



# THREE WAYS VIDEO MARKETING IS KEY TO PROMOTING YOUR BUSINESS

Mara Gannon

You may be aware that YouTube has become the go-to place for video; but did you know over 300 hours (the equivalent of approximately two weeks) of video are uploaded every minute, with 1 billion viewers every month? While you may think your audience is more likely to click on a link to an article or to share your LinkedIn status, you're actually more likely to reach a larger audience and generate more leads if you make videos instead.

Companies need to recognize that these days, consumers use several types of technology that must be accounted for when it comes to marketing strategies. Instagram Reels and TikTok offer brands the chance to engage with consumers in a fun, quick way without much time investment, whether by those who view them or by the company creating them.

Here are three ways video marketing—specifically promo videos—can help get your business off the ground and keep it growing.

## Brand awareness

Video marketing helps create awareness and recognition for a brand. It is a way to represent your products in a memorable, easy-to-identify manner, which aids in the promotion of your business. It also offers you the opportunity to reach a diverse range of potential customers because it can be accessed on a variety of devices, including smartphones, tablets and computers.

Video marketing provides more opportunities than traditional forms of advertising because video content can be shared through video streaming apps like TikTok and YouTube, as well as other social media sites like Instagram and Facebook. Videos are short enough that they allow viewers to consume them while multitasking. They are also interactive, giving viewers the chance to comment and react.

One of the easiest and most effective ways to create videos for brand awareness is through vlogging. A vlog,

or video log, records a day in your life while sharing information about your business. These kinds of videos have become immensely popular as an effective way to promote products and services while building trust.

## Building trust

A promo video can be a great way to build trust with your audience. It not only gives them an idea of who you are, but also shows them what you do and the benefits they will get from your service or product. Showing people how your business helps them can go a long way in creating a relationship between yourself, your company and your customers.

Instagram Reels and TikToks are like mini-promo videos that focus on the culture and lifestyle your company is portraying. They work well for brands because they allow for more personal connections to be made with followers, which furthers brand loyalty. These connections with followers build trust



and forge relationships between followers and the business, while earning the company credibility.

### Earn credibility

Video marketing is a powerful tool that can help you earn credibility and promote brand awareness and recognition. A promo video will help you build your personal brand while showcasing your best work. You'll also have a fantastic way to share your story with potential customers and partners.

Create a video reel of your professional work on Instagram for potential clients who may not know who you are or what you offer. You can even include a link in the caption so people can check out more of your work if they're interested.

Promo videos are great for sharing on social media because they are short enough that people will watch the entire thing, but long enough to provide context.

### Use what you have

We are living in a world where people have cellphones with incredible cameras and the ability to upload their

videos instantly. This means you can get many more video views on social media sites that promote and boost videos than you would with still pictures. With video marketing, you can get your message out without having to wait for someone else to create or publish it for you, allowing you to jump on a trend as it's happening so you can benefit from the social media algorithms.

You can create a promotional video, send it off and then start working on your next project while people are watching that promo video. And you don't always need fancy equipment to create one: take your cellphone, make a video with your staff, post it online and watch your viewership rise. From those promo videos, your leads will increase, which will improve your gains and profit.

While you're able to use a phone to shoot a quick video, say, for social media, go professional when you need to showcase your company on your website, in a larger promotional video or as a sales tool.

Some videos that would be better served by using a professional video production team include:

- owner-operator interviews;
- company history;
- company mission statement; and
- sales videos.

### Make video work for you

Video marketing has become a terrific way for all businesses and startups to get their message out there. With the rise of social media, videos are being shared on every major platform: Facebook, Twitter, Instagram, YouTube and TikTok. A promo video—whether on TikTok, Instagram or another social media site—is a great way to create relationships with potential customers by showing them what your company does and who you are.

In the age of social media, where so many companies focus on the visual aspect of their business, video marketing is imperative for any company's success.

*Mara Gannon is content marketing manager at Fortune Web Marketing. To learn more, visit [www.fortunewebmarketing.com](http://www.fortunewebmarketing.com).*

