

Top 5 Focus Points for The Organic World in 2022
 FEBRUARY 22, 2022

Republic Media Network is the largest News platform to reach out to any consumer beyond Metros: Hersh Bhandari – Group COO – Broadcasting Division
 FEBRUARY 22, 2022

As TNM turns 8, Dhanya Rajendran recounts her ordeal and reminds us of the shrinking space for independent media houses in India
 FEBRUARY 22, 2022

Duroflex intend to harness the power of meaningful content creation and a seamless omnichannel experience in 2022
 FEBRUARY 22, 2022

The year 2022 is anticipated as the year of recovery so all our endeavours as well as efforts will be growth-oriented
 FEBRUARY 21, 2022

I strongly believe in the 'Do Good, Be Good' policy: Vignesh Murali, Equitas Small Finance Bank
 FEBRUARY 21, 2022

Home > Featured

Here's How Startups Can Skyrocket Their Growth In 2022 By Investing in Video Campaigns

by Editorial — February 23, 2022 in Featured, My Column 3 min read



Share on Facebook, LinkedIn, Twitter, WhatsApp

Reaching out and making connections with your target audience has never been easier – or harder. Video, the unquestionable king of digital content, can now be created effortlessly and shared across different online platforms. But for brands to stand out and capture the attention of their existing customers and potential audience, they need to create something truly unique, creative, and tailored to suit market demands.

It might need some forethought, but a well-conceptualized video campaign (or a series of them) can prove to be one of the most powerful ways of getting through to a specific category of an audience where they already spend their time online. Regardless of where your prospects might be in the marketing funnel, a video campaign is a sure-fire tactic to communicate your brand message and keep them engaged.

Moreover, keeping in mind the fact that humans, in general, are visual perceivers, they prefer seeing pictures and watching videos way more fascinating than reading plain text. Marketers realize this, and therefore, the internet can be noticed being flooded with the video content in the past few years – let it be YouTube, Instagram, TikTok, or Facebook. In fact, YouTube is the second-ranking platform with the highest amount of traffic as users reportedly watch over 500 million hours of video each day. Interestingly, even Google recognizes and rewards video content, which is 53 times more likely to appear among the top 10 search results as compared to written form. Many studies have even reported that almost three-quarters of users that watched an explainer video of a product eventually purchased it.

These observations and statistics are enough to confirm that businesses must consider investing in video campaigns. Importantly, it's crucial to understand that running video campaigns is no longer an activity exclusively meant for big-budget brands. In fact, startups and small businesses should discover the below-mentioned benefits of integrating video with other online marketing activities.

#1 Generates more traffic

Whether you believe it or not, videos can capture for a simple fraction all of the internet traffic. As a matter of fact, Cisco declared that by 2022, online videos will make up over 82% of all consumer internet traffic, which is 15 times higher as compared to 2017. What does that indicate for startups? Video marketing campaigns are the in-thing in today's times. And if your startup isn't harnessing the power of its reach and impact, then you have lost the race already. Besides performing well on social media platforms in terms of engagement, a video campaign can help gain greater visibility in Google SERPs and the brand's web pages when the video has been embedded. More traffic means higher conversions and better sales. This is worth the investment. An added bonus: videos allow you to present your brand personality in a way that other digital marketing strategies don't.

#2 Educates the existing and target audience

Running a video campaign is a failproof tactic to promote products and services and showcase their benefits. Take, for instance, if you are a cosmetics startup brand, you can collaborate with influencers and celebrities for the video content to highlight your product's USPs – whether it is a long-lasting lipstick or sweat-proof compact powder. A video marketing campaign not only helps to introduce your product or service to existing or potential customers but also gives an opportunity to generate interest, engagement, and a motive for purchase.

#3 Boosts content consumption

Most marketing campaigns, whether in text or video form, have a clear objective of communicating information related to the brand and its product or service to the target customer. The more transparent and straightforward you are through the ad; the higher are your chances of attracting and retaining a lead to a point of conversion. Videos send across an impactful message that evokes some emotions, and this improves the chances of viewers to follow through on a call-to-action. On the contrary, when an ad is promoted just by means of text, the audience is likely to lose interest, which might entirely dissolve the end goal of creating exposure for the brand, as well as its products or services.

#4 Builds brand awareness and increases exposure

A single video campaign has the power to reach a wider audience and create robust brand awareness, which is the ultimate aim of any startup brand. Marketers recommend leveraging different formats and platforms for creating and promoting video marketing campaigns to avoid monotony, touch base with a varied pool of audience, and increase the impact of the activity. Brands can further increase engagement by stirring emotional responses. This will help leave an unforgettable and strong brand impression on the viewers as compared to just letting them scroll through words.

Conclusion

Video marketing campaigns offer startups a more engaging, affordable, and measurable way to interact with existing and potential customers. When compared to conventional strategies, video campaigns prove way more effective on present-day consumers and provide value for investment.

Article is authored by Chandan Bagwe, Founder / Director, C Com Digital

Tags: C Com Digital, Chandan Bagwe, Video marketing

Related Posts

Global Creator Company Jellysmack picks 80dB as Communications Partner for India
 BY EDITORIAL FEBRUARY 23, 2022 0

Gurugram: Global creator company, Jellysmack is working with 80dB Communications, a reputation management advisory as its PR partner for India....

READ MORE

Criteo's first-ever commercial is now live to bring awareness to the future of the open Internet
 BY EDITORIAL FEBRUARY 23, 2022 0

Mumbai: Criteo, the global technology company that provides the leading Commerce Media Platform, released its first commercial along with "The..."

READ MORE

Subscribe to Newsletters
 Email Address
 SUBSCRIBE

Trending

HAMMER **SHARK TANK**

Panipat-based tech start-up 'Hammer' grabs an investment of 1 crore on Shark Tank India
 BY EDITORIAL JANUARY 7, 2022 0

Mumbai: Celebrating entrepreneurship, Sony Entertainment Television's Indian adaptation of the globally renowned business reality show – Shark Tank has fired...

Republic Media Network is the largest News platform to reach out to any consumer beyond Metros: Hersh Bhandari – Group COO – Broadcasting Division
 FEBRUARY 22, 2022

Wondriab names Siddhesh Narkar as CTO and Shama Sayed as Head of Sales
 FEBRUARY 23, 2022

Suraj Nambiar and Mouni Roy unveil new-age global ed-tech platform 'Ultimate Gurus'
 FEBRUARY 22, 2022

Brands Celebrating Women's Day through their Innovative Campaign ideas
 MARCH 4, 2021

Contact Us :

UPLIFT MEDIANEWS4U DIGITAL PVT LTD

No. 82, Aram Nagar 2, JP Road

Versova, Andheri West

Mumbai – 400061

Umanath.V
 +91-99400-17868
 umanath@medianews4u.com

