

# Want A New Way To Promote Your Product? Try Video Marketing

Are you looking for new ways to market your business? Do you want to target a world-wide audience? Many modern businesses have discovered that video marketing is an excellent way to reach and interact with customers. Keep reading for some hints on how to create video marketing content to improve your business.

Production value doesn't have to be the most important part of your process. You do not necessarily need to spend a fortune to produce a high quality video. A simple video can do as well as a fancy one.

When you create a video for marketing purposes, your viewer has to believe you. Anything faked within the video, be it, your backdrop or your demeanor, will throw them off. If you want them to believe what you're trying to tell them, be honest, transparent and come off as warm and friendly.

When using video marketing to increase your website traffic, you have to remember who you are talking to. Your audience is crucial. You need to target your videos to a specific audience, and you will notice that they will become more engaged, interested, and more likely to make your video marketing a success.

Make sure your content is considered interesting. It should be entertaining and/or newsworthy. Using YouTube and other sites will help with viewers, but not much if your content is boring. People want to watch entertaining and informative videos. Making your videos interesting is a great way to increase traffic.

Take your video camera whenever you attend trade shows, conventions or other gatherings. That's because you will likely be able to interview experts in your field. At the very least, you can shoot a video about your experience here. Have someone record any talks you give, too.

For people who are new to video marketing, try to keep your videos short. Around 30-45, seconds is a good length to start. You really do not have a lot of time to get your message through with the viewers' short attention spans. As you become more experienced, you will notice that you are able to get your message across within this time frame easily.

If the same questions keep coming up from your customers, address these questions with a video. Though FAQs are common on many websites, making a video provides added benefit. By using both a video based and text based FAQ section, you allow users to decide which they would prefer using.

Don't ignore the negative comments left on your videos. They can often be the more informational feedback you get and should be taken to heart. Obviously, don't take them personally, but consider how you could avoid such a comment with your next video by changing the content

or how you produce it.

Did you know that Google Webmaster Tools has a video site-map tool? Google can't crawl the content of a video, so you have to provide them information about the video, so they can index it and add it to their site. Check [support.google.com](http://support.google.com) for more information on how to create the XML file.

Grab the audience's attention early in your videos. The key to this is to "pull them in" within the first 10 seconds of a video. You need to do something within this time frame that will leave them in awe and wanting more. Once you have their attention, you must keep them engaged by having interesting and important information in the rest of the video.

Post your videos to a host of different sites. While YouTube should be your number one choice, don't rely on it entirely. Other sites, like Break and Vimeo, could all be beneficial to you. You may even be able to find a site that caters to your type of business.

To show viewers that you are serious about your video marketing campaign produce videos regularly to share with others. These videos can be informational or conversational. Your viewers will appreciate knowing that they can depend on you for producing videos in a timely manner. Try to produce at least a weekly video for your viewers.

Now that you have read these ideas, you can start creating video marketing content for your business. Effectively utilized, can increase your sales and develop a relationship with your customers. It is one of the most effective ways to reach a large, modern audience. Your video content will give your business greater depth.