

In between the frames

“Using video to connect with a prospect is so much more than a cold call. It humanizes the selling process”

— Jill Rowley



Online shopping continues to increase among consumers and the plethora of products available is growing bigger as well. Shoppers are purchasing anything from the meal delivery to clothes, as well as non-tangible products such as software and various services.

Regardless of the product or service, it is more important than ever to ensure you are providing consumers with as much information as possible about your product. Product videos are important “must-have” when vying for online sales due to the video’s ability to provide greater detail and clarity of products and services.

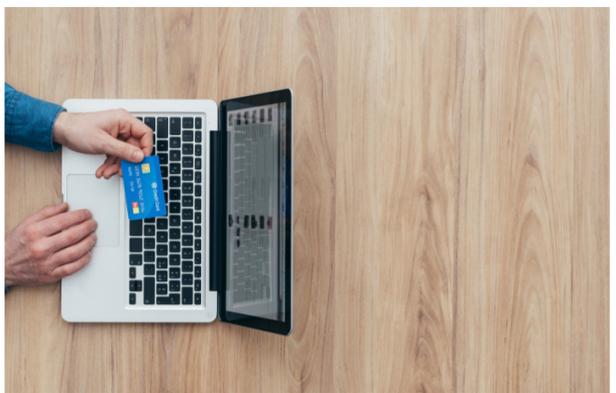
5 COMPELLING BENEFITS OF USING PRODUCT VIDEOS FOR E-COMMERCE OR ONLINE MARKETING



1 Build Buyer Confidence

Product videos have quickly become an effective tool for increasing consumer confidence when making purchases online.

Including a product, the video gives viewers more product information in a quick, visual medium that allows 360 views, product demonstrations, and clarification on complex products or services. This helps boost confidence among consumers!



- 57% of online shoppers are more confident in making a purchase and less likely to return a product with product videos.
- 71% of consumers say that video is the best way to bring product features to life.



2 Google And People Love Watching Videos

Google works to give its consumers what they want, which it knows is video. Combine this with the fact that Google also owns Youtube. Keyword searches on Google return a whopping 55% that include video content, with 8 out of 10 of these videos originating on Youtube.

3 Increase Conversion Rate

Increasing buyer confidence naturally leads to increased sales conversions since buyers are more informed and familiar with the product to make an immediate purchase without further follow-up. In fact, Shopify* states that consumers are **“64% more likely to buy”** after watching product videos. This is a number that can’t be ignored when competing for customers and sales online.



4 Increased Video Sharing

The internet loves to share the video! The vast majority of online video consumers share with others online (**92%! – Hubspot**). Why is this important to your company and product? **Brand Building and Product Marketing!** Every time an online user shares your company or product video, they are marketing your products for you and getting your brand in front of other consumers.

5 Reduce Product Returns

The best way to overcome this problem is by providing as much detail about the product as possible. A written description and pictures can only show so much, and most online consumers prefer video over reading long descriptions. Plus, viewers can process this information faster in video—60,000 times!—than in text. This is extremely important considering how quickly internet users move on to the next page.



Source: 1.Simi Cart | 2.Rose Colored productions