

VIDEO ECONOMY

Discover The Secrets To Using YouTube, Snapchat
and Other Video Platforms To Reach a Wider Audience



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Introduction

Video is the next big thing in marketing, with more and more businesses from almost every possible industry taking advantage of the motion picture in order to advertise their brands, products, and services.

Video has long been a marketing staple, with television adverts being around ever since the early TV sets. However, today's video marketing isn't limited only to costly, feature-length television commercials.

Thanks to social networking sites such as Facebook, Instagram and Snapchat, it's now possible to share your marketing videos online with a wider audience, or even share live videos.

YouTube, the biggest video sharing company online, is also the first choice of video marketing platform chosen by the companies who are taking full advantage of this recent trend.

Video content has been proven to be the most effective of the majority of other forms of online content. When watching a video, customers are more likely to remember the video than they are to remember written content or an image, for example. Because of this, marketing videos tend to have a much bigger impact on potential new customers as opposed to a marketing banner, for example.

This, along with the fact that video can attract a much wider audience than most other forms of content, is one of the main reasons as to why video content is the latest big trend in marketing, and you should definitely utilize its powers for your business, whether small or large.

In this book, you'll discover:

- Why you shouldn't ignore the rising popularity of video marketing;

- How to use social media effectively for video marketing;

- How to use Snapchat to reach out to the younger generation;

- Why Instagram videos are so effective;

- Why you should definitely consider video product descriptions;

- How video reviews can help your company;

- The various types of video content you can benefit from, and

- Why every business needs a YouTube channel.

Video can be an extremely powerful medium when it comes to connecting with and communicating with your audience. Many businesses have found that the use of video allows them to better present their brand 'voice' and image in a way that customers will be able to relate to personally.

Since the video medium is so versatile, any business can use it in order to reach out to their customers provided that they have

carried out a lot of research on their target market and can come up with a video which will make their brand relatable.

Another benefit of video content for businesses is that it no longer costs half your budget to make a good marketing video. Thanks to modern technology, it's possible to put together a good video using a basic camcorder or even a smartphone.

Video editing software can be obtained cheaply or even for free, and you don't always need to hire actors, either – sometimes animations can be just as powerful when it comes to getting a message across. Because of this, video marketing is also increasing in popularity because it has become significantly more accessible to smaller businesses.

With a number of platforms to choose from when it comes to spreading your video content – YouTube, Facebook, Twitter, Instagram, Snapchat and blogs to name just a few, there's no reason why any business owner shouldn't be seriously thinking about using video content and video marketing in order to reach a wider audience and spread the word further about their brand, products and services.

1. Why Is Sharing Video Content So Popular?

Business owners who keep up with marketing trends will know that video marketing is huge. With more and more social networks adapting to the latest developments in video marketing – for example Facebook’s new ‘Live’ feature, which allows both company and personal Facebook account holders to post a live video feed recorded from their smartphone to their Timeline, if you’re a small business owner, now is the time to get involved with this new trend in order to make sure that you don’t get left behind.

Types of Video Content

Video content is a hugely powerful way to get a message across, and there are many different types of video content which you may consider using for your business and marketing purposes. One of the most popular types of video content is marketing content, where you will come up with a short movie that convinces customers to express interest in your brand. Some marketing videos may focus on the brand as a whole, whilst others may focus on a particular product or service. You may use actors, animations, or something else in order to put together a marketing video.

Another type of marketing video that you may come across in your use of video content is the video product review. Product reviews are hugely important in the world of online shopping, with many people relying on the reviews left by others when it comes to purchasing products and services online. However, video product reviews can be very impactful and have more of an effect on the viewer's decision than standard written reviews.

One of the best ways to get video product reviews is to send samples of your products to vloggers (video bloggers) in the industry and ask them to leave you a video review. This is also a situation where you could use apps such as Snapchat, which allow users to leave small videos in succession on their personal Snapchat 'story'.

Another type of video content which you may use is a video product description. With online shopping becoming more and more popular as an increasing number of people are opening their laptops rather than hitting the high street, competition for businesses online has grown significantly.

This has led to online retailers looking for new and innovative ways to generate interest in their products online which leads to more sales. Video product descriptions are hugely effective for this purpose as they go a step further than the standard text and photograph descriptions; they tell a story and allow the customer to see the product that they are considering buying in action. As a

result, the customer has a clearer idea of the product and can make a more informed decision to buy it. This is especially useful for things that many still like to see in person before buying, for example clothing, jewelry, or automobiles.

Why Use Video Content?

Every business which has an online presence should use video content in some form or another. With video now being more and more accessible, even the smallest of businesses with the tightest of budgets can afford to use video content to some extent, even if it is just Snapchat stories or Facebook Live videos.

Even if you own a business which does not sell products online, using platforms such as YouTube to upload videos which describe your products, for example, before sharing these on your social media pages can be effective in generating more interest and boosting your sales.

Whether your business is based online or not, it is absolutely vital to have an online presence – whether this be a website, blog, social media profiles or ideally, all three. Posting videos online can not only make your company more popular and help you reach a wider audience, it can also improve your business website's SEO and even your local SEO endeavors.

Market Demand

As video content has become more and more popular for reaching out to and connecting with customers online, there has been an increase in market demand for it. Today's customers are increasingly expecting their favorite businesses and brands to provide them with video content to watch whether it be advertisements, informational videos, product reviews, product descriptions, or simply videos for their entertainment.

With video becoming more and more popular on social networking sites and apps such as Facebook, Snapchat and Instagram, the modern consumers of today expect to be able to connect with the brands that they associate with via video content.

Customer Satisfaction

Today's customers are not only looking for products and services which meet their needs. It is becoming increasingly more important for customers that they connect with and relate to the brands which they purchase from. Because of this, video marketing is an essential component when it comes to making sure that your customers are fully satisfied with the type of service that they receive.

No longer does customer service end when the phone is hung up or when the customer leaves the store; thanks to social media, customer service and relations is now an ongoing thing which must be addressed and improved continuously. Customers are not only going to judge your brand based on their experience when browsing for and purchasing products/services, but also on the way in which your brand communicates with them and portrays itself on social media. Because of this, video content provides businesses of all sizes with a prime opportunity to improve customer satisfaction levels and work to keep their existing and potential customers happy.

2. Social Media and Video Marketing

If you keep up to date with trends in social media, you'll probably be aware that video content is quickly taking over most other forms of content. On their personal pages, Facebook users are now updating their Timelines with Live videos instead of writing about what they are doing or taking photos.

This is allowing friends and family to experience the moment along with the person who is recording the live video, in real time. Not only has this enhanced the social media experience for personal users, it has also become a hugely effective new tool for business users. Similarly, Instagram's relatively new video feature has been a huge hit with both business and personal users.

Although Instagram's video time limit is a matter of minutes, these short videos can have a dramatic effect when done right. Snapchat, which began as a photo-sharing app that was popular with teenagers, has now become a hugely powerful marketing platform with hundreds of businesses sharing images and videos with other Snapchat users.

Last but not least, every social media site is able to share YouTube videos, making YouTube still the best platform for uploading your videos to the web.

Effective Social Media Strategies

Any good business owner or marketer will know that in order to be successful with a social media account in business, it's vital to have the right strategies in place in order to gain attention from the maximum amounts of people at the right times. When it comes to social media marketing using video content, it is vital to have good marketing strategies in place in order to ensure that you get the best results. For example, the timing of your videos is key to getting a good response.

Some of the best times to post videos on your social media pages are during lunch time and in the evenings, when most people are not working and are more likely to be relaxing and catching up on social media. Similarly, the weekends are also a good time to increase your video sharing activity.

However, bear in mind that timing could vary depending on your specific target audience, so it's essential to make sure that you carry out the necessary market research before putting this strategy in place. For example, if you're targeting students, you may get a better response by posting late at night or in the mid-morning.

On the other hand, businesses targeting people who work in typical 9-5 jobs are best sticking to evenings and weekends when

it comes to updating their social media pages with fresh new video content.

Generating Interest On Social Media

In order to generate interest in your video content on social media, it's important to make sure that you use other forms of content to grab the attention of your followers. Whilst some social media sites, such as Instagram, may play your video content automatically, others, such as Facebook, may require the user to actively press the play button in order to view the video. In this case, using written content to create an interesting and attention-grabbing description of the video will encourage more users to press play.

When it comes to writing good video descriptions on social media, it's important to remember to keep things short and to the point – anything too long could end up boring the reader, and they might not bother to watch the video after reading. A good way to create interesting and compelling video descriptions is to leave the reader wondering. For example, a simple 'Can you guess what happened when we went here?' will leave the user wanting to find out more, which will encourage them to take the time to watch the video.

Growing Your Social Media Presence Through Video

Video is one of the best types of content when it comes to increasing your social media presence and gaining more followers. Since video is available on the main social media networks – Facebook, Twitter, Instagram, and Snapchat – it's easy for businesses to upload their videos to YouTube and share them on the various social media platforms in order to reach a broader audience.

We have already seen the power of social media and video combined – more and more people are rising to internet fame through short, humorous, or informative videos on social media than ever before. Businesses such as make-up and cosmetics stores and artists are using social media to grow their businesses through short, tutorial videos, and similarly, food bloggers are utilizing video to its full extent by creating short, catchy recipe videos which are extremely popular. The key to using video to grow your business' presence on social media is to create content which is shareable, along with actively asking your followers to share it.

When creating video content, it's a good idea to study your target audience and find out the things that they enjoy sharing with their personal social media followers. When you create content that your direct followers love to share, you will expose it to a much wider audience.

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