

# Explainer Videos Are the New Black

By Nakiya Gorham posted on August 1, 2021

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The COVID-19 pandemic has been undoubtedly one of the worst experiences for mankind. From the rapid spread of the virus and the different variants mutating themselves in current time, to crippling the infrastructure of our everyday lives.

COVID-19 has taken a lot of people, governments, and companies by surprise. However, the pandemic has also taught us many things.

Globally, 54 percent of adults stated that COVID-19 increased their focus on multichannel digital communications in their organization. Multichannel communication is an approach to customer communications where businesses consider the varieties of platforms customers use to engage with the business.

# Lets Cut the Chit-Chat

An increased focus on digital communication approaches means that businesses align their messages in terms of design and objectives across all channels to stay connected with their customer base.

Since the pandemic, organizations have busily adapted their digital communication strategies to stay in touch with customers.

Every day, the internet gets bombarded with hundreds of videos every second. However, many of those videos are of no value. However, we can not deny is the rising demand for videos.

A [study](#) predicts 80% of the total internet traffic to be videos by 2021.

You are missing out on a massive opportunity if you're not utilizing the power of video. There are many [types of explainer videos](#) that can help you achieve your goal.

You may have watched a few YouTuber videos but none never really go in-depth of, "Why an explainer video out of all the choices?"

## What is an explainer video?

An explainer video is just a short marketing video (it's usually less than two minutes long) that helps simplify the explanation of a complex process, product, service, or other elements of a business.

I'm sure you're going, "okay great but, how do they work?"

Great question, every explainer video uses storytelling. By using storytelling it enables brands to:

- Address a common customer pain point.
- Introduce your business, product, or service.

- Explain how your business, product, or service will address the pain point.

In today's digital climate, you have to show what you're offering in an innovative fashion so that it truly influences your target market.

So why are explainer videos so popular right now?

Well, simplicity is key when you're creating an explainer video. Are you genuinely interested in listening to a lecture to learn about one specific need or, would you prefer to watch something engaging, concise, and to the point?

Additionally, it also helps to enhance the conversion rates as [81 percent of people](#) tend to buy a product/service after watching an explainer video on the website.

## EXCUSE ME! GREAT, Now That I Have Your Attention

It's not hard trying to get people's attention, look at how we got you reading our blog right now!

However, do you know what's more difficult than getting people's attention? Maintaining people's attention. According to [research](#) humans have an attention span less than a goldfish.

So, how do you get the attention of your targeted audience during a time where marketers and advertisers are constantly bombarding them with advertisements?

There's a simple solution, an intriguing video. An explainer video is a powerful tool marketers use to get viewer's attention.

We as humans are easily attracted to entertaining videos. When we watch a visually stimulating video that grabs our attention and we feel as if, "oh I gotta watch this".

## Keep It Simple

Now, there's no way you can explain every single product so easily. Some things are technical and need further explanation.

Having an explainer video is a great way to help one, keep your audience engaged with whatever you're trying to market to them. Then two, educate them about whatever you're trying to promote.

Here are some facts related to explainer videos:

- Insivia found that an explainer video is the most effective way to communicate the new product's concept to your potential customers ([Source](#)).
- Around 45% of the businesses use explainer videos on their homepage, and they are happy with the result.

## So, what are you going to do?

What's there to lose? Explainer videos can help you make long-lasting connections with potential clients.

It's definitely something that every business should consider having their marketing strategy. Why?

Aside from it, maintaining audience engagement, and keeping your audience's attention. Do you know what else it does? It gets Google's attention.

According to Google, having a video on your page increases your chances by [53%](#) to get on the first page of Google's results.

But wait, there's more! [Video marketing statistics](#) show that having a video increases its potential of brand recognition, boosts search engine optimization (SEO), and influences buyers' purchase decisions.

[Do you know who else is great at explainer videos? CATMEDIA.](#)

We have more than 35+ years in the industry.

Working with us there's really no risk.

Does your business need a facelift? If not, why did you click the link silly?!

Do you want to create your own explainer video? Or, do you want somebody to take the stress off your plate?

Sounds like a win-win if you ask me, what have you got to lose? Nothing, really. If you're still on the fence about it [let's talk about it.](#)

We'll save you plenty of time. What will you do with all that free time we just saved you? Who knows? Maybe you'll ride a bike, try pilates, try hot yoga, or something? Probably not, but hey at least you got the time to choose.

Maybe you'll just get to rest and leave the heavy lifting to somebody else. You know you've been meaning to do that lately.

[Might as well give it a try!](#)