



June 1, 2017

## Here's Why SMBs Need A Video Marketing Platform To Grow Their Online Presence



If you're a small and medium-sized business (SMB) and not using any [video marketing platform](#) to promote your business or push your product, then you're missing out on the best thing that could ever happen to your business.



According to a recent study, videos now account for 64% of all internet traffic, and is projected to reach up to a whopping 80% in just a few years.

It's even more mind-blowing when set against estimates that smartphone users worldwide are going to reach 6.1 billion in the same year, 50% of which admit to picking up their phone as soon as they wake up.

Now, take that number and that's the audience you're not reaching if you're not using video in your online marketing campaigns.

### **Busting Video Marketing's Number One Myth**

In a visual platform like the Internet, where a one minute video is worth 1.8 million words, why are many SMBs still hesitant to include video in their integrated marketing plans?

This is because of the myth surrounding online video production. Many still believe that videos require a lot of resources to make: however, with the rise of livestreaming and stories driving traffic to sites, this myth is now busted.

With all social media platforms now equipped with livestream and storytelling capabilities, brands can create video content with little to no extra production requirement or additional cost, while still giving their audience an insider's look into the brand's products, services, events, or endorsers.

Aside from building the brand's online presence, including video content as a marketing tool also shows an increase in conversion rates, with customers who've seen product videos more likely to buy from a retailer as compared to if they didn't watch one at all. Put simply, video equals revenue.



## **How to Raise Your Video Marketing Game**

The name of the game in video marketing is to entice people to hit play. One way to do that is to grab their attention with your video's thumbnail photo. If made well, a custom thumbnail can appeal to your audience's curiosity and instantly boost clicks and views of your video.

Another hack is to create what's called snackable videos. These videos can be anywhere from 15 seconds to a maximum of one minute and optimized for use in social media. The length of a video is integral to an effective marketing campaign, especially in a platform where the average attention span is eight seconds.

These bite-size content are also often accompanied by a transcript, to service the growing trend of simultaneous viewership (i.e., watching television while scrolling through Facebook, using multiple mobile devices at the same time).

Indeed, the play button is the single most powerful call-to-action out there, one that every business should use to reach their business goals.

## **About Aggie Marketing:**

We are a full-service digital marketing solutions expert catering to businesses in the Georgia and North Carolina area. We pride ourselves in creating specialized plans, not only to solve your business's specific marketing needs but, as our valued business partner, to create opportunities for conversions to fully grow your business.

## **Sources:**

**Research Confirms Video Improves Learning Results, [Huffingtonpost.com](https://www.huffpost.com)**

**The 2015 Video Marketing Cheat Sheet [Infographic], [Animoto.com](https://www.animoto.com)**