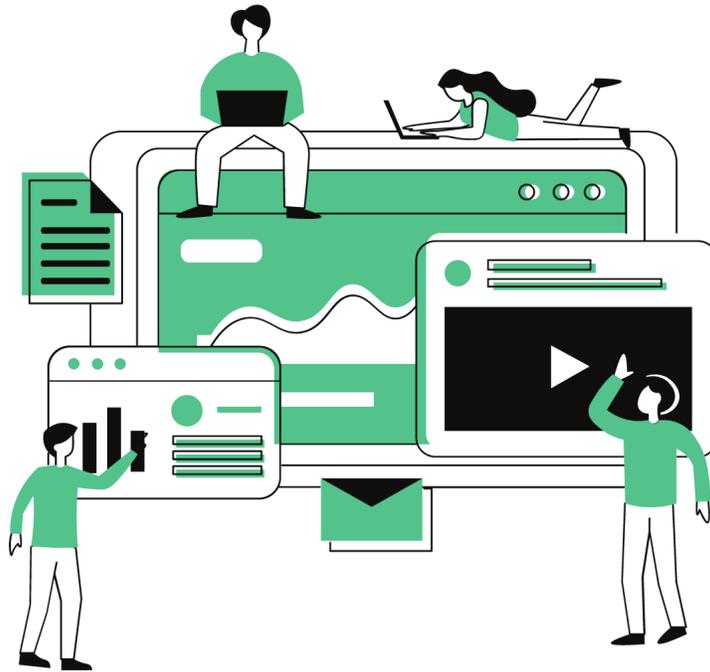
Tell your customers what your brand stands for. This video type is aimed at creating a positive association between the brand and prospective customers without necessarily promoting a product or a service. A brand video puts a face to a brand name.

### Educational video

Educational videos are used to educate and inform the audience about a certain product function or problem that they may be experiencing. There is a thin line that divides a demo video from an educational video. Educational videos address how to address a problem with the product after it has been introduced through a demo video. In the education industry, these videos are used to impart lessons and training.

## Testimonial video

What is one of the best ways to promote your product? Your loyal customers. By using your customers' positive experiences to create video property, you can tap on a great resource to build trust in your brand. Testimonial videos tell a strong and more relatable story that is difficult to forget.



## Tips for Content Creation

### Grab Attention Quick

There are many other resources where your users can get information, so there are only a few seconds to grab their attention and convince them to stay longer. Ensure that you bring the story to life quickly as the average consumer attention span is just 8.5s. In this short amount of time, you should be able to introduce your product or service as well as relay its value to prospective customers.

There has been a shift in the optimal length of a video. Viewers now prefer shorter clips, and this can be reflected in the popularity of TikTok, Instagram Reels, and Youtube Shorts (all of which focus heavily on videos under 1 minute).

## Deliver Real Value

Customers expect your content to provide them with true value. Whether it brings them laughter or handy information, your goal is to keep them interested in your brand for awareness and future purchase.

## Stay Consistent

Consistency in approach shows professionalism. Stay consistent with your content, aesthetic style and wording. If your customers expect travelling-vlog content, then it would not be a good idea to post construction videos.

## Don't Ignore the Production Quality

Video marketing brings more attention and engagement, but this is true only if your video has good quality. Pay attention to the quality of production, aesthetic style, and value that your videos will provide. A blurry or shaky video won't get appreciated even if it provides great value.

## Optimize for Silence

Hubspot research shows that 85% of videos on social media platforms are watched with [volume down to zero](#). Consider adding subtitles, and more attractive visuals to create engrossing content which cannot be missed even while being played without sound.

## Add a Call to Action

Don't forget to incorporate appropriate CTA (Call-to-action) in your video. A call to action doesn't have to be complicated. The CTA in the video could be a direct message from the speaker, a link to a landing page, a phone number to contact or even a share button. A clear CTA will ensure it is easy to engage with the video.

## Conclusion

The importance of video marketing can not be emphasized enough. It brings challenges at the outset but much more potential when you are familiar with it. By applying the tips above, you will

be able to create an effective video content strategy that will leave a lasting impression on your target audience.

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