



# OUR 7 TOP TIPS FOR HOW VIDEO CAN HELP YOUR BUSINESS





## DRIVE SALES

### 1. Attract New Customers

Video is a great way to get the word out and generate buzz for a new product or service. It's key to have an explanatory video on your homepage for your service or product for a new customer to understand it.

Video can also set you apart from the competition, by explaining to prospective customers the benefits of using your products or services instead of those from the competition. Paint manufacturer's, for example, posted this video explaining its new product to its customers.

### 2. Educate Customers

Video is a great tool for demonstrating how to use your product or service - and can often convey more information quicker than a photo or a written description. Video can reinforce that message and become another funnel for attracting new customers.

A salesman has the ability to physically show and tell one's service, however, he/she cannot be everywhere at all times. That is where video can contribute to the overwhelming success. Some say a picture is worth a thousand words, but I believe that video is worth millions of pounds in sales

### 3. Let Customers Tell Their Story

Customer testimonials in the form of video provide an easy way to help validate your business. Not only do they build positive buzz about you, but customer success videos also create an element of social proof, emphasising why someone should take interest in your organisation.

Video testimonials add a greater level of depth and, by featuring a happy customer singing your praises in his or her own words, a video helps build trust. It can also show who your target demographic is and how your company serves them well, which is why having multiple video testimonials targeting different prospects is always a good plan.

### 4. Tips and Tricks

Video is great to build an audience and to create a community.

For example, an episodic series of cookery programmes 'Healthy meals in 5 minutes', for a food company is an extremely popular and effective medium, as most people are typically extremely busy throughout the week and prefer to catch up during what are often non-business hours.



# EMPLOYEE ENGAGEMENT

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## 5. Recruit New Employees

Finding the best employees is the single-most important function of any company.

Recruitment videos that feature company employees and promote the culture of the company can be very influential.

## 6. Keep Employees Connected

Many companies already use video conferencing and webinars to stay connected, but you may not realize that video is a great way to strengthen company culture internally. Especially if your employees work in different locations, video can share important announcements, best practises and create a sense of shared community.

## 7. Educate and Train Employees

Video is also a great way to share information with employees. People are very visual, and we found that our audience loves being able to follow along with a video tutorial rather than just reading plain text.

Video also helps businesses scale their training. Instead of having one-on-one training, the business owner can make sure all new employees or contractors learn from one source, at any time, with the ability to go back and review it.

For video to be effective, it needs to be both informative and engaging - and not too long.



Strategy

Production

Marketing

*LETS HAVE COFFEE*

and discuss how we can help... Get in touch on 0844 88 77 007