

# 5 Reasons Why You Should Be Using Video for Your Business

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By the end of this presentation, our goal is to make you more informed, so you have:

- A solid understanding as to why video is the new attention grabber
- Why people prefer to watch a video to learn about your services or products
- Understand the remarkable power of using video to grow your business

# WHAT IS ATBT?



## AROUND THE BLOCK TALK

MARKETING ADVICE THAT WORKS

Around The Block Talk (ATBT) is a show and blog about marketing advice that works, powered by Blu Bambu. Get useful advice that you can implement quickly to help increase trust, brand awareness, leads and sales for your business.

Regardless of industry, you'll discover ways of marketing your business with effective strategies, techniques and tools.

Receive the advice you need showing you ways to properly market your business, leverage technology and develop a long-term strategy to get results.

**Join the Talk!**

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d e s i g n

Around The Block Talk was created by Blu Bambu to address marketing challenges that all businesses face.

Over the years the team at Blu Bambu has learned, through hard work and countless projects, what types of marketing works best. This has come from years of marketing experience in website creation, video production, branding design and strategy/campaign development.

Enjoy this download and we hope it helps in your quest to grow your business with marketing that works.



# VIDEO MARKETING

## NEW MEDIUM

# VIDEO IS THE SECRET SAUCE FOR YOUR MARKETING

Everything that you do and everything that your brand is about is gonna be communicated through video. It's the number one medium for you to get your message across - hands down.

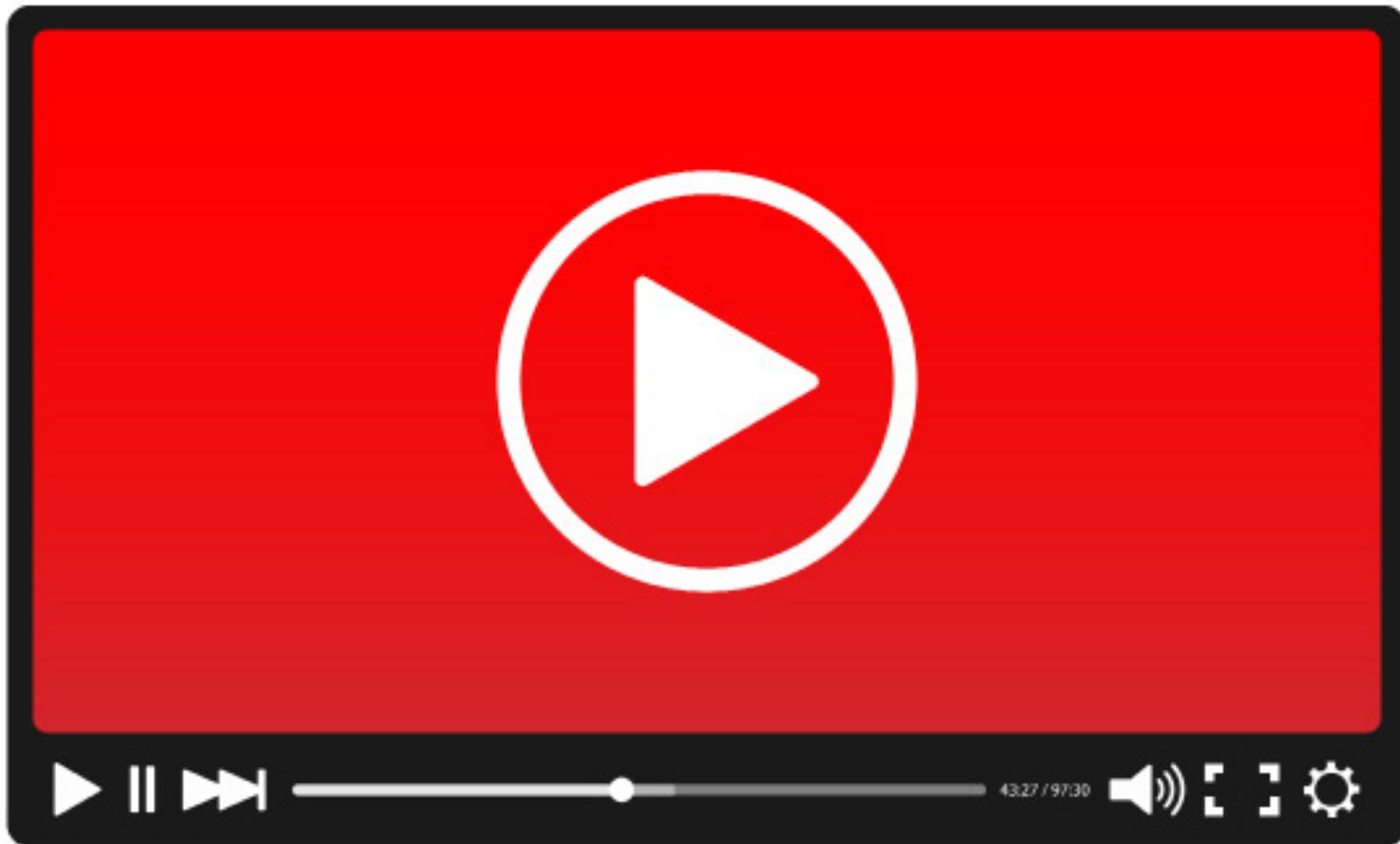
If you don't have video you're a dinosaur because video is here to stay. Video has proven to bring in revenue. It doesn't matter whether you have a restaurant, a retail store, a gym or anything - you can really turn heads with video.

## PEOPLE PREFER VIDEO

# PEOPLE ARE MORE WILLING TO PRESS PLAY THAN READ

The beauty of promotional video is in the ease of it. First and foremost, it's easy for your clients to view; the fact is that internet consumers today are much more likely to watch something than to read.

Video is easier for you too. They're incredibly versatile; you can embed in your website or email signature, send in a text, share to social media, the list goes on and on.





TWO MINUTES A DAY

## PEOPLE HAVE TWO MINUTES, TWENTY TIMES A DAY

Throughout each day people are escaping on their phones to check out social media. One of those 20 times needs to be your business, it needs to be your brand, and it needs to be information intentionally placed in front of them.

Moving images catch the eye immediately and engage interest which is the key in catching people's attention for those 2 minute escapes.

# SALES REP

## VIDEO PROVIDES THE PERFECT SALE PITCH 24 HRS A DAY

Video is your sales rep. hard at work every minute of every day. Video never gets tired! It's always ready to offer the perfect pitch to anyone and anywhere around the world.

Your potential clients receive all of the information they need in a fraction of the time compared to any other method. And moreover, video is the best way to increase your conversion rate. The more you convert the more you increase sales. Utilizing video quickly builds trust with the client as they learn about your company, and impressive video quality can validate you in a blink of their eye.





## VIDEO STRATEGY

# “I WANT VIDEO BUT HOW DO I USE IT?”

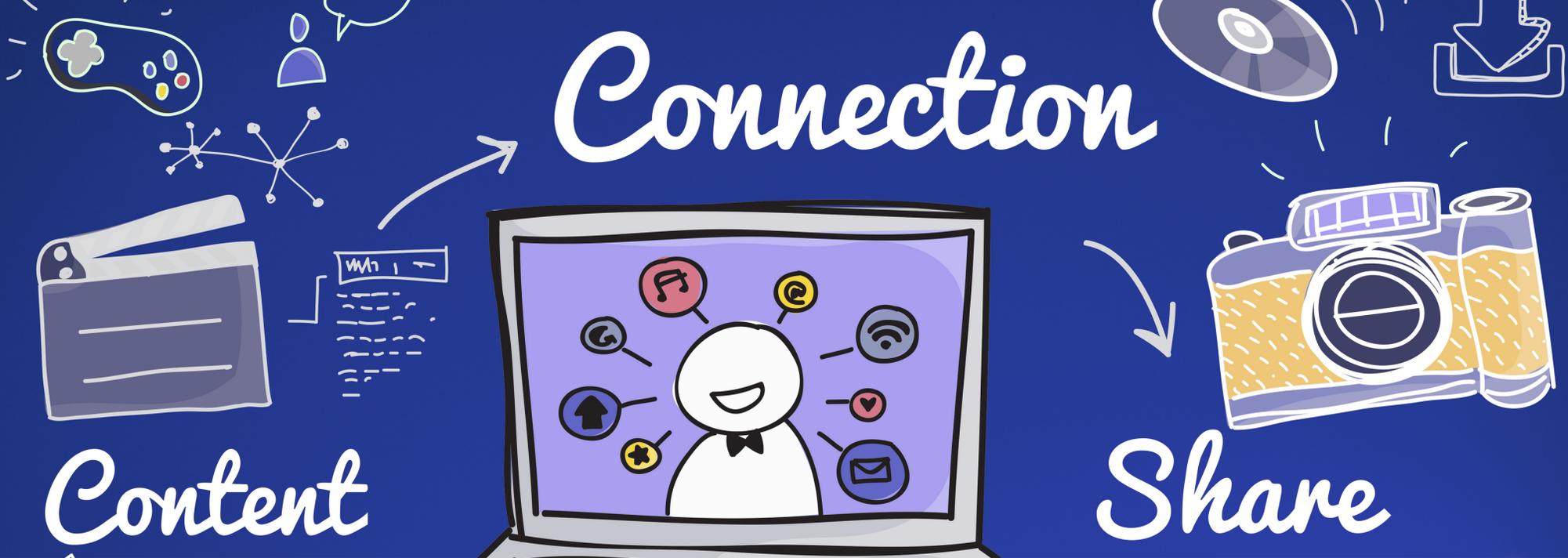
You don't need video if you don't know where to put it or how to deploy it.

The right video marketing platform is required for success because it's a whole ecosystem of elements that you've got to have in order to make this work. You don't wanna just have a video sitting on YouTube and be sending your friends the link. That's not effective at all.

Your strategy should utilize video's versatility:

- Email it
- Text it
- Put it on your social media
- Put it on your website
- Use it in paid online ads on Facebook or LinkedIn
- Use it as edu-tainment... educate and entertain them

**Pro Tip:** However you use video, start with a strategy that addresses your goals. A video strategy will help you stay on track, manage expectations and keep track of what works.



## TYPES OF VIDEO

# THERE'S A VIDEO FOR EVERY OCCASION

What you may or may not know is that video can be and should be used in every step of your marketing and sales processes. Video, unlike other media, is robust, memorable, dynamic and can capture the attention, explain, train, entertain and educate your audience to build a strong bond and amazing results. Here's our list of the most popular types of videos that we've seen work incredibly well:

- **Web Commercials**
- **Promo, Event & Recap Videos**
- **Explainer Videos**
- **Product Videos**
- **Training Videos**
- **Social Media Videos**
- **Profile Videos**
- **Project Videos**
- **Presentation Videos**
- **Webinar Videos**
- **Guest Speaker Videos**
- **Live Event or Entertainment Videos**
- **Motion Graphics Videos**

**Pro Tip:** Setup an efficient video process where you plan your content before hand, then schedule a day or couple days to create enough diverse content to last you up to 3 to 6 months by doing it in advance.



## CONSULTATION

# WANT TO KNOW HOW VIDEO CAN HELP YOUR BUSINESS?

Then get a consultation with Blu Bambu. They offer free 30 min consultations to discuss video marketing or act as a second pair of professional eyes to see if your video content or strategy is on the right path.

Click the button to schedule a free consultation with **Blu Bambu** or visit [BluBambu.biz](https://www.BluBambu.biz)

## CONCLUSION

# VIDEO IS THE NEW ATTENTION GRABBER WITH REMARKABLE RESULTS.

Utilizing a video is the best way to grow your business. People are far more likely to engage after they can see, hear, or experience your company or your product in some way. When you showcase your company in its best light through top-tier video production services, your engagement (and consequently your sales) can skyrocket.



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