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What Is Video Marketing?

Allow me to explain why video marketing is so crucial and why you absolutely need to integrate a video marketing strategy into your promotional agenda. These days, businesses are spending less money advertising on TV than online. Here are some interesting statistics:

- A minimum of 20 hours of video is uploaded every single minute of the day to YouTube.
- Over 1 billion videos are viewed on the popular video sharing website everyday and people now spend more time watching video content on the internet than they do watching TV.

It's inevitable then that video marketing is steadily developing into one of the most prevalent mediums online today for literally every type of business. Nothing else compares to the strength of this medium as a marketing tool. You could suffer the consequences of losing to your competitors if you should come to the decision that video marketing is not that crucial to your marketing campaigns.

So what exactly is video marketing and why is it so popular?

The concept of video marketing is centered on publicizing and uploading content for videos and sending it out on the internet. Google's worldwide search feature significantly influences the universal popularity of videos as viable strategies for marketing promotions.

Universal search was launched by Google in 2007. Consequently, as you entered the keywords into Google's search box pertaining to a specific topic the search engine results pages (known as SERPS) not only presented web pages, but video and photos too. You will probably find the video and image results ranked at the top of Google for the search you typed in Google's search box; many times ahead of large, high ranking sites like Amazon. This distinct location of video clips right at the top of Google's search engine results has contributed to the kickoff in video marketing for SEO goals.

Video is a powerful SEO tool. Google and people both love video. Video outdoes text much more due to the visual factor. Anything you want to explain can be done with much greater clarity by using video. Whatever you are marketing, video will prove to your customers how it works and explain it better than any other medium. A video on your website will attract visitors and establish connections as you guide them to your marketing campaign while offering stimulating content.



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Video marketing is a no cost means of ranking highly in Google's search results and is, therefore, a low cost way of creating fresh sales and queries for your businesses. It's a smart way to move ahead of your competitors and spread your business name. It's predictable then that numerous businesses are gaining a competitive edge implementing video marketing into their campaigns.

If you are a DIY kind of person (Do It Yourself)... and you have the time and energy available... there are numerous totally free tools on hand to assist you in creating video content at zero cost.

But keep in mind that, as with most things in life, with video, you really do get what you pay for. If you're like most small business owners, your expertise is in running your business – and that's what you should be doing! When you hire Cigma Media to produce your business videos, you'll be able to continue to do what you do best, while we do what we do best... helping your business.

Over the past few years, video marketing has become enormously prevalent and will continue to grow in popularity in the future. Video has the capability to make an impact at a universal level at a very affordable cost. No other medium is that pervasive. The ROI is outrageous when compared to other customary internet marketing mediums.

If you are not incorporating video marketing into your advertising and marketing campaigns, think about this. Would you rather have the 1000's of possible customers online watching you... or viewing the video creations of your competitors?

How to Use Video to Increase Customer Conversions and Increase Profits

When planning and reviewing your marketing efforts for the online side of your businesses, measuring your visitors and how they convert to sales is a major point of focus. Driving traffic to your website can be time-consuming and expensive, more so if you are not achieving good conversion rates. Having an engaging web user experience is one of the best ways of ensuring a high conversion rate for your online properties.

Unlike the offline part of your business, with proper use of analytics, it is possible to measure exactly what level of return you get from your online marketing campaigns, even on a daily basis, should that be required. If you are not converting your visitors to at least sign up for your email list, it will be immediately apparent and you must take corrective actions to ensure that your online marketing tactics give a higher conversion rate. Indeed visitor conversion must be your primary focus to ensure a high return on your digital marketing investment.

Online video is one of the most powerful marketing tools which, if used properly, will guarantee significantly higher conversion rates for your website, and happier post-



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conversion customers.

An Introductory Video on Your Website to Maximize Conversions and Bring More Customers Through Your Doors

Videos can be used to tell visitors who you are and show them what you do. An online commercial for your business can be a very affordable way to advertise your business to new visitors to your website. Your video commercial can talk about your products and services, where you are located, and even introduce your staff. The same video can also be hosted on your Youtube channel and even used in Facebook or in your store as a video kiosk. Of course, one of the key points of your introductory video is to invite viewers to sign up for your free email list. Creating a strong email list is one of the first steps to building online marketing that consistently brings in new customers.

Videos can be used to promote special offers or discounts that are available only to visitors of your website. This can be a great way to encourage people to sign up for your email list to get advance notice of special deals and for them to visit your site often. You can have special pricing that is only good for online purchases or have printable coupons that are good for in-store discounts. The options are endless.

Videos can be used to show shoppers how products work before they buy them. There are several ways in which this sort of video can be produced. Hiring a professional video marketing producer to create your video will give you a high-quality product that will be a reflection of the prestige and quality that your business deserves. But in some cases, a more casual effect might be desirable. You might even have your staff produce product videos or demonstrations. This could have an additional advantage of creating familiarity with your staff and credibility of their knowledge. Or, even better, ask some of your happy customers to do a quick video showing how they use the product you want to promote, and even some tricks they might have of their own, to get extra mileage, or how to use it for slightly different purposes.

Assuming that they are happy customers, you might be able to ask them for a recommendation or testimonial. Long used by successful businesses, on and offline, testimonials are a way of reassuring a customer that they are making the correct choice in deciding to buy from you, and in buying your product. A video testimonial from a happy customer, in person, with them speaking honestly about your products and service, is a truly powerful way of driving conversions.

Of course, producing your own videos will take a considerable amount of time to shoot and even more time to edit. So, you might shoot your own video and hire a professional editor to finish the video. Cigma Media is ready to help when you need us.

Using Video To Reduce Return Rates:

Returns of products purchased online are higher for higher ticket (priced) items. As an



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example, in the online apparel market, average returns are between 30% and 50%, often due to unrealized expectations from online photographs and descriptions.

Using video can provide a more accurate description of a product than photographs and textual description. Thus, when the customer receives the product they are less likely to be surprised or disappointed, and want to return the item.

Some online jewelers, for example, have achieved 40-60% reduction in returns by using video during presales.

In a busy market, adding video to your website or sales package will help with differentiating you from your competitors, maximizing conversions and minimizing returns.

Working with Cigma Media

Cigma Media is a small business with a lot of experience and credibility. Our executive producer, alone, has more than 40 years of experience in recording studios, radio, and television production. Visit the Portfolio page at CigmaMedia.com to see why he's received 11 Emmys[®], plus Omnintermedia, Communicator, and Silver Microphone awards.

We have a number of Associate Producers (AP) who are independent business owners and highly skilled voiceover talent. One of them may have referred you to our website. Our APs work closely with our clients to assist in understanding exactly how video can be used to increase the bottom line for any business.

Our entire focus at Cigma Media is to create win-win-win-win situations by creating high-quality, very effective, and very affordable online videos for your business. As a business owner, you win because your new video will raise the stature of your business, increase your Search Engine rankings and drive new customers to your door – all for a fraction of the cost of other types of advertising. Our APs win because they get the satisfaction of being able to help a local business and, ideally, provide the voiceover for your online commercial. Your customers win because, through your video, they will know more about your business and have greater confidence when they purchase from you. When they visit your store, they will feel more at home. And we at Cigma Media win because we gain a new, satisfied client and have the pleasure of helping our APs build their individual businesses.

Call us today at 858.324.4121 to get started with your video marketing.