



Why put video content on your website?

The A-I

A. Quickly Deliver Your Message

Unless your website visitors are drawn to text and fast reading skills, it is a safe bet that they digest information they see and hear faster than information they read. Because of this, a custom video is a great way to get your message across in a format visitors will quickly and easily digest. We're not saying video should completely replace written content, but it is a great complement to your copy and will strengthen your message overall.

B. Engage Your Website Visitors

Custom video is a great way to bring visitors to your website through improved search engine rankings, get them to focus on your message in multiple ways (visually, audibly, etc.) and get them to spend more time on your website. This means they are spending more time exposed to your value proposition, calls to action, etc.

Custom video offers the unique advantage over other forms of content because it does not just tell visitors about your company, product, or service – it SHOWS them. This is the difference between passive and active engagement. As a rule, people learn and remember information better if they are actively engaged. Custom video accomplishes the goal of your website actively engaging visitors.

C. Drive Traffic to Your Website

Search engines love new content, whether it is fresh copy, a new blog post, a press release, or a custom video. Every time you add content, your search engine rankings will see an uptick. Plus, you can maximize the benefit of improved Search Engine Optimisation (SEO) by sharing the video through your social media networks.

Besides from adding a video to your website, you could create a channel on YouTube (Google owns YouTube) to really maximize the SEO benefit as the result of your video being on multiple locations.

D. Give Your Company Message & Personality Across

Present your company culture and personality than through a custom video of your team in action. So, why not introduce visitors to your team through custom video? Whether the video are employee profiles, product demonstrations or a live delivery of your company mission statement and values, video is a great way to get visitors closer to you and your company and reinforce your BRAND.

E. Strengthen the Bond with Your Visitors

A great way to strengthen the bond with your website visitors is to publish videos featuring your employees – think about how big companies use this technique in TV advertising e.g. ASDA. This adds impact to the message - people like to buy from people they know, or at least that they feel they know.

F. Increase Your Reach

Just as you can increase your reach by integrating your blog with social media networks, you can do the same with custom videos. By both sharing your video through your own social media networks and allowing visitors to do the same through theirs, you create the opportunity to increase reach. Post your show reel videos on your own YouTube channel (Google loves YouTube videos) so you have an additional place to promote, and to get promoted.

Social Media is how you can really maximize your reach and how your video will get seen by consumers or businesses that might not have otherwise.

G. Stand Out from Your Competition

In a world of “me too” companies, video content is a great way to differentiate yourself from your competition. The simple truth is, not many companies have the vision, the creativity, or the guts to put a living, breathing representation of their company and product/service on their website. Those that do will have a major advantage over their competition. Well planned and produced videos on your website will make you stand out from the crowd.

H. Encourage Regular Visits to Your Website

Getting someone to visit your website once is a good thing, getting them to come back over and over again is the best thing. Every time someone comes back to your website, it is an opportunity to expose them to your value propositions and encourage them to take specific buying actions. A great way to get people to regularly visit your website is to add exciting, engaging and useful videos that deliver your targeted message and provide value to viewers.

This benefit is especially true if you are using video to inform your website visitors about a product, issue, topic, or other area of interest.

Rather than one long video, create short videos that inform and engage. These can be quickly downloaded and watched on a laptop or mobile device.

I. Impact

You produced your website to get your message across. Video adds a valuable addition to your marketing & promotion that engages and adds impact to your message.

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