

# MARKETING WITH VIDEO

A LOOK INTO THE BENEFITS OF VIDEO MARKETING

Information Presented by Marketing with Mandie | [www.MarketingwithMandie.com](http://www.MarketingwithMandie.com)

## FOR LOCAL BUSINESSES

Video marketing has been on the rise as one of the top breakout trends in the marketing world for the past decade. For local businesses, video marketing can be very beneficial. Whether it's providing a helpful how-to video, a detailed look into a piece of property, or a video message of thanks. There is so much potential to tap into with video marketing.

## TOP 5

### BENEFITS OF VIDEO MARKETING



#### **Boosts Conversion Rates & Sales**

84% of Businesses that used Video Marketing in 2020 said they saw an increase in sale leads.

#### **Increases Website Visits**



86% of Businesses that used Video Marketing in 2020 said they experienced a traffic increase to their website.



#### **Enhances Email Marketing**

#### **Productivity**

Using the word "video" in an email subject line boosts open rates by 19% and clickthrough rates by 65%.



#### **Search Engines LOVE Videos**

Search engine companies put a priority on video content when creating their algorithms.



#### **Videos Encourage Social Share**

Social video generates 12 times more shares than text and images combined.

# 10 TYPES OF MARKETING VIDEOS

## DEMO VIDEO

Showcase how your product or service works.

## BRAND VIDEO

Part of a large campaign showcasing the company's high level vision, mission, or products & services

## EXPLAINER VIDEO

Help your audience better understand why they need your product or services.

## EXPERT INTERVIEW

Capturing interviews from experts or thoughts from leaders in the industry. (Helps build trust with audience.)

## HOW-TO OR EDUCATIONAL

Teach something new or build the foundational knowledge they'll need to better their business/life. (Helpful tips and solution)

## DRONE VIDEO

Showcasing your event from a different view.

## EVENT VIDEO

Documenting a conference, community event, fundraiser or sporting event.

## ANIMATED VIDEO

A great format for hard-to-grasp concepts that need strong visuals or to explain an abstract service or product.

## TESTIMONIAL VIDEO

True customers on camera describing their challenges & how your business helped solve them.

## PERSONALIZED MESSAGE

A direct message from the business's representatives out to it's consumers. The message usually conveys gratitude or important updates.

## YOUTUBE USER STATS 2020

YouTube has  
2 billion logged in monthly users.

5 billion videos  
are viewed on YouTube every day.

YouTube is the second most preferred platform by 18-34 year olds to watch video content (After Netflix).

## WIN YOUR OWN MARKETING VIDEO!



### Scratch

Scratch the prize circle to the right to reveal your prize.



### Check for the Win

Check to see what you won.

\$15 off | \$25 off | \$50 off

GRAND PRIZE = FREE VIDEO

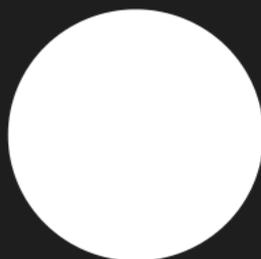


### Redeem Offer

Contact Mandie Shurley to redeem

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903-714-8583



SCRATCH HERE