

MARKETING MADE

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EASY

THE IMPORTANCE OF VIDEO MARKETING

The future of video is now for marketers. According to Wyzowl statistics, 63% of businesses have started using video content marketing. Out of those, 82% of businesses feel video marketing is an important part of their strategy. Video is progressing rapidly and will reach new heights sooner than we think.¹

Undoubtedly, video marketing is one of the newest additions to your promotion mailbox. You might still have your doubts. Is it really worth considering using videos for promoting your business? Do you have enough resources to create and use video content in your marketing?

The answer is simple: Yes, it's worth it. Not only because everyone's doing it, but because video is one of the most versatile and profitable digital marketing tools out there.



Here are some reasons why you should use video marketing right now.

1. VIDEO BOOSTS CONVERSIONS AND SALES

Adding a video on your landing page can increase conversions by 80%.² Video can also lead directly to sales. Studies show that 74% of users who watched an explainer video about a product or service subsequently bought it.³ So if pictures can boost engagement massively, imagine what videos can do to your business.

2. VIDEO SHOWS GREAT ROI

The Wyzowl report also found that 83% of businesses stated that video provides a good return on investment.⁴ Even though video production is not an inexpensive task, it pays off handsomely. Besides, online video editing tools are constantly improving and becoming more affordable. And even your smartphone can make reasonably good videos.

Videos don't have to be perfect. It's the content that matters!

3. VIDEO BUILDS TRUST

Trust is the foundation of conversions and sales. But building trust should be a goal on its own. The whole concept of content marketing is based on trust and creating long-term relationships. Stop selling and let people come to you by providing them with interesting and useful information.

Video does it all. Video content is likely to engage us and ignite emotions. Remember, an effective marketing video presents your practice in a conversation form – building trust and ultimately confidence in your firm's services.

4. GOOGLE LOVES VIDEOS

Videos allow you to increase the time spent by investors on your site. Thus, longer exposure builds trust and signals search engines that your site has good content.

Make sure to optimize your videos on YouTube for SEO. Write interesting titles and descriptions. Add a link back to your website, products, and services. Give potential customers the way to take the next step. And explore interactive videos to encourage even more actions.

5. VIDEO APPEALS TO MOBILE USERS

Video and mobile go hand in hand. In fact, 90% of consumers watch videos on their mobile. Since Q3 of 2013, mobile video has grown more than 233%.⁵ YouTube reports mobile video consumption rises 100% every year. Since people like to watch videos on the go, and the number of smartphone users is growing, your video audience keeps getting bigger and bigger.

The growth of mobile video means brands need to be sensitive to the personal experience people have on their smartphones.

6. VIDEO MARKETING CAN EXPLAIN EVERYTHING

Are you launching a new product or service? Create a video to show how it works. Trying to explain a difficult concept? Create animated videos. Animations can bring concepts to life that no text or live video can. Animated videos are a perfect combination of entertainment, nostalgia, and simplicity. And they work.

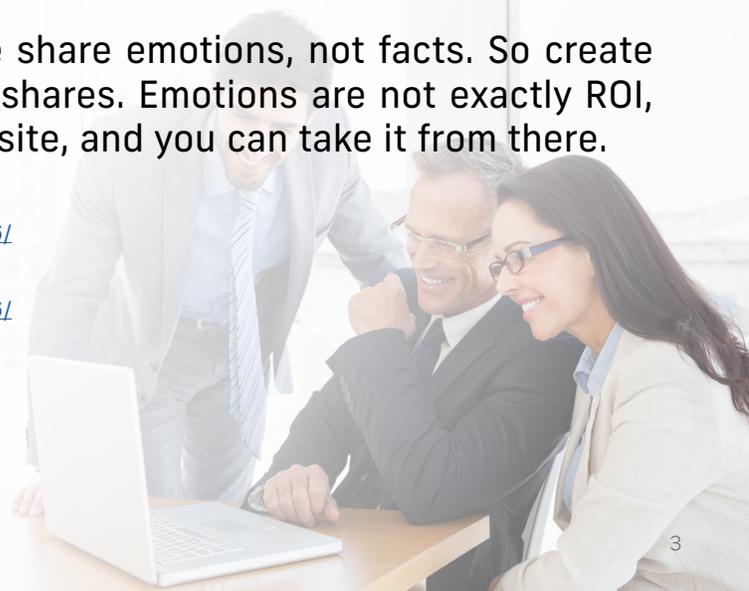
7. VIDEO ENGAGES EVEN THE LAZIEST BUYERS

Video content is a great tool for learning, but it's also easy to consume. Today's life is too busy to have time to read long product descriptions or dig deep into services. The modern customer wants to see the product in action. Video preference is one of the most important driving forces of using video in your content marketing.

Video marketing can capture a wide target audience and it works on many levels. Make sure you target not only to the eyes but also to the ears of the potential client. Your competitive advantage gets double the power!

Video marketers must remember that people share emotions, not facts. So create fun, entertaining videos to encourage social shares. Emotions are not exactly ROI, but social shares can increase traffic to your site, and you can take it from there.

1. <https://www.wyzowl.com/video-marketing-statistics/>
2. <https://www.insivia.com/50-must-know-stats-about-video-marketing-2016/>
3. <https://www.wyzowl.com/video-marketing-statistics/>
4. <https://www.wyzowl.com/video-marketing-statistics/>
5. <https://www.insivia.com/50-must-know-stats-about-video-marketing-2016/>





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MONTHLY MEGAHIT

Fred Atlas

Each month, we like to feature an advisor who is doing exceptional work out in the field. This month, we have chosen Fred Atlas. Fred is the founder and president of Atlas Financial Advisory Group, Inc., an asset and wealth management organization in Sarasota, Florida.

Primary Coach Rick Bates had this to say:

Fred has been in the business for quite some time and as such, he came on board pretty set in his ways. Since we've been coaching together, it's been great to see Fred learn and start to use some of the things taught at Advisors' Academy. It shows in his production. Even he would grudgingly admit that yes, you can teach an old dog new tricks!

Well done, Fred, and best wishes for your continued success!