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There are numerous reasons to use online videos in your business. Besides the obvious reason that everyone else is doing it, you have to find the answer to why it is important for you to have an online video.

Introduce You to Your Customers

Online videos can let viewers see who you are and what you have to offer, whether it is a product or service. They also allow current customers to get to know you better and develop a deeper loyalty to your brand or company.

You can demonstrate your expertise in the services you provide through video. By using client testimonials, you can prove your credibility. If your service addresses a universal issue, you can show how you meet the needs of people who are affected.

Expand Your Customer Base

Through the internet, more people can meet you than you will ever reach with other media. You can gain customers from around the world who would never know about your company without the internet.

Online videos can also dispel any false ideas about your company. People may see what you do or what you sell as being designed for a particular type of person, but a video can prove that it fits a wider range. For instance, if you sell a clothing line, people may assume your clothes are for young adults. Through a video, they will see that you have clothes for all age ranges.

Personalize Your Message

A video allows you to interact with your customers so that they see a face and not just a name. Even though your video can be seen by thousands of people, it can have an intimate, personal feel.

What people see in a video will last in their minds long after they have stopped watching it. If it was particularly appealing or moving, they will talk to others about it. What you read only uses one sense, whereas a video engages two or more senses, meaning you will retain the information longer.

A video can personalize your company and cause you to be seen as funny, inspiring, reliable, or whatever feeling you want people to have in connection with your product. People buy products or use services based on how they feel about it and a video can help you get that across.

Video puts you on a level playing field with bigger corporations. With television advertising, the companies with the biggest marketing budget have the advantage. They can spend thousands of dollars on a thirty second spot that will be seen by millions of viewers.

Small businesses can create memorable online videos for a reasonable price. Even amateur videos have seen a million hits because of a unique message or unusual appeal.

Videos can be watched on the computer, the mobile phone, and other mobile devices, which mean they will be seen more often than someone sitting down to watch television or read. Since people fast forward through commercials more often in todayâ€™s busy world, there are fewer people being

influenced by TV ads.

There are many reasons to use online videos to promote your business; you have to find the ones that work for you.

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Contrast Design - About Author:
Contrast Design offers a complete corporate video production solution, using fresh creative ideas tailored to your companyâ€™s exact requirements. We provide support through all steps of the video production process, from creating the initial project plan to helping you make the most of your a video after the launch, saving you time and money.
Our expertise goes way beyond a video production; our team members all have solid digital marketing, technical experience and business backgrounds. We donâ€™t just work for you; we work with you ensuring our video solutions meet all your business objectives.

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