



8 REASONS TO SWITCH TO VIDEO



MARKETING

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Here are 8 reasons why switching to video marketing is important and we will include help you to get the perfect software for this transition. Our Team has been working to solve all your issues related to Ads Video creation software and offering some huge as well as unexpected BONUSES for a very limited time.

So let's get straight to the content :)

1) Video Boosts Conversions and Sales :

First things first. Videos can make you some serious money. Adding a product video on your landing page can increase conversions by 80%. And AdsCrisp team has made it sure that video works well regardless of the category in which you deploy it.

Video can also lead directly to sales. Studies show that 74% of users who watched an explainer-video about a product subsequently bought it. So better start crafting your exciting product videos now!

2) Video Shows Great ROI:

To get you even more excited, 83% of businesses say that video provides a good return on investment. Even though video production is not yet the easiest nor cheapest task, using online cloud-based software like AdsCrisp, Vidclassio makes it super simple for us to make high converting videos in less than 3 clicks (60 Seconds) and that too in 30 dimensions!

Another good news is that your videos don't have to be perfect. It's the content that matters! Latest research shows that users are mostly put off by videos that don't explain the product or service clearly enough. Low quality and poor design didn't matter nearly as much. So it's fair to say that video is like pizza – when it's bad, it's still pretty good!

3) Video Builds Trust

Trust is the foundation of conversions and sales. But building trust should be a goal on its own. The whole concept of content marketing is based on trust and creating long-term relationships. The new era demands a focus on ignition, not just content, on trust, not just traffic, and on the elite people in your audience who are spreading and advocating your content.

Video does it all. Video content is likely to engage us and ignite emotions. And when we talk about elite people in the audience. So, if you are serious about content marketing, you must be serious about video, too.

Promotional videos can foster trust as well. Some consumers are still skeptical about buying products and services on the internet because they fear fraud and cheating. But effective marketing videos present your products in a conversational form. That creates a sense of individual approach which is why 57% of consumers say that videos gave them more confidence to purchase online.

4) Google Loves Videos

Videos allow you to increase the time spent by visitors on your site. Thus, longer exposure builds trust and signals search engines that your site has good content. Moovly gives us whopping statistics: You're 53 times more likely show up first on Google if you have a video embedded on your website. Since Google now owns YouTube, there has been a significant increase in how much videos affect your search engine rank.

If you are a person who has never been exposed in front of the camera then definitely you can use AdsCrisp software which comes with pre installed templates for 7+ different social media platforms and 30+ Ads Dimension which makes the work of developing a video like a Pro. by just drag and drop. Check out AdsCrisp Now

5) Video Appeals to Mobile Users

Video and mobile go hand in hand. 90% of consumers watch videos on their mobile. From Q3 of 2013, mobile video views have grown more than 233 percent. YouTube reports mobile video consumption rises 100% every year. Since people like to watch videos on the go, and the number of smartphone users is growing, your video audience keeps getting bigger and bigger.

6) Video Marketing Can Explain Everything

Are you launching a new product or a service? Create a video to show how it works. 98% of users say they've watched an explainer video to learn more about a product or service. That is why 45% of businesses who use video marketing said that they have an explainer video on their home page. Of those businesses, 83% said that their homepage explainer video was effective.

Trying to explain a difficult concept? Create animated videos. Animation can bring concepts to life that no text or live video can. Besides, boring talking heads are not enough anymore to break through the clutter.

7) Video Engages Even the Laziest Buyers :

Video is a great tool for learning, but it's also super easy to consume. Today's life is too busy to have time to read long product descriptions or dig deep into services. The modern customer wants to see the product in action. Video preference is one of the most important driving forces of using video in your content marketing.

Video marketing can capture a wide audience, and it works on many levels. Even the laziest ones. Make sure you target not only to the eyes but also to the ears of the potential client. Your competitive advantage gets double power!

8) Video Encourages Social Shares

In the 8th annual Social Media Marketing Industry Report, Michael Stelzner stated that 60% of the social marketers used video content in 2015 and 73% of the total respondents planned to use it in 2016. And they sure did. Social networks also encourage video content with their new features. Facebook has launched 3600 Video, Live Video, and Lifestage (A Video-Centric App for Teenagers). Instagram put in place 60-Second Videos & Instagram Stories, Twitter has Periscope. And YouTube is the second most popular social network in the world.

However, in a social media context, video marketers must remember that people share emotions, not facts.

76% of users say they would share a branded video with their friends if it was entertaining. So create fun entertaining videos to encourage social shares. Emotions are not exactly ROI but social shares can increase traffic to your site, and you can take it from there.

Bonus Tip 1: Video Ads Work Wonders

Hear this: the average click-through-rate of video ads is 1.84%. That's the highest CTR of all digital ad formats! And for a 15-second non-skippable YouTube video ad the completion rate is 92%. For skippable video ads, the rate is 9%. Video ads are also highly effective on social media platforms. Facebook, clubbed with Nielsen, projected the value of video ads on its platform.

They learned that 74% of the total Ad Recall can be achieved already within the first 10 seconds of the video.

So, fight against banner blindness by making video ads instead.

Bonus Tip 2: Video Is Rocking Email Campaigns

When you're creating videos already, make sure you to incorporate them into your email marketing campaigns. An introductory email that includes a video receives an increase click through rate by 96%! That's a great way to stand out from competition and get your message across.

BOTTOM LINE - As video is the emerging trend of marketing that's where all the business be need to switching too so we are here with AdsCrisp where you can create attention grabbing videos in less than 60 seconds. These videos are designed for scale, so you can create 100s of videos out there working for you, generating traffic , sales , leads and clicks with only a few seconds effort.

THANK YOU



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