

Online video should you have one or not? Well clearly and concisely.

Yes, you definitely should and it really doesn't matter.

If you're a freelancer small business or multinational corporate and let me tell you why in a nutshell cuz people love them.

Now.

Let me explain this.

Basically.

There are just two major steps in every business attraction and conversion you need to attract a visitor and convert them into a paying customer.

That's it and videos can significantly help with both steps.

Let's start with a traction imagine that an online visitor comes across your site.

There's plenty of text in images explaining what you do and how great your products or services are, but that's really not the way to grab the visitors attention after reading for 1 or 2 minutes.

They will simply leave the sideboard and you've lost the potential customer forever.

Now, let's assume that instead of the boring text.

You've got a 1 or 2 minute video explained All the important stuff in a short, but memorable format that viewers can actually enjoy Studies have shown that videos are processed by the brain 60000 times faster.

than text.

So you can really give your visitors a lot of information in just a short while which is exactly the way to earn a traction.

People are also 39% more likely to share your content.

If it's delivered via video.

This means that visitors will spread your story through social media and attract more people to visit your site.

In other words.

This is how you increase traffic which is been reflected by search engines through an improved SEO rank, you're getting more and more attractive now once you've got the attraction, let me tell you how videos help.

with conversion 70% of marketers reported video converts better than other content types.

Why cuz your prospects can really see what you do or sell getting more detailed information leads them to making company purchase decisions also video enables you to really stand out from the crowd and strengthen your.

branch.

Worthiness, but let me repeat the most important message here people love videos and your proof you just watch one right? So let us help you we can suggest the best video strategy for your business and.

produce it for you from start to finish contact us today and watch your business Skyrocket.

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