

## **3 Reasons You Should Be Using Video to Promote Your Business**

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Of all the things you consume when using your phone or computer, I would bet that video is at the top of the list.

When the Internet became a thing, it was mostly text and a few photos.

As download speeds became faster, smart phones quickly became more powerful than televisions and movie theaters, because access to information, education and entertainment was put in the palm of our hands – wherever we go.

### **Video is King**

Of all the choices available online, video is the most consumed content above all.

But unlike television or movies, people have different expectations when being shown video online, especially when it comes to promotional videos for businesses.

When we watch television, we expect to put up with commercial interruptions. Such commercials are known as interrupt marketing.

However; since we often think of the Internet as an escape from the real world, the promotional videos that tend to perform the worst online, are the ones like we see on TV.

No one wants to see some slick dressed sales guy looking down the lens of a camera and spitting out lines like “We have the most amazing product in town” or “nothing taste as great as one of our beverages”.

At this point in time, everyone has been exposed to ad after ad online, from banners that scream “click me for more information” to those annoying commercial ads we have to wait 5 seconds to bypass when trying to watch a You Tube video.

We all know by now that everyone selling something online has the “latest and greatest thing of all time”.

So how can you use video effectively to market your business without causing people to scroll as fast as possible away from your message?

Below I'm going to share with you three beneficial reasons you should be using video to promote your business, plus 3 super tips in how to make the most of video as a promotional tool.

## **Three Reasons You Should Be Using Video**

### **1 – Avoiding the scroll; or better put, making sure people stop to look at what you want them to see.**

With so many Web sites, blogs and articles online, people are less interested in randomly reading what you have to say in text, versus simply pressing play on a video.

If you expect a stranger to scroll through several paragraphs of text to try and tell them about your product or services, you are going to be met with a huge barrier: the wall of text syndrome.

I'm sure you've experienced this yourself - especially when using your phone to read paragraphs of information.

On a computer screen, reading seems less time-consuming because sentences look smaller when reading in a wide format from left to right.

But take a simple sentence that looks small on a computer screen and display it on a vertical phone screen and that one sentence becomes one large wall of text; a paragraph unto itself – a mental block that causes the reader to wonder how far they have to scroll to reach the end.

Since most people will engage a video if the thumbnail is interesting, you have a better chance of keeping their attention if what you have to say is actually spoken by a real person, where their body language and personality can be seen (and heard).

Video gives you the opportunity to get a potential customer as close to an in-person experience as they can get without actually coming to your business.

Yes, photos are great for showing what you have to offer. But compared to video, your photos will probably be overlooked as just another one of those pics people take of the food they had for lunch or the cool new gadget they bought that you probably wouldn't like.

## **2 – You can show what you do much better than words or photos will ever explain.**

I think this is the most obvious reason that video is king and why it is consumed more than any other format for sharing information.

If you want to change the timing belt on your car to save some money, would you rather read several web pages of instructions that come with only a few photos of “how to do it”, or would you rather just press play on a video and watch someone do the actual replacement, while showing you step by step what is involved and which tools will get the job done easier?

A well-produced video can quickly get across everything you need someone to know about your business, without making it a painful process.

By crafting your message with well-planned visuals, you allow a viewer to understand what you do and how you do it, all in a natural way that doesn’t leave them wondering when they will get to the good stuff.

Compared to endless reading, without knowing which paragraph holds the key to the answers they need, you can create a compelling story (with video) that shows them what they will get as one of your customers, without taking so long to get to the point.

Nothing builds trust better than knowing who is behind a brand and being able to get a true sense of who they are – making video the next best thing to in-person contact.

## **3 – Video is shared more than any other type of media.**

The whole point of having any kind of social media, if you’re going to do online marketing, is to encourage followers and new viewers to share what they learn about or purchase from your business.

Not only does this help you save money when people share your business for free (verses advertising fees), but video is a more compelling way for people to share what they like about you because they know their friends and family only have to press play – and not be met with pages of text.

By having a well-produced video for your business on your Web site and social media platforms, you’re providing not only the best way for people to consume important information about your business, but the easiest way for them to share it with others.

**Just ask yourself:** “When was the last time I shared an article about gardening or politics, compared to how often I share a video of something cute or funny?”

## Three Super Tips that Get Results with Online Video

Having produced various forms of videos over the past 15 years for clients, I am going to share 3 super powerful tips that will motivate people to not only watch what you have to share, but make your offer extremely appealing.

### 1 – Sales pitches don't sell as well as genuine stories do.

When someone selling something looks straight in to a camera, you know they are directing their pitch at you.

When this happens in videos online, you may feel that your precious time away from the real world is being interrupted.

But since people are either looking for information or entertainment online, you're much more likely to *watch* a story unfold before you, if it contains something related to you or your needs in life.

This is why documentaries can be much more effective in keeping someone's interest because they are usually shorter than movies, but more relatable and life-like than sitcoms or TV style dramas.

With documentaries, we often see someone who is either battling through a problem in life, or sharing how they overcame something that was causing them some kind of struggle.

Some of the most appealing stories ever told are those of people who start a business or come up with a concept for a new product out of necessity or a desire to provide customers a better experience.

And when their story resonates with us, we are much more likely to want to use their services or products than if we saw a cleverly styled commercial.

When used properly, a documentary styled promotional video can pull a viewer into your world and subtly win over their interest in your product or service, by simply telling them your story and why you have something of value they can benefit from.

The best communicators are usually great story tellers, which is why using video to tell your story will go further than any other marketing tool.

This leads me to the next tip: show more, but still tell.

## **2 – Show Them, Don't Just Tell Them.**

When we see a business owner sharing their passion for what they do and how they do it, we become more interested in what they have to offer because we get to adopt their story as it unfolds, instead of it being forced upon us with catchy phrases and claims.

This is why watching “how things are made” types of videos are so compelling and easy to consume, compared to scripted commercials.

When we watch a story, we feel like we are peaking in on someone's life (secretly) from the sidelines, instead of them standing at our door in a suit and tie trying to get their foot inside to tell us more.

Using a story-telling approach allows you the opportunity to actually show what you do as you talk about it. It also allows you the chance to show the people behind your business as they work and interact with customers.

But the most compelling part of anyone's story is what I want to talk about next, the customers – or rather, the customers' experience with a business.

## **3 – Let Your Customers Do the Selling, While You Do the Telling.**

There are all kinds of statistics that reflect the power of using testimonials to help sell a product or service.

But unlike the boring, hard-to-believe written customer testimonials that most people don't bother to look at on Web sites, video testimonials are the most powerful way to help potential customers build trust in what you have to offer.

We've all seen those late-night infomercials selling the next fitness machine or amazing kitchen gadget. But when it comes to those cheesy customer testimonials, who actually believes those people are not paid actors?

If you incorporate at least 2 to 3 actual customers into a promotional video for your business, they can light a fire and build excitement and anticipation better than anything you can say yourself, which makes your story even more compelling.

When real customers talk about a business they love, they usually do it with a sincere passion and enthusiasm that can be felt and actually believed.

And compared to written testimonials, when we see someone in a video talking about why they love a product or business, we can feel and see their emotions through body language and genuine verbal tone.

## Five Quick Facts that Make Video a No-Brainer for Your Business

- 1** - You Tube is the second largest search engine in the world, after Google, which bought You Tube in 2006. More than 1 billion hours of watch time takes place on You Tube every day, proving the power of video over any other content.
- 2** - According to **Market Splash**, video content on social media generates 1200% more shares than text and image content combined.
- 3** - Since buying You Tube, Google places higher priority for listing Videos and Web sites with videos in their search results, which can help increase your visibility in searches. Research shows that you're 53 times more likely to show up first on Google if you have a video embedded on your website.
- 4** - 90% of video consumption takes place on smart phones, making video content easy to consume and deliver powerful messages that engage viewers, leading to more purchases and interactions with businesses.
- 5** - According to various studies, adding a product video on your Web site can increase sales conversions by 80% or more.

**Special Note of Interest:** Video is so popular that, Instagram, who started out as a photo sharing app, has completely switched their focus to their Instagram Reels (video), while You Tube has placed a higher priority on serving short videos to compete with the massive appeal of video consumption on TikTok.

## My Suggestions for Using Video for Your Business

If you're ready to consider adding video as the most important marketing tool for your business, before you hire someone - I want to leave you with a summary of what I believe works best - so you can save time and money getting it right the first time.

Instead of having someone create a video that uses trendy camera movements, or hip music to be uploaded as a short video to platforms like You Tube, Instagram or TikTok, I suggest you put more effort into telling a story and showing what you do, so people get more substance to wrap their mind around.

The more you share, show and tell, verses trying to sell, the more trust and value you add to the thinking process of potential customers.

I have found that people are much more engaged if a video tells a story, sprinkled with some actual footage of how you do things.

Leave the trendy short videos to the dancing teenagers, pranksters and fashion trends.

Invest in a video that will work on all platforms and be a professional representation of what your business is really about, not a trendy fad.

Think long-term by having something that works well on your Web site for years to come, not just some social media platform that appeals to casual page scrollers.

Mix in a few happy customers sharing their experience with your business and I think you'll be better served and find people more compelled to use your business, as well as share it with others.

Don't make your video too long, either. A well-produced video can tell your story, show what you (and your employees do), plus showcase a few customer testimonials in under 2-3 minutes.

But if you have a lot of important information that can help you cut down the time needed to explain things on the phone, if you make your video engaging it can be up to 10 minutes long.

For examples and ideas of what might work for you as a mini-documentary styled infomercial about your products or services, you can visit my Web site at: [www.CineBladeMedia.com](http://www.CineBladeMedia.com) and watch the **Pet Grooming Salon** or **Solar Business** videos I have displayed in the navigation menu under "Video".

Whatever you do, make videos that are focused on sharing what you offer and why it is beneficial to others, rather than try to tell them how great you are.

Simply tell your story, and let your happy customers (viewable testimonials) do the selling as part of that story.

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