

Video is a very versatile platform for getting your message across

Video enables you to quickly switch from different communication styles. You can mix it up very easily with video. Unfortunately, the same can't be said with other formats. You actually have to pull in different content formats onto the same blog post and this takes a lot more effort. Not so with video.

You can show a diagram for a split second and then switch to some sort of header or topical image. You can then play a short animation clip in the video. Once that's done, you can switch to a slideshow. You can even have picture quotes or inspirational quotes.

Interspersed with all of this, of course, is the voiceover. If you don't want to do a voiceover, you can even have a video spokesperson that appears in certain parts of the video presentation. This versatility is crucial to opening and closing sales.

You have to understand that people get bored very easily. You can't assume they will just sit there and go through minute after minute of the same content type. Thanks to the Internet, people have very short attention spans. You have to not only get their attention, but you have to hold that attention long enough for them to get a clear understanding of the value proposition that your business brings to the table and give them a chance to take action on that proposition.

This requires a lot of tools. You can't just talk your way into it. You can't just present a slideshow consisting of image after image and expect your video to convert your site visitors into cold, hard dollars. That rarely happens.

If you want to maximize the impact of your video marketing and your overall digital marketing, you need to tap into the versatile power of the video format. Maybe it's the diagram that gets their attention. Perhaps it's the header image that keeps their attention and the animation that highlights the value proposition that your business brings to the table. Maybe the slideshow paired with the voiceover that gets them to sit up and pay attention.

Whatever the case may be, armed with video, your commercial message is more engaging and less boring. You are able to appeal to emotions. Your brand can look more human and touch people on a deep, personal level.

The bottom line is video's higher engagement levels lead to more trust, which in turn leads to more conversions. If you want to turn as much of your online traffic into cold, hard cash, you definitely need to deploy the tremendous versatility that video brings to the table.