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# Lights, Camera, Action: the Importance of Video Marketing for Small Businesses by Rose Ector

Article published on June 12th 2012 | Internet

The importance of small businesses to the economy is starting to manifest with the increased morale and survival rate of small to medium-scale entrepreneurs. A recent survey by the Small Business Success Index (SBSI) revealed that 61% of business owners are satisfied with their vocation while only 7% were dissatisfied. Thus, a large number of businessmen are optimistic about the future of their trade. So whatâ€™s the secret of small businesses that continue to thrive despite bigger and fiercer competition? The key is the use of web-based technology.

By 2010, more and more small businesses were investing in social media, websites, and search engine optimization (SEO). These online tools give small-scale companies leverage in the marketing industry. If youâ€™re currently starting a business, establishing a website can make your infant company look like it is well on its way to maturity. Furthermore, the growing trend in internet marketing involves more than just keyword-rich content or helpful blog posts. Advertising in cyberspace has opened its doors to video promotions.

The video craze was definitely initiated by YouTube with its diverse content and methods of interaction. Users are beginning to prefer watching videos rather than reading through product or service descriptions. This means that you can hold a potential clientâ€™s attention longer and keep them interested with creative videos that explain your products and services.

Cybercitizens are likely to respond to informative videos that are well-shot and well-edited. Itâ€™s also possible to use YouTube for business by uploading your video on the site and branding your work. Provide contact information and links to your website in the caption. Users who enjoy your footage would want to know more and visit your webpage for inquiries or more tips.

However, some SEO experts recommend using small business video hosting providers together with YouTube. Although you might get a lot of hits in YouTube, the options for branding, customization, and ad control is very limited. Whereas investing on web hosting services allows you to customize your player and quickly share your output in several video sites.

Like most online efforts today, video marketing is a relatively new concept. But its impact on small businesses is evident in the rise of business owners who are doubling their efforts to gain a stronger online presence. To develop a competitive business video hosting  and production could be your golden ticket to success. If you want to read more about the significance of video sharing for small businesses, you can visit articles.businessinsider.com.

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Rose Ector - About Author:
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Article Keywords:

# business video hosting, small business video hosting, youtube for business

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