

VIDEO AND BUSINESS

VIDEO AND BUSINESS HAVE BECOME INSEPARABLE IN TODAY'S DIGITAL LANDSCAPE. THE INTEGRATION OF VIDEO CONTENT INTO BUSINESS STRATEGIES HAS TRANSFORMED THE WAY COMPANIES COMMUNICATE, MARKET, AND ENGAGE WITH THEIR AUDIENCES. FROM ENHANCING BRAND VISIBILITY TO BOOSTING CONVERSION RATES, VIDEO SERVES AS A POWERFUL TOOL THAT CAN ELEVATE A BUSINESS'S ONLINE PRESENCE. THIS ARTICLE WILL EXPLORE THE MULTIFACETED RELATIONSHIP BETWEEN VIDEO AND BUSINESS, EXAMINING ITS IMPACT ON MARKETING, CUSTOMER ENGAGEMENT, AND OVERALL BUSINESS GROWTH. WE WILL ALSO DELVE INTO EFFECTIVE STRATEGIES FOR UTILIZING VIDEO CONTENT, THE TYPES OF VIDEOS THAT RESONATE WITH AUDIENCES, AND HOW BUSINESSES CAN LEVERAGE VIDEO ANALYTICS FOR CONTINUOUS IMPROVEMENT.

- UNDERSTANDING THE IMPORTANCE OF VIDEO IN BUSINESS
- TYPES OF VIDEO CONTENT FOR BUSINESSES
- BENEFITS OF USING VIDEO IN MARKETING STRATEGIES
- EFFECTIVE VIDEO MARKETING STRATEGIES
- LEVERAGING VIDEO ANALYTICS FOR BUSINESS GROWTH
- FUTURE TRENDS IN VIDEO AND BUSINESS
- CONCLUSION

UNDERSTANDING THE IMPORTANCE OF VIDEO IN BUSINESS

IN AN INCREASINGLY DIGITAL WORLD, THE IMPORTANCE OF VIDEO IN BUSINESS CANNOT BE OVERSTATED. VIDEO CONTENT IS NOT ONLY MORE ENGAGING THAN TRADITIONAL TEXT-BASED CONTENT BUT ALSO CAPTURES ATTENTION MORE EFFECTIVELY. RESEARCH INDICATES THAT CONSUMERS ARE MORE LIKELY TO RETAIN INFORMATION PRESENTED IN VIDEO FORMAT, MAKING IT A VITAL COMPONENT OF COMMUNICATION STRATEGIES.

MOREOVER, VIDEO CONTENT CAN ENHANCE BRAND STORYTELLING, ALLOWING BUSINESSES TO CONVEY THEIR MESSAGES MORE DYNAMICALLY. THIS ENGAGEMENT IS PARTICULARLY CRUCIAL AS CONSUMERS ARE INUNDATED WITH INFORMATION AND OFTEN HAVE LIMITED ATTENTION SPANS. BY UTILIZING VIDEO, BUSINESSES CAN CREATE COMPELLING NARRATIVES THAT RESONATE WITH THEIR TARGET AUDIENCE AND FOSTER A DEEPER EMOTIONAL CONNECTION.

THE RISE OF VIDEO CONSUMPTION

THE RISE OF PLATFORMS SUCH AS YOUTUBE, TIKTOK, AND INSTAGRAM HAS SIGNIFICANTLY INCREASED VIDEO CONSUMPTION RATES. ACCORDING TO STATISTICS, OVER 80% OF INTERNET USERS WATCH ONLINE VIDEOS, AND THIS TREND IS EXPECTED TO CONTINUE GROWING. THIS SHIFT IN CONSUMER BEHAVIOR PRESENTS BUSINESSES WITH A UNIQUE OPPORTUNITY TO REACH AND ENGAGE THEIR AUDIENCE WHERE THEY ARE MOST ACTIVE.

TYPES OF VIDEO CONTENT FOR BUSINESSES

BUSINESSES CAN CHOOSE FROM VARIOUS TYPES OF VIDEO CONTENT TO EFFECTIVELY REACH THEIR AUDIENCE. EACH TYPE SERVES

DIFFERENT PURPOSES AND CAN BE TAILORED TO SPECIFIC MARKETING GOALS.

- **EXPLAINER VIDEOS:** THESE VIDEOS SIMPLIFY COMPLEX CONCEPTS, MAKING THEM EASIER FOR AUDIENCES TO UNDERSTAND.
- **PRODUCT DEMONSTRATIONS:** SHOWCASING HOW A PRODUCT WORKS HELPS POTENTIAL CUSTOMERS VISUALIZE ITS BENEFITS.
- **TESTIMONIALS:** CUSTOMER TESTIMONIALS BUILD TRUST AND CREDIBILITY, AS THEY PROVIDE SOCIAL PROOF OF A PRODUCT'S EFFECTIVENESS.
- **WEBINARS:** LIVE OR RECORDED WEBINARS CAN PROVIDE IN-DEPTH KNOWLEDGE AND FOSTER ENGAGEMENT WITH AUDIENCES.
- **BRAND STORIES:** SHARING THE STORY BEHIND A BRAND CAN CREATE EMOTIONAL CONNECTIONS AND ENHANCE BRAND LOYALTY.

BY UNDERSTANDING THE VARIOUS TYPES OF VIDEO CONTENT AVAILABLE, BUSINESSES CAN DEVELOP A MORE COMPREHENSIVE AND TARGETED VIDEO STRATEGY THAT ALIGNS WITH THEIR GOALS AND AUDIENCE PREFERENCES.

BENEFITS OF USING VIDEO IN MARKETING STRATEGIES

THE INTEGRATION OF VIDEO INTO MARKETING STRATEGIES OFFERS NUMEROUS BENEFITS THAT CAN SIGNIFICANTLY IMPACT BUSINESS SUCCESS. THESE ADVANTAGES EXTEND BEYOND MERE ENGAGEMENT METRICS AND CAN CONTRIBUTE TO OVERALL GROWTH AND PROFITABILITY.

ENHANCED ENGAGEMENT

VIDEO CONTENT TENDS TO GENERATE HIGHER ENGAGEMENT RATES COMPARED TO OTHER FORMS OF CONTENT. THIS INCREASED INTERACTION CAN LEAD TO IMPROVED BRAND AWARENESS AND CUSTOMER LOYALTY. VIDEOS ARE OFTEN SHARED MORE FREQUENTLY ON SOCIAL MEDIA PLATFORMS, AMPLIFYING THEIR REACH AND POTENTIAL IMPACT.

IMPROVED CONVERSION RATES

INCORPORATING VIDEO INTO LANDING PAGES CAN LEAD TO SUBSTANTIAL INCREASES IN CONVERSION RATES. ACCORDING TO RESEARCH, BUSINESSES THAT USE VIDEO ON THEIR LANDING PAGES CAN SEE CONVERSION RATES INCREASE BY UP TO 80%. VIDEOS CAN EFFECTIVELY SHOWCASE PRODUCTS OR SERVICES, CLARIFY MESSAGING, AND PROMPT VIEWERS TO TAKE ACTION.

BOOSTED SEO RANKINGS

SEARCH ENGINES FAVOR VIDEO CONTENT, WHICH CAN ENHANCE A WEBSITE'S SEO RANKINGS. BY OPTIMIZING VIDEO TITLES, DESCRIPTIONS, AND TAGS, BUSINESSES CAN IMPROVE THEIR VISIBILITY IN SEARCH RESULTS, DRIVING MORE ORGANIC TRAFFIC TO THEIR SITES. ADDITIONALLY, TIME SPENT ON A WEBPAGE INCREASES WHEN VIDEOS ARE INCLUDED, SIGNALING TO SEARCH ENGINES THAT THE CONTENT IS VALUABLE.

EFFECTIVE VIDEO MARKETING STRATEGIES

TO MAXIMIZE THE IMPACT OF VIDEO CONTENT, BUSINESSES SHOULD IMPLEMENT EFFECTIVE VIDEO MARKETING STRATEGIES. THESE STRATEGIES CAN HELP ENSURE THAT VIDEOS RESONATE WITH AUDIENCES AND DRIVE DESIRED OUTCOMES.

KNOW YOUR AUDIENCE

UNDERSTANDING THE TARGET AUDIENCE IS CRUCIAL FOR CREATING RELEVANT VIDEO CONTENT. CONDUCTING MARKET RESEARCH CAN HELP IDENTIFY PREFERENCES, PAIN POINTS, AND INTERESTS, ALLOWING BUSINESSES TO TAILOR THEIR VIDEOS ACCORDINGLY.

OPTIMIZE FOR MOBILE

WITH AN INCREASING NUMBER OF USERS ACCESSING CONTENT VIA MOBILE DEVICES, VIDEOS SHOULD BE OPTIMIZED FOR MOBILE VIEWING. THIS INCLUDES ENSURING THAT VIDEO FORMATS ARE COMPATIBLE AND THAT CONTENT IS EASILY CONSUMABLE ON SMALLER SCREENS.

LEVERAGE SOCIAL MEDIA

SOCIAL MEDIA PLATFORMS ARE IDEAL FOR DISTRIBUTING VIDEO CONTENT. BUSINESSES SHOULD CONSIDER PLATFORM-SPECIFIC STRATEGIES TO OPTIMIZE ENGAGEMENT, SUCH AS USING HASHTAGS, ENGAGING WITH COMMENTS, AND UTILIZING STORIES AND REELS FOR QUICK, IMPACTFUL MESSAGING.

INCORPORATE CALLS TO ACTION

EVERY VIDEO SHOULD INCLUDE A CLEAR CALL TO ACTION (CTA) THAT GUIDES VIEWERS ON THE NEXT STEPS. WHETHER IT'S VISITING A WEBSITE, SIGNING UP FOR A NEWSLETTER, OR MAKING A PURCHASE, CTAs CAN SIGNIFICANTLY INFLUENCE USER BEHAVIOR AND CONVERSION RATES.

LEVERAGING VIDEO ANALYTICS FOR BUSINESS GROWTH

VIDEO ANALYTICS PLAY A CRITICAL ROLE IN UNDERSTANDING THE PERFORMANCE OF VIDEO CONTENT AND IDENTIFYING AREAS FOR IMPROVEMENT. BY ANALYZING METRICS, BUSINESSES CAN MAKE DATA-DRIVEN DECISIONS THAT ENHANCE THEIR VIDEO STRATEGIES.

KEY METRICS TO TRACK

BUSINESSES SHOULD FOCUS ON SEVERAL KEY METRICS TO GAUGE THE EFFECTIVENESS OF THEIR VIDEO CONTENT:

- **VIEW COUNT:** INDICATES HOW MANY TIMES THE VIDEO HAS BEEN VIEWED.
- **WATCH TIME:** MEASURES THE TOTAL TIME VIEWERS SPEND WATCHING THE VIDEO, REFLECTING ENGAGEMENT LEVELS.

- **CLICK-THROUGH RATE (CTR):** SHOWS THE PERCENTAGE OF VIEWERS WHO CLICKED ON A LINK OR CTA AFTER WATCHING THE VIDEO.
- **ENGAGEMENT RATE:** ASSESSES LIKES, SHARES, COMMENTS, AND OVERALL AUDIENCE INTERACTION WITH THE VIDEO.

BY REGULARLY REVIEWING THESE METRICS, BUSINESSES CAN REFINE THEIR VIDEO CONTENT AND MARKETING STRATEGIES TO BETTER MEET THEIR AUDIENCE'S NEEDS AND PREFERENCES.

FUTURE TRENDS IN VIDEO AND BUSINESS

AS TECHNOLOGY AND CONSUMER BEHAVIOR CONTINUE TO EVOLVE, THE FUTURE OF VIDEO IN BUSINESS IS POISED FOR SIGNIFICANT CHANGES. EMERGING TRENDS WILL SHAPE HOW BUSINESSES APPROACH VIDEO CONTENT AND MARKETING STRATEGIES.

LIVE STREAMING

LIVE STREAMING IS BECOMING INCREASINGLY POPULAR, ALLOWING BUSINESSES TO ENGAGE WITH AUDIENCES IN REAL-TIME. THIS FORMAT FOSTERS AUTHENTICITY AND IMMEDIACY, MAKING IT AN EFFECTIVE WAY TO CONNECT WITH CUSTOMERS.

INTERACTIVE VIDEOS

INTERACTIVE VIDEOS ENCOURAGE VIEWER PARTICIPATION, LEADING TO HIGHER ENGAGEMENT RATES. THIS INNOVATIVE APPROACH CAN INVOLVE QUIZZES, POLLS, OR CLICKABLE ELEMENTS THAT ALLOW VIEWERS TO NAVIGATE CONTENT ACTIVELY.

SHORT-FORM CONTENT

WITH THE RISE OF PLATFORMS LIKE TIKTOK, SHORT-FORM VIDEO CONTENT IS GAINING TRACTION. BUSINESSES WILL NEED TO ADAPT THEIR STRATEGIES TO CREATE CONCISE, IMPACTFUL VIDEOS THAT CAPTURE ATTENTION QUICKLY.

CONCLUSION

THE INTEGRATION OF VIDEO INTO BUSINESS PRACTICES IS NO LONGER OPTIONAL; IT IS ESSENTIAL FOR SUCCESS IN THE DIGITAL LANDSCAPE. FROM ENHANCING ENGAGEMENT AND CONVERSION RATES TO IMPROVING SEO AND BRAND STORYTELLING, VIDEO SERVES AS A POWERFUL TOOL FOR BUSINESSES OF ALL SIZES. BY UNDERSTANDING THE TYPES OF VIDEO CONTENT AVAILABLE, IMPLEMENTING EFFECTIVE MARKETING STRATEGIES, AND LEVERAGING ANALYTICS, BUSINESSES CAN HARNESS THE FULL POTENTIAL OF VIDEO TO DRIVE GROWTH AND CONNECT WITH THEIR AUDIENCES IN MEANINGFUL WAYS.

Q: HOW CAN VIDEO IMPACT MY BUSINESS'S MARKETING STRATEGY?

A: VIDEO CAN SIGNIFICANTLY ENHANCE YOUR MARKETING STRATEGY BY IMPROVING ENGAGEMENT RATES, INCREASING CONVERSION RATES, AND BOOSTING SEO RANKINGS, ULTIMATELY LEADING TO GREATER BRAND VISIBILITY AND SALES.

Q: WHAT TYPES OF VIDEOS SHOULD MY BUSINESS CREATE?

A: YOUR BUSINESS SHOULD CONSIDER CREATING EXPLAINER VIDEOS, PRODUCT DEMONSTRATIONS, CUSTOMER TESTIMONIALS, WEBINARS, AND BRAND STORY VIDEOS TO EFFECTIVELY ENGAGE YOUR AUDIENCE AND CONVEY YOUR MESSAGE.

Q: HOW CAN I MEASURE THE SUCCESS OF MY VIDEO CONTENT?

A: YOU CAN MEASURE THE SUCCESS OF YOUR VIDEO CONTENT BY TRACKING KEY METRICS SUCH AS VIEW COUNT, WATCH TIME, CLICK-THROUGH RATE, AND ENGAGEMENT RATE TO ASSESS PERFORMANCE AND AREAS FOR IMPROVEMENT.

Q: IS LIVE STREAMING BENEFICIAL FOR BUSINESSES?

A: YES, LIVE STREAMING CAN BE BENEFICIAL FOR BUSINESSES AS IT ALLOWS REAL-TIME ENGAGEMENT WITH AUDIENCES, FOSTERS AUTHENTICITY, AND CAN CREATE A SENSE OF COMMUNITY AROUND YOUR BRAND.

Q: WHAT ROLE DOES VIDEO PLAY IN SEO?

A: VIDEO PLAYS A SIGNIFICANT ROLE IN SEO BY INCREASING THE TIME USERS SPEND ON YOUR WEBSITE, IMPROVING ENGAGEMENT RATES, AND PROVIDING VALUABLE CONTENT THAT CAN LEAD TO HIGHER SEARCH ENGINE RANKINGS.

Q: HOW CAN I OPTIMIZE MY VIDEOS FOR MOBILE VIEWING?

A: TO OPTIMIZE YOUR VIDEOS FOR MOBILE VIEWING, ENSURE COMPATIBILITY WITH VARIOUS DEVICES, KEEP CONTENT CONCISE, AND USE LEGIBLE TEXT AND VISUALS THAT ARE EASILY VIEWABLE ON SMALLER SCREENS.

Q: WHAT ARE SOME EMERGING TRENDS IN VIDEO MARKETING?

A: EMERGING TRENDS IN VIDEO MARKETING INCLUDE LIVE STREAMING, INTERACTIVE VIDEOS, AND THE GROWING POPULARITY OF SHORT-FORM CONTENT, WHICH BUSINESSES SHOULD CONSIDER INCORPORATING INTO THEIR STRATEGIES.

Q: HOW CAN STORYTELLING ENHANCE VIDEO MARKETING?

A: STORYTELLING CAN ENHANCE VIDEO MARKETING BY CREATING EMOTIONAL CONNECTIONS WITH VIEWERS, MAKING CONTENT MORE RELATABLE AND MEMORABLE, WHICH CAN LEAD TO INCREASED BRAND LOYALTY AND ENGAGEMENT.

Q: WHAT IS THE IMPORTANCE OF INCLUDING A CALL TO ACTION IN VIDEOS?

A: INCLUDING A CALL TO ACTION IN VIDEOS IS IMPORTANT AS IT GUIDES VIEWERS ON THE NEXT STEPS TO TAKE, WHETHER IT'S VISITING A WEBSITE OR MAKING A PURCHASE, THEREBY INFLUENCING USER BEHAVIOR AND CONVERSION RATES.

Q: CAN VIDEO CONTENT IMPROVE CUSTOMER TRUST?

A: YES, VIDEO CONTENT, ESPECIALLY CUSTOMER TESTIMONIALS AND BEHIND-THE-SCENES FOOTAGE, CAN IMPROVE CUSTOMER TRUST BY SHOWCASING AUTHENTICITY AND PROVIDING SOCIAL PROOF OF A PRODUCT OR SERVICE'S EFFECTIVENESS.

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- Develop a YouTube marketing strategy
- Decide what types of videos to produce
- Shoot great-looking YouTube videos—on a budget
- Edit and enhance your videos
- Create a presence on the YouTube site
- Manage a video blog
- Generate revenues from your YouTube videos
- Produce more effective YouTube videos

Includes profiles of successful businesses • Blendtec • Charles Smith Pottery • Annette Lawrence, ReMax ACR Elite Group, Inc. • Stone Brewing Company • D-Link Author Michael Miller has written more than 80 how-to books over the past two decades, with more than one million copies in print. His best-selling books include YouTube 4 You, Tricks of the eBay Business Masters, Absolute Beginner's Guide to Computer Basics, and Googlepedia: The Ultimate Google Resource. Front cover quote: "Never thought you could use YouTube for your business? Well, think again! This book gives you a complete overview of why, how, and the technology to get you started." — Rhonda Abrams, USAToday small business columnist and author of Successful Marketing: Secrets & Strategie

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underexplored business side of YouTube with a focus on product review videos, brand videos, sponsored videos, and online video advertising. This book also addresses recent developments such as YouTube Red subscription, pay TV, and movie services and discusses the future of online video audience research. Recommended for scholars interested in media studies, communication, marketing, and popular culture.

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video and business: *The Family Business* Keel Hunt, 2021-04-20 The first book to tell the story of one of the world's most influential media businesses, *The Family Business* draws on more than 70 interviews with company insiders as well as book-industry luminaries to present the Ingram story and how a little-known Nashville-based company grew to play a pivotal role in transforming book publishing around the world. The history of the Ingram Content Group is one of the most important and remarkable business stories that almost no one knows. Launched as a favor to a family friend, it started as a local textbook distributor—one tiny division within a thriving corporation focused on oil, construction supplies, and shipping. It grew into the world's largest book wholesaler, then into the most influential and innovative supplier of infrastructure and services to publishers around the world. Over the past 50 years, from its headquarters in Nashville, Tennessee, Ingram has played a pivotal role in modernizing the book business. Two members of the founding family have led the way: Bronson Ingram, a tough-minded industrialist who instinctively recognized a golden opportunity to apply modern efficiencies to antiquated logistical systems, and Bronson's son John Ingram, an "intrapreneur" with a keen understanding of both the opportunities and the risks created by the new digital technologies. Led by these two brilliant managers, Ingram has used its unparalleled industry-wide connections to help transform book publishing from a tradition-bound business into a dynamic, global twenty-first century powerhouse. Now, for the first time, *The Family Business* captures the whole story. In its pages, readers will learn about: The introduction of the Ingram microfiche reader in 1972 and how it catapulted book retailing into the electronic era Ingram's network of coast-to-coast distribution centers turning U.S. book publishing into a truly national business for the first time Ingram using fast-growing video, software, magazine, and international wholesaling operations to create a phenomenal record of expansion, growing from a million-dollar company into a billion-dollar giant in just two decades Two of book publishing's most powerful organizations—Ingram and Barnes & Noble—almost coming within a hair's breadth of merging, and how the deal fell apart at the eleventh hour Ingram's unparalleled ability to rapidly fulfill product orders empowering Amazon's unique customer service model and enabling its explosive growth Lightning Source, a technological marvel spawned by Ingram, converting the "long tail" of niche books from a costly headache for publishers and retailers into a steady source of profitable sales Ingram's transformation of the book supply chain enabling countless booksellers and publishers to survive and even thrive in the disruptive era of Covid-19 Today, with Ingram's expanding portfolio of service and infrastructure businesses playing an ever-growing role in the world of publishing, the company stands ready to help lead the industry into an era of even more dramatic change. *The Family Business* is the first book to recount the story of this strategic powerhouse that everyone in the publishing industry does business with, and that practically everyone admires—but that few people really understand. A must-read for people in the book business and the world of media, and anyone else who wants to understand how this vastly influential industry really works, this book fascinates with the story of the ways today's electronic information technologies are transforming the world.

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Video Marketing: How to make videos that sell. Tips and strategies” examines the struggles of business owners in harnessing the power of an effective video marketing campaign. With an in-depth look at the strength of videos to add “the human element” to your online business, earning a huge ROI on marketing campaigns is easier than ever. The book explores video marketing in theory and practice by trying to merge the effect of videos on humans and how to make videos that truly deliver. You will also get quick tips, advice, and strategies for incorporating your videos into your marketing plan. Video marketing tools, as seen in this book, are diverse and varied; your choice will depend on your type of business. Written by a seasoned video marketer with valuable experience, “Effective Video Marketing: How to make videos that sell. Tips and strategies” gives online businesses the boost they need to create useful and engaging content. You will also find case studies from social media platforms such as Facebook, Instagram, Pinterest, and Twitter and the magic formula that many marketers across different industries use to execute their strategies.

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With the evolution of the music business and the shifting influence of large record labels, the artist manager is now – more than ever – at the center of an artist’s career. Artist managers are tasked with keeping abreast of the music industry and supporting the artists under their management while simultaneously managing their own careers. Including key industry insights, exclusive planning guidance, management tools, and strategies for a successful career, Artist Management for the Music Business has the tools to support any new or experienced artist manager. Through its analysis of over a dozen case studies, lessons, and contract examples, author Paul Allen provides a focused look at managing artists’ careers. This follow-up to the best-selling second edition features a new chapter on entrepreneurship including detailed information on how to run an artist management enterprise as a business and includes coverage of anticipating risks, reacting to challenges, and basic money management. The chapter also contains additional sections on the effective use of social media, the Web, and handling online promotion. For additional resources, visit the book’s website at www.artistmanagementonline.com.

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And use this medium to catapult your web business to the next level. Check out on “ Video Marketing Made Simple For Business Owners ” Finally, you have this once in lifetime opportunity to get your hands on the video marketing tools & Strategies that are generating million dollar revenues . Businesses invest a lot of time determining who their target demographic is, and for good reason. When a business knows which demographic is buying and using their product, it’s going to be easier to market to that demographic. Middle-aged women are going to respond to ads differently than millennials; and what one group finds engaging and interesting, another may not. So it’s important for businesses to understand what demographic they are targeting so they get the marketing just right for them. But, businesses don’t have to go to such trouble when they’re using video marketing because video marketing reaches every demographic and is interesting to every demographic. And this is because men and women, and people of every age, love video. As long as it’s interesting and creative, people will like a video regardless of their background or history. This can be a bonus for businesses that know who their demographic is, simply because more people will share it and like it, even if they don’t make up part of the business’ demographic. But it’s also especially good news for businesses with a shifting demographic, or for those that don’t know how makes up their demographic. That happens sometimes when a business changes directions or changes their product or service slightly, and then they have to start back at square one with their marketing efforts. But when a business has already created videos as part of their marketing plan, they don’t have to change a thing because those videos will already be suitable for every demographic. Imagine one type of marketing that appeals to every single demographic. It seems too good to be true, but it’s not. That type of marketing is video marketing, and reaching every demographic is just one very good reason why every business should be investing in it.

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