

Got Video? If Not, You Should.

By Tracey Anderson

Why? Because people love video, which makes it a good way to improve brand awareness, increase customer engagement and boost your search engine rankings, all at the same time. Video is also very shareable content, so it can help amplify your social media presence. So, if you want to add video to your marketing mix, where should you start?

Promotional Video

Video content has become key in the marketing campaigns of savvy businesses. It is a great way to tell your story and explain how your products and services work in the real world. According to research by [QuickSprout](#), video increases people's understanding of your business by 74%, and 65% of viewers visit the marketer's website after watching the video. That's a good way to drive traffic.

Conventions, Tradeshows and Corporate Events

Visually documenting your event adds interest for participants and offers great opportunities for telling a compelling story. You can interview attendees and ask for feedback on the event. With so many experts on hand, video presentations can be a great way for detailing and sharing industry expertise. Consider streaming the video on a screen at your booth to draw prospects to you. Event footage can then be repurposed into a highlight video that you can share with employees, add to your website or share via social media platforms. These types of videos can help with your ROI and create buzz for future shows.

[YouTube](#)

YouTube is not just for watching cat videos and television clips; increasingly, it's an outlet for building your brand. [Creating a channel](#) for your business is easy, and

because YouTube has over a billion users, you have a huge prospective audience. Watch time has increased 50% year over year for three years straight and it is the second largest internet search engine, right after Google. It's important to include a wide variety of content on your channel, including About Us video, past event video montages, videos highlighting your products and services, video blogs, and more.

Sure, You Have an iPhone, But...

Amateur videos are uploaded to the internet every day, but if you're hoping to enhance your brand image, a phone camera is just not going to cut it. Hiring a professional videographer is essential for creating high-quality content that sizzles.

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