

Why Every Business Should Invest In Video Marketing

Advanced technological solutions and enhanced interconnectivity have brought about a visible shift in consumer behavior – marking the start of a new era.

As a result, the field of marketing and advertising has changed significantly. Now, besides written content, video is the next big thing. In fact, Cisco reports that [82% of all global internet traffic](#)—both business and consumer—will be video-based by 2022.

As an easy way for brands to engage their audience, videos provide the perfect medium for marketers to cut through the noise, and present information-rich content in an easy, digestible way.

Here's why video is the best medium for businesses to invest in the future.

Videos Nurture Trust

As consumers grow more aware and informed, marketing campaigns have gone from being highly persuasive to highly informative.

Video marketing is an easy way to attract the attention of your target audience, and ignite their emotions. This is supported by statistics; [59% of executives agree](#) that if both text and video are available on the same topic, they are more likely to choose video.

The conversational form of marketing videos serves to alleviate customers' fears, and helps position your product as the best solution to their problems.

This creates a sense of customization, which is why [57% of consumers](#) say that videos give them more confidence to purchase online.

Videos Achieve Higher Engagement

How many pictures and videos do we share on social media on a regular basis? Consider this: tweets that include photos receive [150% more re-tweets](#), than simple text based tweets.

Against conventional text-based content, consumers find graphic content to be more engaging and easy to share.

It is a general trend that videos/images get more engagement on social media in the form of likes, shares, and comments than basic text posts. In fact, social media posts with graphics or videos tend to get [94%](#) more engagement.

Videos Complement An Integrated Marketing Strategy

Videos can effectively boost your marketing and branding efforts, and make your [integrated marketing strategy](#) more effective as a whole.

Videos on social media drive higher consumer engagement, and users are more likely to connect with video based content. This is why on Facebook, for instance, [video content has 135% more audience reach](#) than photos.

Even traditional advertisement methods that rely on text-based content can benefit from video integration. In addition, simply mentioning 'video' on the subject line of marketing emails has been proven to [increase click through rates by an astonishing 300%](#)!

Videos Boost Your SEO Efforts

Rankings on search engine page results (SERPs) is based on user intent. This is because Google focuses on providing search results that have a concise, and relevant answer to the user's query.

With the help of props, visual cues, and demonstrations, businesses can break down their entire offering to make it easier for consumers to understand. This is why [72% of people](#) prefer watching a video tutorial to learn about a new product or a service.

In other words, videos can directly impact your SEO efforts, providing a much needed boost to your SERP ranking. Also, your website is [53 times more likely](#) to make it to the first page of Google, or other search engines, if it has a video.

Increased engagement, alongside its proven ability to boost conversions, makes video a very powerful marketing tool if employed properly.

With the future of content heavily reliant on video, investing in this medium is extremely important for modern marketers and advertisers.