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Businesses now frequently use video marketing to promote their goods and services. Finding a promotional video doesn't need much searching. You only need to watch a story or scroll through the Facebook reels to see all the different videos that are available to draw viewers, whether you're on Facebook, TikTok, or Instagram or other platforms.

"Users spend approximately 19 hours watching videos online!"

Technology today has made it easier to access so that you don't even have to power up a computer anymore but simply pull out your smartphone. In 2022 the average time users spend watching online videos is up to 19 hours a week! According to Statista.com 91.9% of users are content to watch any type of video, while 31.3% of users want to watch how-to-videos and the other 29.8% want educational videos. These statistics can give insight into how businesses should approach video marketing. Let's look at what video marketing is and all the things that should be considered when taking on this form of marketing.

"Video marketing started to take its place in 2005 with the launch of YouTube."

What is video marketing? Video marketing is when businesses promote a service or

product through video content on social media, YouTube page or their website. If we have learned anything about our society today it is that many are visual learners. Many would prefer to watch a short clip about a product or service than read about it on a website or blog post. With this knowledge you may be thinking this may seem intimidating for many to start, but it may be a great way to promote your business in video form and reach more people with memorable content.



Here are some things to keep in mind when putting together a video marketing strategy

VIDEO MARKETING STRATEGY

- Target Audience
- Timeline
- Choose a Platform
- Type of Message
- Optimize Video for SEO
- Metrics to track to measure success



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It is crucial to set time aside and optimize your video to increase the number of viewers and user engagement. After creating a great video you want people to see it so optimization plays a key role in marketing and distributing your video to places where your audience can find it easily and watch it!

Video marketing can be a great way to reach potential customers. It gives you another way to get creative and think outside the box. Start creating videos that will make your company stand out today!

Need SEO Assistance?

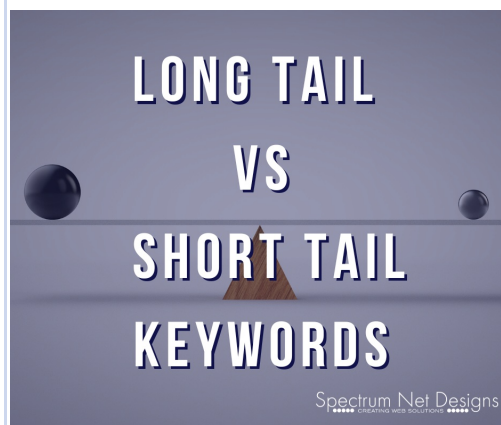
SCHEDULE A QUICK
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In Case You Missed It!



Implementing SEO best practices are essential to growing your audience, driving traffic from search engines, and promoting your business or content. One of the key components to practicing good on-page optimization tactics is writing strong headlines for your pages.

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If you have spent any time in the SEO world you have heard both of these terms before. We're talking long tail vs short tail keywords for your on page SEO. There are many different components that build a successful SEO strategy, but we believe it starts with your keyword research. Your chosen keywords represent your brand, company, product offerings, etc. and fuel your SEO.

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