



## Video marketing for your business

Have you thought about using videos to market your products/services? If not, it's time to reconsider. Video marketing is a growing and profitable trend you can benefit from. A video may increase your company's exposure, expand your distribution to new media channels and increase your customer base.

To gain the complete attention of your customer, ensure that your video is compelling. It must address how your company would fulfill their needs. This kind of showing instead of telling is really helpful to building an even larger customer base for your business.

Another advantage is that a commercial video of your business will be more beneficial in educating your followers or potential clientele about the business you wish to promote, which even enables you to be an expert in your own products and/or services.

Below are easy suggestions to help you during this process:

- First, a lighted and plain background is all you need. You will stand out distinctly, making the video clear.
- Choose a location where there is enough lighting and where anyone would be able to clearly see you. If too much light is present, it could have the opposite effect.
- Using a cheap webcam is not recommended. Get a decent camera that gives out good quality videos.

### Your Video Message

Planning your marketing message is an important part of your strategy. The purpose is to expose people to your product or service through a new distribution channel. Make it different from your other marketing strategies and messages. Very little is gained by duplicating the same message on all marketing distribution channels.

### **Generate a Video Series**

Creating a series of videos whether they be educational, how-to's or just company information can get viewers to return to your company profile again and again. Launch your video marketing campaign and continue to release more to keep and acquire more viewers that will turn into customers.

Through trials and errors, you will find the videos that gain more views than others. These are the videos you want to re-create in your next video marketing trial. Once you have a collection of targeted ones on your blog or website, you'll have new traffic coming your way. The more videos you upload, the better it is for you.

### **Distribution of your video**

There are many distribution channels for final video that will meet the goals of your campaign. YouTube, and iVideo are some of the most popular distribution channels and have millions of viewing customers. Posting the video is easy, does not require expertise and with a good title, a video can go viral in hours. Once it is posted, you can share it on other social networks or use it as added value on your website.

*\* **Walter Management Solutions** will be more than happy to discuss your video creation and editing needs. Please contact us for a quote or visit us at: [www.waltermgtsolutions.com](http://www.waltermgtsolutions.com)*

