

VIDEO! SUCCESS

Video Marketing Mastery



Transcript

9 Reasons You
Must Use Video
to Influence and
Sell Online

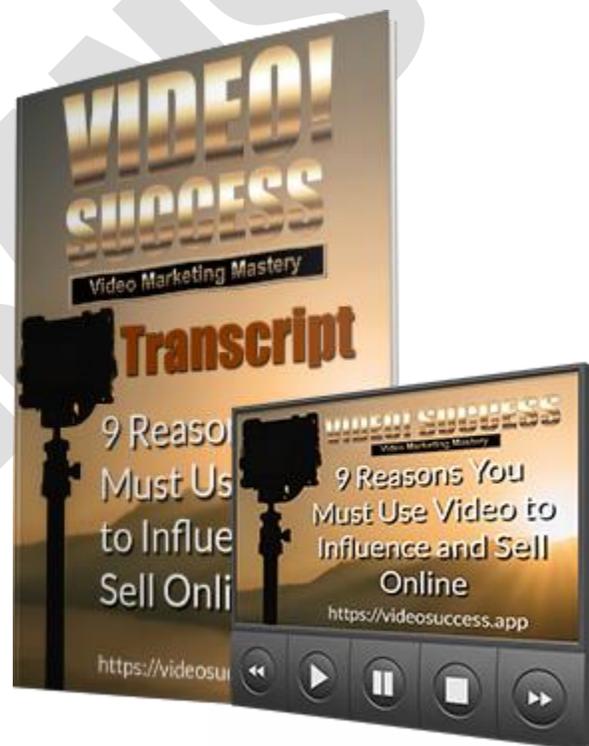
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Introduction

There is a reason why a lot of affiliate marketing gurus and self-proclaimed online marketing experts have been talking up video marketing.

There is a reason behind the hype.

It is not just exaggeration and it is not just overinflated estimates. This excitement about video marketing stems from the fact that it absolutely works, but here is the twist.

You have to know what you're doing, for it to work.

It is worth mastering, because every single day, you are losing money if you are not marketing with video.

If you are unclear as to how exactly you are missing out here are nine key reasons why you need to adopt this very powerful marketing technique.

Of course, these are just nine of most important reasons.

There are many more reasons why you should include video in your marketing campaigns.

So, why is video so effective?

Video engages all the senses, ensuring your potential subscriber, customer, or fan, receives your message in the way that best suits their character type.

Video, particularly on mobile devices, is becoming the fastest growing medium for getting your message across in multiple ways at the same time, with sound, imagery, emotions, and text in the form of captions.

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Here are a few statistics:

75% of all video plays are on mobile devices.

60% of people would rather watch online videos than television.

78% of people watch online videos every week.

55% view online videos every day.

You can see that you will be missing out on lots of traffic if you do not have video in your marketing mix.

Video Makes You Stand Out

If you do not have a video brand, you are basically playing the online marketing game to lose. When people see your

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video marketing they can instantly conclude that you are a serious business or entity, that is prepared to go the extra mile.

Video gives you a competitive advantage, it puts you in a great position. Your customers, fans or subscribers get to “feel” your operation. It is the quickest way for them to “Know, Like and Trust you”!

It does not get any simpler than that.

When you use video marketing to build a brand, you incorporate it into your marketing funnel, you can educate while convincing people about your story or product.

People will sit up and pay attention. What you are really selling is your expertise and credibility, that will be used over and over as you expand your influence.

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That is your competitive advantage. You are not just another faceless marketer in the crowd, you are not easily replaceable.

Video to Builds Your Brand Faster

Not only can marketing videos help you brand by making your value proposition stand out, it is also able to do this faster than with traditional marketing.

You only need to get a few high-quality niche videos to spread widely among your target audience members for the word to get around. If you are the one with the quality videos, your competitors cannot compete.

This gives you an important strategic tool to distinguish your brand voice. This can go a long way in justifying higher prices as well as distinguishing your marketing platform from everybody else's.

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Connect with your Audience in Multiple Ways

When you watch a video, you are not just watching images. The images themselves are already sending you powerful signals, but the voice, the sound, even the music in the video all combine to connect with the viewer on an immediate human level.

In fact, videos' amazing ability to tell stories can go a long way in connecting with people where they are most vulnerable: The emotional level.

Whether you are trying to persuade people rationally or you are trying to pull on heartstrings, video gives you a lot more opportunities, a lot more tools and flexibility than text or graphical adverts alone.

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With Videos you have Less Competition

If you spend a lot of time, effort, and resources marketing primarily via video, you immediately stand out from most of your competitors because they often shy away from video production.

They think it is too expensive, they think it might not work, they believe in all sorts of myths regarding the disadvantages of video. This creates a very formidable anticompetitive barrier to entry, that separates you from the rest of the players in your niche.

Many will be afraid to go down the same path either through fear or simple laziness. You will have the advantage, and if you use this carefully and effectively you will reach more of your target audience members and push your brand well ahead of your competitors.

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Videos Help You Influence Your Viewers

If you decide to produce “talking head” type videos, you get a chance to address your target audience directly and personally. They see your face and you are able to make eye contact through your video.

They can hear your tone of voice, you can send a lot of signals to them appearing more and more familiar. They feel that they can put a face to the brand. They cannot say the same for most of your competitors.

Your competitors are just competing via articles, blog posts, SEO. You on the other hand, are real person in the minds of your target audience members. This gives you a tremendous competitive advantage.

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They feel that they can relate to you. There are more opportunities for them to connect with you on an emotional level because you are putting yourself out there.

Your competitors on the other hand, are hiding behind text. It is too easy to write them off. It is too easy to conclude whatever they bring to the table is generic and can be found elsewhere.

Video “Calls to Action” Have More Authority

When somebody is making a video presentation and they ask the viewer to take action, it is harder to resist.

Assuming that the video has an amazing script and that the video does a decent job laying the foundation for the sale, it's harder to resist the call to action.

The video clearly explains what the benefits are to the viewer. It also walks you through the emotional implications of your obtaining those benefits. It is no surprise that video calls to action are more likely to generate a sense of urgency in the mind of the viewer.

They are more likely to conclude that “they need” the product or service you are offering.

Compare this with a text call to action. The reader could be distracted, perhaps the reader really wants to solve the problem, but somehow, somewhere your text call to action simply did not use the right wording to trigger the required action.

Video Gives Your Message More Authority

The great thing about video is that you can tell a story and connect with the viewer on an emotional level. In other

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words, you get to work on your prospect both in terms of rationality, reasonableness, and logic as well as through their emotions. This gives your video story a harder emotional punch than a written list of the benefits that a product brings to the table.

A written list is lifeless, It appeals only to reason and logic. As powerful as those may be, when you get the same information presented in a story by a flesh and blood human being, looking directly at you and speaking to you in emotional tones, you have to accept it's more powerful.

You cannot help but pay attention. This is more likely to resonate rather than only reading text. Maybe you have the time, maybe you do not, maybe things connect in your mind and you are willing to buy or you just have better things to do. With video, emotions and information are more potent.

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Video Can Save You Time, Money, and Effort

Getting people to take action or make a payment using blog posts and website content is hard. It can take a lot of exposure to written content to get them on your mailing list or to checkout on your shopping cart.

If they join your mailing list, you then send an update after update directing them to one blog post after another.

Once they become familiar with your offer, perhaps they would buy something.

While this is a powerful standard sales conversion process, video marketing speeds things up. If you're able to tell a complete business or personal story through videos, people are more likely to develop the kind of emotional urgency that leads them to either feel like they know your

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product already or like your product enough after they've become familiar with it.

People buy with emotion and justify their purchase afterwards with logic.

Whatever the case may be, you Turbocharge the conversion process because you are hitting your prospect on so many levels with so many different signals.

You are communicating with your voice, you are reaching out through emotional and verbal signals in your video, you're also presenting what would otherwise be dry facts in the most potent form of human to human interaction. The story.

Let me tell you people can read a story, but it is not as effective as when somebody is reading the story to you and they're guiding you emotionally through the twists and turns of the story with their voice.

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People buy what they want not necessarily what they need.

Where to go from here?

Video marketing has been called the killer marketing path of the Internet age and for good reason. People have been making a killing with video marketing because it truly integrates with all the other ways you can promote products, services, and ideas online. It can achieve so much in such a short time compared to other forms of marketing.

Most importantly, video marketing enables you to build a brand that your competitors really cannot touch.

Because the one key competitive advantage you get is that there are so many misconceptions regarding the cost, effectiveness and production time of video marketing.

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As you probably already know, you need to have a plan when you decide to engage in video marketing. Otherwise, you might spend thousands of dollars and have very little to show for it.

Some people might have tried video marketing in the past. Maybe they tried once, got burned and they quit. Firstly, you need to be consistent and really get to know the techniques, secondly you should know the industry has evolved a great deal so there are lots of tools now to speed up the production process and improve quality.

You know that if you have a solid video marketing plan and you know how to create the right videos and get them in front of the right eyeballs at the right time you get the required results.

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