



## **3 Signs You Should Invest in Video Marketing**

Are you wondering whether or not you should be investing in video marketing?

Although it can be a very effective marketing tool, video marketing isn't necessarily for everyone. Some businesses may do fine without it, but for others it could prove invaluable to their success.

If you're trying to determine whether it's right for your business, below you'll discover 3 signs you should invest in video marketing.

### **1. Your conversion rates are low**

Are your conversion rates dropping? If so, it could be a sign you need to invest in video marketing.

Research has proven that consumers prefer videos over written content. In fact, when it comes to product information, viewers are thought to be 64% to 85% more likely to make a purchase after watching a video. However, it's not just product videos which can boost conversion rates, instructional and "how to" videos can also be extremely effective at improving conversions.

### **2. You don't rank highly on search engines**

Did you know that search engines such as Google, prioritize video content in their search results? This means, videos matching a user's search term, will typically show up before any written content.

It's even been shown that videos double your chance of showing up on the first page of Google's search results. So, if you're looking at ways to boost your search rankings, videos could be just what you need.

Keep in mind, this will only work if your videos are posted on your actual website and not a platform such as YouTube. If they are, it is YouTube which would receive the traffic, not your business website.

### **3. You want to boost brand loyalty**

Brand loyalty is something that's going to keep customers coming back for more. However, building it up online can take time. That is of course, unless you utilize the power of video.

Videos are known to significantly boost engagement. Consumers would much rather watch a video than read through a blog. By publishing frequent informative videos, you'll start to build-up brand loyalty fairly rapidly.

However, you need to keep in mind that when boosting brand loyalty via videos, you'll need to avoid sales talk. Instead, focus on engaging content which entertains, educates and even tugs at your viewer's heart strings.

To sum up, video marketing can prove beneficial for the majority of businesses today. Those who aren't currently taking advantage of this powerful marketing tool could be seriously missing out. If you answered "yes" to any of the questions above, now is definitely the time to consider investing in video marketing.

**Please Note:** I am an Advanced Online Traffic Specialist. I create multiple online assets and use mutli-channel marketing to deliver highly targeted, specific traffic to your website.

My job is to get people to call you or visit your website. Your job is to "sell" them your services.

These prospects that I send to your website or call you are people who are typing in YOUR specific keywords in YOUR local area, looking for the services YOUR BUSINESS provides.

These are the HOTTEST type of prospects! If YOUR business is there when they are looking YOU get the business rather than your competitor.

I do everything for your business so you totally dominate all competition and I work exclusively with one business type per area.

I have a very specific system that I've developed over the years and it's working very well to drive more clients/customers/patients to your website and call. My Total Solutions System gets local businesses ranked and found in Google and YouTube so more prospects will find you and utilize your services.

**John Piacentino**

**(609) 280-5983**

**[john@zoom-online-marketing.info](mailto:john@zoom-online-marketing.info)**

**[www.ZoomOnlineMarketing.info](http://www.ZoomOnlineMarketing.info)**