

Video helps your business drive home its case with your audience

Let's get one thing clear, regardless of what kind of business you run or own, your customers will always have the same question in the back of their heads. Believe it or not this question has nothing to do with the specific merchandise or service your business offers.

Instead, your prospects are always asking what makes your business different from the other entities and enterprises that offer the same things. That's the bottom line. If you don't have a convincing answer to that question, chances are you're not going to sell your services or products as efficiently and effectively as you could otherwise.

Unfortunately, a lot of business owners that use the Internet to market their company are completely blind to this. They think that the moment somebody is looking for their type of service or merchandise that they would automatically get a fair hearing from these people.

Well, that's too much of an assumption to make. In many cases, it's a fatal assumption to make. The truth is people don't have all the time in the world. They want their answers and they want it now and, guess what, they want you to give them the answer.

If you think about it, this is a golden opportunity since people are so impatient to the point that they are depending on companies to make their decisions for them by giving them the right signals at the right time, you should take this opportunity by simply positioning your online messaging in such a way that you give people answers that other competitors don't put you at a tremendous advantage.

This is where video comes in. When you market your business with an introductory video, you walk the prospect through the trust-building process. You may be thinking that this is not that big of a deal because your competitors have videos too.

If their video doesn't involve this trust-building process, they're going to do a bad job. They're not going to be able to close the deal. They're not even going to open the deal because they're spouting on and on about what they think the customer needs to hear. Instead, your videos are doing what they should be doing: building trust.

Please understand that people ultimately will only buy from others they trust. When was the last time you bought something from somebody you did not trust? When was the last time you spent your hard-earned dollars on services and merchandise from a company you did not really know or trust? My bet is this has never happened because it would not make any sense. It all boils down to trust.

When you present video that educates people as to what makes your business worth trusting or sets it apart from your competitors, you get people to feel that they know enough about what you have to offer for them to like what you have to offer.

This is crucial because if people don't think that you know what you're talking about or business truly is an expert in certain merchandise or certain services, they're not going to waste any time

on you. Once you get them on board regarding your knowledge level, the next step is to get them to like the specific options that you bring to the table.

Once you're able to pull that off with a few more seconds of your video, you can then build trust. Once you have established trust, you can then close the sale.

Videos, at the end of the day, create trust and this leads to conversions. Regardless of how you measure conversions, maybe this can be in the form of people actually showing up at your business or clicking on links or filling out order forms, it doesn't matter. The key is to use video to explode your business' conversion rate.