

HOW TO IMPROVE YOUR ROI WITH CORPORATE VIDEOS!



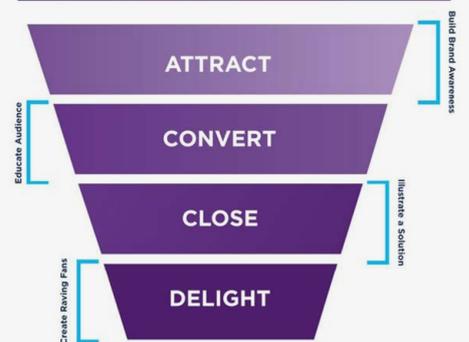
By 2019, online content will consist of 80 percent video marketing, and mobile consumption of video content continually rises by 100 percent annually



- Brands need a video marketing strategy — this idea isn't new. But what has changed is, how important video has become on every platform and channel.
- Video is no longer just one piece of your overall marketing plan. It's central to your outreach and campaign effort, especially your social strategy.
- Video has absolutely dominated the social media. According to a recent HubSpot Research report, four of the top six channels on which global consumers watch video are social channels.
- Why is this important? If you aren't creating videos, you're likely falling behind. But don't fret. For most videos, the more simple and raw it is, the more authentic the content seems... and that's what really matters to your audience.

- According to a HubSpot Research report, **more than 50% of consumers want to see videos** from brands, than any other type of content.
- Videos are not just an entertainment tool anymore. A video on the landing page is capable of increasing conversion rates by over 80%, and the mere mention of the word 'video' in your email subject line increases open rates by 19%. What's more, 90% of customers also say videos help them make buying decisions.

VIDEO MARKETING FUNNEL

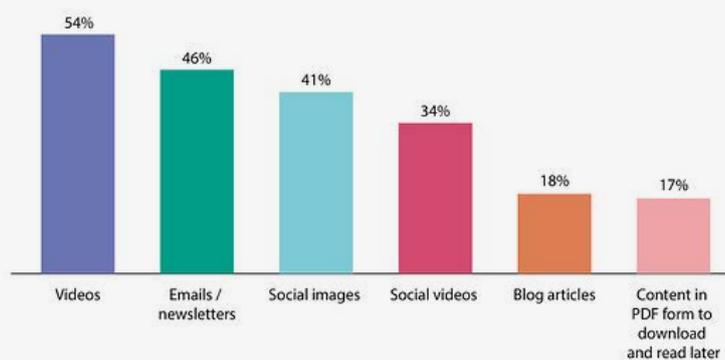


Upper-funnel videos should build brand loyalty and grab your audience's attention. Views and view times are the metrics you should monitor in these stages.

Lower-funnel videos should lead to conversions and sales. Therefore, conversions and goal completions are the most important metrics in these stages.

For brands, video content is preferred

What kind of content do you want to see from a brand or business you support?



Base: 3,010 consumers in the US, Germany, Colombia, and Mexico
Source: HubSpot Content Trends Survey, Q3 2017

Corporate Video

- A beautifully crafted Corporate Video can help you to showcase your company profile along with the products and services. It is an effective way to reach more clients and customers, and to create the best impression of your brand and products.
- Let's understand why corporate video product is crucial in helping to nurture brand loyalty and increase brand value and sales.
- A professional Corporate Video Production Company, knows how to produce a Corporate Video for your business growth.



The Top 4 Reasons to Get Corporate Video Production

1 Grow Your Business Reach

A professionally produced Corporate Video can 'highlight' your brand's identity to a mass audience. By uploading the Corporate Videos of your products or service on the internet or social media, you can entice and engage with your customers and clients. This will lead to increased brand-awareness; that will result in more business revenue.

Even Google is touting the success of video ads, saying "conversions generated by YouTube ads are up 150 percent year over year." With success like that, you should consider testing out some YouTube ads of your own.

3 Make Your Brand Viral

After getting a corporate video, with the power of Google, Facebook and Twitter you can promote your brand/service to the target audience and make it viral.

This is achieved by making the content 'likeable' and 'shareable'. By sharing more, on your social network, a greater audience will engage with your brand and in turn will generate higher business revenue.

Audiences are more likely to share, comment, embed, like, or engage with your video content than any written blog or social post-by 10 times.



2 Elevator Pitch

By investing in a Corporate Video, you can showcase your unique proposition directly to your clients or customers. Basic purposes of these corporate videos are to 'tell a story' about your product or service aligning with your brand and customer's needs. These videos are designed to present crucial information, in a short time period in order to leave an impression on your customers.



4 Create a Unique Identity

To attract the attention of a large number of people, you must have a unique offer for them. This uniqueness should connect with your corporate video to make its messaging unique, tailored and engaging.

You can present your brand in a unique way that can change customer's perspectives towards your product or service.

Source from HubSpot Research report



Honeycomb Creative Support is a 360 degree Marketing Communications Agency. We have helped brands and companies to enhance their brand image and promote their products across verticals. Going beyond the usual collaterals, we are Strategic Consultants who offer holistic, end-to-end marketing solutions.

Our services: Video Production / Graphic Design / Digital Marketing / Website & Software Development / Fine Art Printing

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