

STRATEGIC MARKETING VIDEOS



Marketing's main function is to shorten the sales cycle. Strategic marketing does that by effectively communicating to the right demographic using the right channels and tools.

gulfbroadcast
Tools for Storytellers

• video

• web

• photography

video in the marketing mix a strategy to gain mindshare

By **Mahmood Al-Yousif**

Here's an inescapable fact: your customers must be informed about your products and services in a way that they understand and in a location they expect.

This is the essence of marketing. How else are they going to evaluate a purchase decision?

To get them to that stage, businesses must first provide valuable information that solves problems.

Sure you must know the sticking points of your customers but you also need to present it to them in a way they empathise with and respond to.

The best salesmen know that telling a good story is best way to make a sale. This

makes sense. Humans are hard wired to respond to stories and combining a compelling story with hard facts is a great way to consistently capture your prospects attention.

The challenge for companies is incorporating your story into all of your marketing activities. Research suggests that capturing the power of the salesman through the use of professionally produced video could be the answer.

Video is an ideal vehicle for storytelling. Our brains process visuals 60,000 times faster than text and video provides a sense of familiarity and empathy - two factors that lead to loyalty.

By 2016 video will account of 55% of all traffic online meaning the internet is the new home for video. Videos on websites encourage visitors to spend more time interacting with your company and also increase sales.

One study found that people who watch videos of products are 85% more likely to purchase them after doing so.

Done right video adds an extra salesman to your team. The difference is that with a video it's always on, telling your story and winning new business.

If marketing's main function is to shorten the sales cycle, strategic marketing's function is to create a culture which sustains a business through consistent sales.