



3 Ways Online Videos Can Boost Your Bottom Line

You probably already know that videos can prove to be one of the most effective marketing tools you can use today. However, you may not be aware of the power they can have on your bottom line.

Can videos really help you to boost profits? Here, we'll look at **3 ways** online videos can boost your bottom line.

1. It encourages visitors to stay on your site for longer

One of the largest challenges local businesses face, is getting their visitors to stay on their website long enough to make a purchase. If you've noticed your bounce rate is pretty high, videos could be the solution.

Research has shown that adding videos to a website, encourages visitors to stay on it for approximately two minutes longer than they otherwise would¹. The longer a visitor stays on your site, the more likely they are to buy from you.

2. It puts you ahead of the competition

Standing out from your competitors can be pretty tough, but videos are one way you can get ahead. In particular, if you can use them in email marketing, they have the power to really set you apart from your competitors.

While national and large businesses may be using video, many local businesses fail to incorporate video into their marketing strategy. Therefore, it's highly likely your local competitors aren't using video to market themselves. So, if you do, you're going to stand out and attract customers who would have otherwise gone with your competitors.

A great tip is to create a personalized video message you can send to customers.

3. They build up trust

Trust is crucial for businesses today. Think about it - a customer isn't likely to buy from you if they don't fully trust you.

The right videos can really help to build up trust, boosting your conversion rates. You just need to make sure you're churning out helpful, relevant and beneficial video content. If you can solve a problem for the viewer and build yourself up as an industry leader, it's going to dramatically increase your bottom line.

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.

The above are the 3 main ways online videos can boost your bottom line. However, you need to ensure you do your research in order to develop the most effective videos. Not sure if you're getting it right? Contact us today and see how you can start using videos to boost your bottom line.

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