

ePlanet's Asad Khan Details How Video Marketing Can Drive Engagement, Improve SEO and Increase Sales

With 96% of B2B marketers engaged in video marketing, video is poised to be the new darling of the marketing world.¹ Video can (and should) be an essential component of every business's marketing strategy regardless of the product for sale or target audience. As a visual medium, video has a powerful influence far surpassing written content: according to Forrester Research, it would take almost five months to produce enough written content to create the impact of 60 seconds of video.¹ In fact, four times as many customers would prefer to watch a video about a product rather than read about it.² For companies looking to market on a global scale, video has the potential to reach far more buyers as visuals can be effective at bridging language gaps.

Businesses of any size will find that money spent on professionally shot video will provide a rewarding return on investment. Businesses that use video to market grew revenue 49% faster year-over-year than businesses that did not.³ While it costs an average of \$115 in marketing funds to convert a sales lead using non-video marketing, it costs just \$93 to convert a lead using video marketing.¹ Video provides a measurable boost to web traffic and sales conversions that we simply don't see with other forms of marketing: landing page conversions, for example, increase 80% when video is included.³

The costs of video production have dipped significantly as technology has improved and become less expensive. For businesses with tiny budgets, amateur content can be produced using a smart phone or tablet. Amateur video will not provide the same conversion rate as professionally shot content, but it still provides more traction than written content and static images.

Search engine optimization (SEO) is also heavily influenced by video content. With 72.48% of the world's market share of searches, Google is the largest search engine.⁴ Video is incorporated in 62% of Google search results.³ Google owns the second largest search engine – YouTube – which features 300 hours of new video each minute.⁵ The draw of YouTube is enormous: in 2015, TV viewing time decreased 4% among 18-49 year-olds while time watching YouTube increased 74%.⁵ Given these statistics, it's not surprising that a study by Forrester Research concluded that video increases the chance of getting a page one search engine ranking 50 times.¹

Providing viewers with content that is entertaining, educational or otherwise valuable will increase dwell time (or session duration) – a key factor in SEO – and encourage sharing. When making a decision to purchase a product, 90% of consumers say video is helpful.³ Valuable video content serves to promote a positive brand image (and build trust), increase brand awareness (through dwell time and sharing) and demonstrate thought leadership. Once a positive impression is made, the user will share the video with friends. Research has shown that 92% of mobile video users share videos with others.^{1,3} Video expands a company's brand recognition while opening up additional channels for sales and promotion.

Video marketing also allows businesses to track engagement better: 40% of video marketers can track various metrics across all channels for video, versus 16% of non-video users.¹ Analytics allow businesses to pinpoint where in the world customers reside, when they “turn on” a video and when users are driven to purchase. These details will provide the information necessary to fine tune a video marketing campaign to attract an even greater audience.

About Asad Khan: Asad Khan is the President and founder of [ePlanet Communications Inc.](#) Being a founder and co-founder of multiple companies around the globe, ranging from banking to digital distribution, venture capitals, nutraceuticals, logistics, and BPOs, Khan is well versed with the dynamics of business trends and specifically the value in Business Process Outsourcing.

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