

Video

TOP TIP TUESDAY!



We're living in an age of videos. Dare I say a lazy age?

People haven't got the time or can't be bothered to read loads and loads of long copy. They just want to sit back and watch.

With YouTube now being the second largest search engine in the world, just after Google, the age of the video is here and here to stay.

And if you're not using video in your marketing – then maybe this will make you think about the difference it could make to your business...

- **62% of Consumers Say Watching Videos Makes Them Feel More Confident in Buying**

This figure is only going to increase over time. Prospects like to see who they are buying from, what they are buying and what other people think of the service.

- **There is 88% More Time Spent on websites WITH Video than Without**

We just want to watch and carry on instead of reading loads of sales copy.

- **1 Billion Visitors Visit YouTube Every Month**

YouTube is now the second largest search engine in the world after Google, and who owns YouTube?

Yep Google does. So when you search anything on Google, it will also search YouTube.

- **59% of Company Executives Say they Prefer Video to Text**

Hey, company executives are human too (so I hear!) so they would follow the same behaviours of consumers. That's why the numbers are around 60% for both.

They are even busier than the average consumer, so time is critical, hence the sway towards watching videos.

- **Landing Pages With Video Have up to 800% Higher Conversions**

Sometimes the long sales page still works, but videos have a much higher conversion rate for landing pages and squeeze pages.

You can get your message over in a far better way.

- **Videos are 53 x More Likely to Appear on the Front Page of Google**

This is only if they are relevant and tagged correctly. You can also manually enter your subtitles or closed captions into YouTube for your video, which will help with SEO.

**above stats: Hubspot 2018*

Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

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If that doesn't show you how powerful and impactful video is to those businesses who use it then I'm not sure what will.

And the good news for those that can't bear the thought of being in front of the camera(!), there's plenty of other options you can use to still get the video put together such as Animated, stop-motion, voice over and more.

Just give us a call and we can help get some video ideas together to help you grow your business.



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