



## HOW VIDEO CAN HELP GROW YOUR BUSINESS OR NON-PROFIT

If you're like most business owners or non-profit leaders, you understand the importance of marketing. After all, how can you grow your organization if people don't know about your products, services, or cause? There are a lot of different marketing channels out there, but one that is often overlooked is video.

In this guide post, we'll take a look at how video can help you achieve your marketing goals.

### The Power of Video

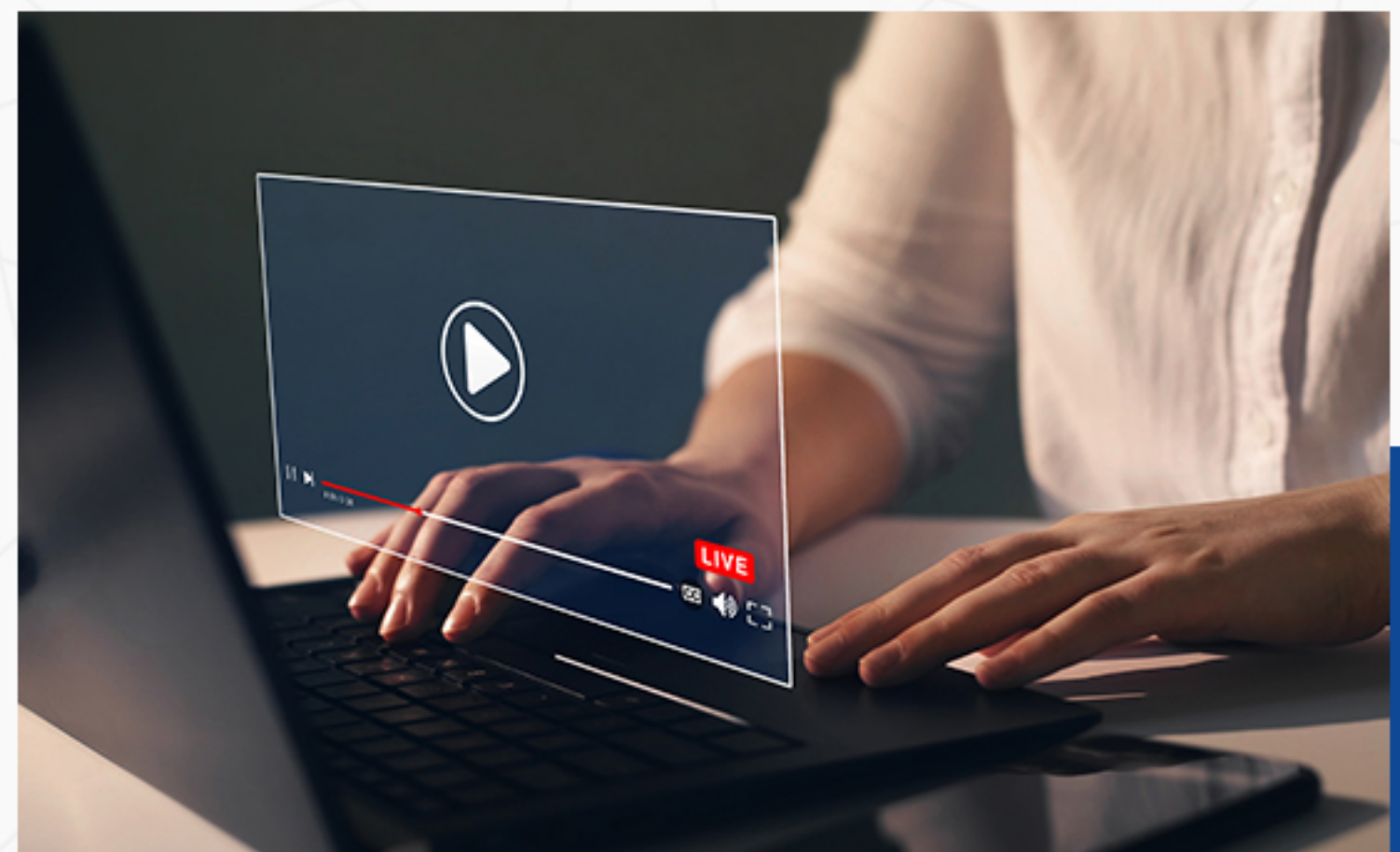
Video is one of the most powerful marketing tools available because it's so versatile. You can use video to tell your brand story, showcase your products or services, educate your audience, build trust and credibility, and drive traffic to your website. And that's just the beginning!

When used correctly, video can be an incredibly effective way to reach your target market and achieve your marketing goals. Here are a few tips to get you started:

1

### USE VIDEO ON YOUR WEBSITE.

Adding a video to your website can help you capture attention and keep visitors on your site longer. In fact, studies have shown that adding a video to your homepage can increase conversion rates by up to 80%. That's because video helps you communicate your message more effectively and quickly than text alone. Plus, it gives visitors a reason to stick around and learn more about your business.



2

### USE VIDEO IN EMAIL MARKETING CAMPAIGNS.

Email is still one of the most effective marketing channels available, but only if you use it correctly. Adding a video to your email can increase click-through rates by up to 300%. That's because people are more likely to watch a video than read an email. So if you want to grab attention and get people to take action, adding a video to your email is a great way to do it.



3

### USE SOCIAL MEDIA PLATFORMS THAT ALLOW FOR VIDEO CONTENT.

Social media platforms like YouTube, Facebook, and Instagram allow for videos to be posted natively on their platforms. This means that people can watch your videos without having to leave the platform they're on. And when people don't have to leave the platform they're on, they're much more likely to watch your videos all the way through. So if you're looking for ways to get more views and engagement from your videos, make sure you're posting them on social media sites that allow for video content.



Video is one of the most powerful marketing tools available because it's so versatile. Videos are an engaging, affordable, and effective way to reach your target audience. If you're not using them as part of your marketing strategy, you're missing out on a valuable opportunity to connect with your customers and promote your brand or product. Contact us today to learn more about how we can help you create high-quality videos that will engage your audience.