

# TOP 10 MISCONCEPTIONS

## ABOUT VIDEO MARKETING



When it comes to generating more leads and sales for your local business, have you ever considered online videos as a potential marketing tool?

Unfortunately, many small businesses still are not using online videos in their marketing funnels. Consumer video viewing has grown tremendously over the past few years, and it's expected to continue.

In fact, approximately 100 million internet users watch online videos daily. You may be thinking that they're not watching the type of videos your company would produce.

But the fact is that many online video viewers are looking for tips or advice on topics related to your industry. So this is the perfect opportunity for any company to put themselves right in front of this audience on the internet.

Online video content has the potential to expose your business to millions of people across the world, including local consumers. Not only that, but videos are extremely effective for converting "potential" customers into "paying" customers.

However, many business owners still have not started to use the power of video to tap into their local target market. This is partially due to their pre-conceived notions about whether or not online videos can really help them generate more leads, sales, and profits.

Here are the top 10 common misconceptions many small businesses have about video marketing, along with clarifications to help you get a better understanding:

#### Misconception #1: **Video Marketing Is Not Important**

These days, videos rank extremely high in search engine results. So even if your company website isn't getting a lot of search engine love, online videos can shoot up there quickly when done the right way.

Even though it is fairly new, the impact of video marketing can be seen every day. Studies have shown that people who watch a product demonstration or a video review are 85% more likely to purchase that product.

People of all ages are taking the time to learn about products, services, and businesses before making any purchasing decisions. One way they're doing so is by watching videos.

Especially in today's weakened economy, it is important for a person to see value in what they are investing in. The best way to show quality is by visually conveying it, whether it is a customer discussing it, a product demonstration, or simply a visual guide.

Any way you do it, your video is an important asset to your company's growth.

### Misconception #2: **Online Videos Are Too Expensive To Produce**

You do not need a huge production budget to create captivating online videos. In fact, certain types of online videos are quite simple to create and do not require a bunch of special equipment to get the job done.

For small business owners, the main goal of publishing online videos is to provide valuable content; it's not about complicated images or special video effects.

While your videos should have a clean, professional appearance, your target audience is more interested in what you have to say than a bunch of video production bells and whistles.

Moreover, there is a thin line between enhancing effects and unnecessary distractions; which is where many companies go wrong with their videos.

Simple, content-packed videos that your audience can enjoy and receive value from will get the job done - without breaking your marketing budget.

### Misconception #3: **Online Videos Won't Help Sales**

While online videos should not be used as a direct sales tool (with the exception of commercial-style videos), they can still help businesses generate more sales.

Due to the many different types of videos you can create, there are ways to get your message across and produce sales without coming off as “hard-selling.”

For instance, if you provide a string of videos giving your target audience some hints and tips on something related to your industry, they will ultimately trust your brand. This means when they’re ready to purchase your type of product or service, they will think about your company first.

Furthermore, the more online exposure your company has, regardless of the method, the better chance you have of attracting more leads; and many of these leads ultimately become new customers.

#### Misconception #4: **You Don’t Have a Lot to Say, So Online Videos Won’t Work**

Many business owners make the mistake of thinking they don’t have anything to say; when in reality, they have a lot to say.

Just because you think you don’t have a strong message does not mean you should abandon the idea of an online video. Videos can bring a small business to life in many different ways.

You can share stories, customer testimonials, upcoming product or service releases, product demonstrations, and so much more with a simple online video.

Online videos can expose your products, services, and company to your local audience; they can help you connect with them in ways that may have been otherwise overlooked.

With the amount of hours the average person spends online, it is easy to understand why this marketing tool is indispensable. Every time a person clicks the link to your video, they are getting insight into your company. This gives you more visibility with an ever-growing base of potential and repeat customers.

### Misconception #5: **Video Return On Investment (ROI) Is Hard To Measure**

There are tools online that actually help you measure the conversion rates of your videos. In most cases, you can at least see how many people have clicked through to your website for more information.

There are some marketing methods that have no way of measuring their effectiveness what-so-ever; such as Yellow Page ads, newspaper ads, and others.

So, the ability to measure ROI is no reason to avoid using videos as a part of your marketing strategy.

### Misconception #6: **It Is Hard To Create Online Videos**

Some of the best videos out there today are simple, short, and were created by beginners. Remember, a video is meant to teach, tell, or inform, not necessarily to entertain; especially for small businesses.

You do not need a large amount of skills or a technical background to make videos that will generate interest. It is important to do some research to see what type of videos you should create. Other than that, there are many tools available to help you easily create your own videos.

If you need help, you can always hire someone to create your videos for you. It's best to seek the services of a trained online video specialist so they can ensure your videos achieve your overall purpose.

### Misconception #7: **You Can't Get Your Entire Message Across in a Video**

Yes, it's true that online videos should be kept short and sweet. However, this does not mean that your marketing message cannot be conveyed in a short video.

Again, the point of online videos is not all about "marketing;" it's also about building trust and providing helpful, relevant content to your audience.

Therefore, there is no need to create one long video telling everything there is to know about your company, products and services. Trying to squeeze everything into one video will lose your audience quickly.

The beauty of online video marketing is that you can break your information up into many different videos. Then, release them in increments, which is a great way to keep your audience wanting more and anticipating your next video release.

However, it is acceptable to create an occasional longer video if the situation arises. Just be sure to keep your videos intriguing so your audience doesn't easily lose focus.

### Misconception #8: **You Need To Be Photogenic To Use Online Videos**

While "looks" play an important role in movies and the entertainment industry, they are not a large consideration when it comes to online video marketing.

Your content and message will be the star of the show, not the person featured in it.

Moreover, you do not have to personally appear in your videos due to the many different types of videos you could create – some of which don't require any real person to appear.

However, if you do decide to get in front of the camera, the only thing that matters is your personality and the message you are conveying.

### Misconception #9: **Your Audience Is Not Interested In Online Videos**

When it comes to content, video content is more easily consumed more than textual content for most people.

YouTube, which is the 2<sup>nd</sup> largest website online (right behind Google) gets over 2 billion views per day... we are a visual society and like to have things put in front of us in a simple manner whenever possible.

With the amount of traffic that YouTube and other online videos receive these days, the impact is impossible to understate.

So chances are that your audience is not only “interested,” but they are “hungry” for new, fresh content, and are searching the web for it daily.

Furthermore, people LOVE to share videos with their family, friends, and others. Video sharing is made simple just by putting a “share this” call-to-action near your videos.

Doing so will help get even more eyes on your company’s online videos without any additional effort on your part.

### Misconception #10: **Your Online Videos Should Only Be Added To Your Website**

Yes, your website is one obvious spot for your videos, but there are other websites that can give your videos even more exposure.

Again, YouTube gets billions of views every single day, so it is recommended that you create a YouTube channel for your business and place all of your videos there.

There are also other video sharing sites on the web that are the stomping grounds for people who are addicted to watching online videos.

Social media sites, such as Facebook, are quickly becoming popular hubs for video-sharing as well.

By placing the videos in important high traffic areas that stretch beyond your company’s website, you are increasing the visibility of your brand.

Online video marketing now plays a vital role in any company’s marketing strategy. Do not fall victim to the common misconceptions about video marketing in today’s small business world.

I help companies in the area use online videos as a tool to generate new leads and boost profits.

Contact **Cabinet Dealers Marketing** at [info@cabinetdealersmarketing.com](mailto:info@cabinetdealersmarketing.com) for more information about how we can help you utilize the power of online videos to grow your business.