



How To Incorporate Video Into Your Business



Introduction

Video has become more and more ubiquitous in the digital space.

With approximately 65% of the world being visual learners, it comes to no surprise that businesses and individuals alike have turned to media streams, such as video, to share their knowledge and voice. Let's take a trip down memory lane and see just how video has progressed as time goes on.

Video became pervasive in 2006, a year that was once given the title, "Year Of Video." During this time, video was mainly used as an entertainment outlet, with comedic YouTube videos being the hot topic. Fast forward a decade when social platforms were in the peak of unveiling video options; live video, streaming, and supporting video were implementations that took the world by storm.

Today, video saturates the online world with videos being utilized at every turn. What was once a way to share content for entertainment purposes has become a media realm for expanding the growth of businesses and reaching a number of people that was once deemed improbable.

Chapter 1:

The Growth of Video

When video first became all the rage, many of us plugged our ethernet cables in and waited for what seemed like forever to watch various comedy skits, online news, or simply to follow along with our favourite online personalities. Video stayed predominately on video sharing platforms such as YouTube, Vevo, and Google Video. In 2007, Netflix announced their launch as a video streaming platform, for once again, entertainment purposes. 2012 gave light to Vine; a social media platform where users could share up to 6-seconds of video per vine. Many people saw this as a great way to share their creativity beyond just YouTube.

Between 2012 and now, many platforms have added video functions to their rooster of capabilities. Although there were a handful of individuals making money off of YouTube in the early days, the normality wasn't as obvious as it is today.

Businesses started weighing in on the capabilities of videos and the potential reach they could incur from this media realm, thus, many highly considered adding it to their strategies. Today, video goes beyond solely a media-style for entertainment purposes; businesses and individuals alike can utilize video for a plethora of needs.

Chapter 2:

Social Video in Business

In its original form, video was seen solely as a distribution outlet for entertainment. As it progressed throughout the years, video has made its way into the business world and has been a catalyst for business development. The cohesive bond between video and social media has allowed businesses to flourish and explore their heightened reach.



Why should businesses utilize video in social media?

According to Oberlo, 85% of internet users watch online video content monthly across various devices. Whilst the number is substantial, what those who fall in this percentile are watching can range from entertainment videos to educational videos and everything in between.

In regards to the disruption of video within social media, studies show that 54% of consumers want to see more video content from businesses and brands online. The increase in demand has turned the heads of many businesses as an influx of video content online has arisen.

When it comes the content businesses put out via video, consumers tend to long for;

- Knowledge: something they can learn from the video
- Authority: the video projects confidence throughout
- Trust: the video showcases personality
- Actionable: something they can take away from the video



How can businesses utilize video through social media?

Understanding WHY video is important for businesses is crucial, but just HOW can businesses utilize it?

Video can be implemented in ads to get a message across in a more simplistic manner and to drive the attention of new individuals. They can be utilized within social posts to expand a businesses efforts as well. A lot of businesses are testing the waters when it comes to live video/streaming; this form of delivering video content gives a very authentic feel and allows viewers to feel more connected with the brand.

Video and it's harmonious connection with social media can aid in a businesses efforts to appease to their existing audience and draw the attention of new audiences, generating more traffic and more profit. Aside from social media, video can be utilized in various other realms to connect with consumers and drive the quality of business overall.

Chapter 3:

Video and New Customers

As previously mentioned, approximately 65% of the world are visual learners.

What does this entail exactly? More individuals can extract information and take effective action when presented said information in a visual format.

Marketers and business owners alike have taken note of this and, thus far, around 87% of businesses have incorporated video into their online strategies.

Video certainly provides a surplus of benefits for potential customers AND businesses as well. 83% who incorporated video into their business strategies saw a substantial increase in their overall ROI (return on investment).

Aside from social media, video can be used in a more personable manner to bridge the gap between the consumer and the business. Video content can create trust and authority whilst simultaneously providing the potential consumer with actionable content.

Introducing products/services through video

Long-gone are the days where long manuals written in size 6 font were the norm for trying to understand how a product or service works. It use to be said that complexity meant a business exuded a higher academia, thus, they were more credible. However, times have changed and people want things delivered to them in a quick and convenient manner. Hubspot's data suggests that 68% of people prefer to learn about a new product/service via a short video when compared to other means of delivery.



How can businesses utilize video to education new audiences on their products/ services?

Video has the power to deliver content in a timely manner whilst still providing the utmost value any other form of media can provide.

The CloudApp screen recorder can give potential customers who are browsing around the market a more in depth feel of what your product/service is, how they can use it, and how it can benefit them. Little to no effort is required on the end of the potential consumer, which bodes well for them.

The best part? These videos do not have to be a full production. In fact, the shorter and simpler, the better as we live in such a fast paced world where people want to consume as much information as they can in the shortest time frame possible.

A simple recording of one's screen demonstrating how a product/service works is enough to grab the attention of an individual and persuade them to take a meaningful action.

Chapter 4:

Video and Trust

One of the factors that caused video to blow-up is the trust factor it encompasses. Driving traffic via online sources such as social media and a site poses many pros, however, the problem that once impeded on online success was the inability to create a meaningful bond between the consumer and the business. When looking at retail shops, what keeps them afloat is their ability to create personable interactions with those that come into their path. A plethora of individuals flock to this and for good reason, why purchase something if you don't feel a level of trust?

Luckily, the online world has taken a page from physical retail outlets and put a highlight on building trust and creating memorable interactions. Prior to addressing this, let's first address what concerns have when communicating with businesses online in correlation to trust;

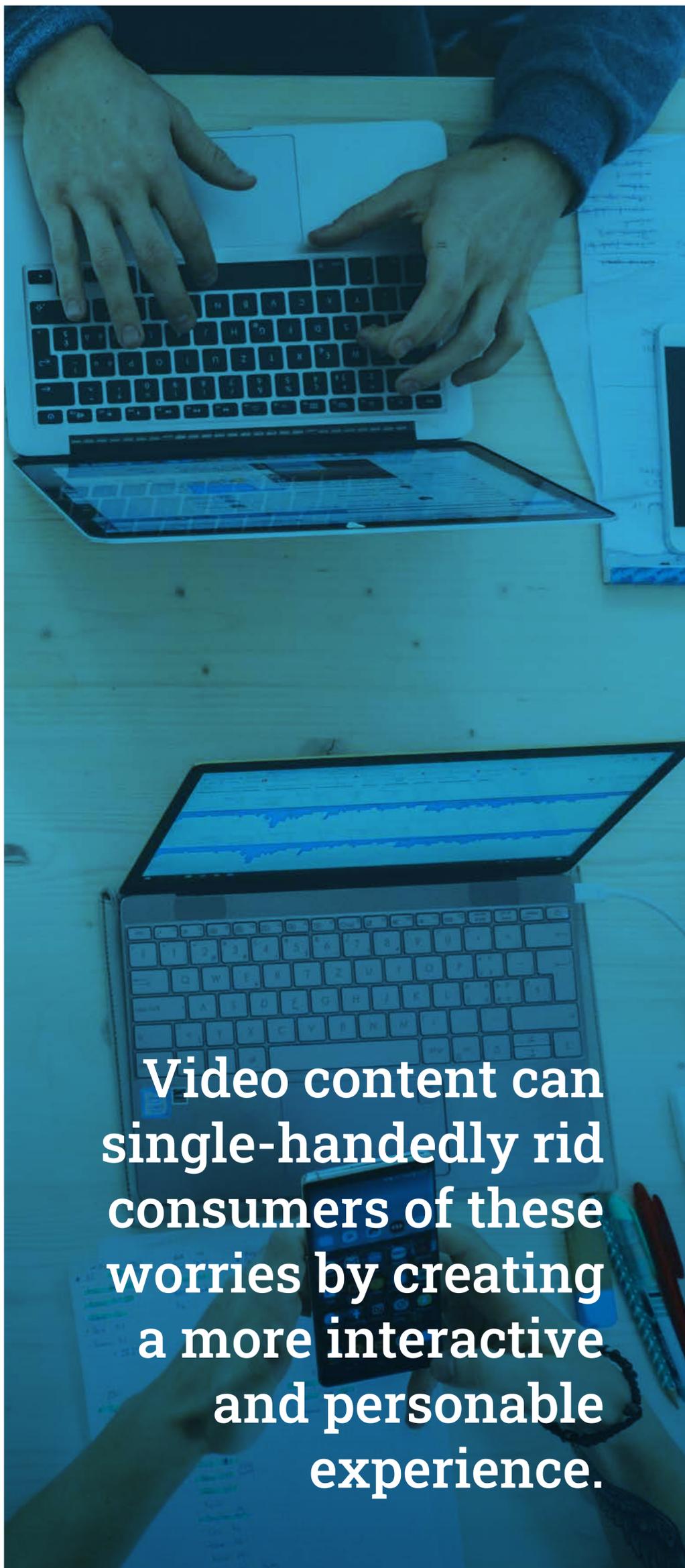
- **Is the person on the other end real?** More often than not, people wonder if they are communicating with a real person or a bot, simply taking their answers for the sake of further sharing information thereafter.
- **How can I trust someone I can't put a face to?** We want to believe everyone has good intentions, however, it can be difficult to fully trust someone when you aren't entirely sure who they are or even, what they look like.
- **How do I know I am not getting scammed?** Transactions via the web can make people feel uneasy. Not knowing where your money is going to whom can drive you away.



How can video aid with this?

Video content can single-handedly rid consumers of these worries by creating a more interactive and personable experience. People appreciate the ability to see what someone looks like beyond a logo/brand and it's imperative for businesses to take that into high consideration. How do we do this? The CloudApp webcam recorder tool allows you to create short, meaningful videos of yourself or your team to show the humanized side of business. These can be pre-recorded to personalized for each individual. Unlike other means of creating a warm introduction, this format gives the consumer immediate knowledge of who you are, the fact that you are real, and a high sense of comfort.

Next time a consumer visits your site, poses a question, or simply wants to know more, opt for a quick introductory video. This will heighten their inclination to trust you and what you have to offer, thus, their desire to take action increases significantly. This makes for a happy consumer and a profitable win for the business.



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Chapter 5:

Video and Existing Customers

As important as it is to drive profit and wow new, potential customers with the theatrics of video, keeping your existing customers happy is just as important. Whilst video on social media certainly aids in this regards, there are a multitude of other ways a business can better connect and maintain a relationship with current clients.

Addressing concerns, questions, and issues with video

Concerns, issues, and questions - they are inevitable when it comes to business. While some issues are beyond our control, the way we address them is entirely up to us. Sure, we would like to be where our customers are at all times, but it's improbable as business expands. If your business is global and you're located in the U.S., flying out to Italy to help a customer face-to-face just wouldn't make sense.

How can businesses combat this dilemma?

CloudApps' screen recording function allows you to showcase solutions, answer questions, and draw resolutions to issues a customer may be having. For example, if a client is having trouble figuring out how to utilize software you provide, a screen recording of a walkthrough can help them retain information and meet a resolution. **Creating a GIF** is also a great way to articulate short and concise resolutions in a fast, deliverable manner.



Keeping in touch

What sets apart a good business from a great business?

The consideration of clients thereafter their initial purchase. Too often to businesses drive up a meaningful relationship with an individual prior to a sale and neglect to follow-up. Whilst it isn't mandatory to follow up in most cases, doing so has many benefits including:

- **Keeping clients happy** - the happier the client, the more inclined they are to continue utilizing your product/service.
- **Promoting reputation** - satisfied clients are likely to leave raving reviews which of course, is good news for a business.
- **Referrals** - when provided with exceptional service, clients are more likely to recommend your business to others which in turn accounts for more profit.

Following up via video can be done in a variety of ways. A GIF or webcam recording reminding the client reiterating who you are and the fact that there is a human they can reach out to in the event they require to do so can do wonders for a client's perception of the business. Furthermore, pre-recorded video messages thanking them for their service and providing a warm message can massage the connection, thus, keeping the client happy.

Keeping existing clients satisfied can not only promote the longevity of their use of a product/service, it is also grounds for them spreading the word about your business; generating more profits and keeping reputation positive.

Chapter 6:

Video and New Features

We've touched upon how introducing video into your business strategy can aid with the bond between the business and consumers, however, what can video do for the actual products/services themselves?

There is nothing more exciting than releasing a new product, service, or feature that you and your team have been working on for quite some time. This could be the next big thing is the thought that runs through your mind as you finally unveil the news. You want this to be bigger and better than anything before, but how can you ensure that is the case?



Video brings life to businesses.
Picture the following scenario:

A developer creates and markets a new app that will allow you to keep track of your prescriptions digitally. The app will set reminders, track quantity, provide digital QR codes you can utilize to fill your prescriptions, and so much more. When unveiling this app, the developer explains the features in a lengthy text-based post. Whilst the information is there and it is extremely valuable, it may be missed by a larger portion of individuals who simply don't want to spend time reading paragraph after paragraph.

Now imagine the developer creates a short video highlighting the app's features and capabilities as opposed to writing a near-novel. Chances are people will be more inclined to watch a video and if they are hooked, they will watch the whole thing and take action.

This isn't to say that other forms of delivering content aren't viable, however, video certainly outranks many in terms of displaying valuable information whilst simultaneously pandering to the fact that a majority of online users simply want everything delivered ASAP.

Storytelling is a huge component of drawing people in. Telling a story in a visual manner can say things beyond what words can. If you have a new product, service, or feature you are unveiling, consider the following;

- **Creating a video for your team** - perhaps not everyone was involved in the process, however, it's important that everyone in your business has, at least, a basic knowledge of what the company has to offer. A short 'what it is and how it works' video delivered to your team can keep them on top and in the loop.
- **Creating a video for social** - social media is POWERFUL and nowadays, very visual. Instead of writing out long-form explanatory content, opt for a creative video surrounding your new product, service, or feature that will capture the attention of social media users.
- **Creating a video for existing clients** - unveiling something your existing clients could potentially benefit from? Let them know!

Video creation aids with tangible and material efforts as much as it does with human connection. The question being, if you could better how you deliver an important message, why wouldn't you?



Chapter 7:

Video and Your Team

The internal elements of a business are just as essential as the external elements. When it comes to employees, it's important to make sure they are content, understanding, knowledgeable, productive, and efficient. After all, what you put out there for the general public is a reflection of how business and employees operate. Productivity and efficiency are key components that will aid in motivating team members and ultimately, aid in their delivery of products/services to clients.



**How can video
boost team
productivity?**

A productive team is an efficient team. Productivity is essential in every business as it's correlation to the delivery of goods to consumers is strong and prevalent. On the other hand, a lack of productivity can lead to low-quality production, rushed work, or worst case scenario, the inability to deliver a product for the consumer. Low productivity can be costly for a business, ergo, introducing productivity tactics to your team is essential in maintaining good profit margins and overall team moral.

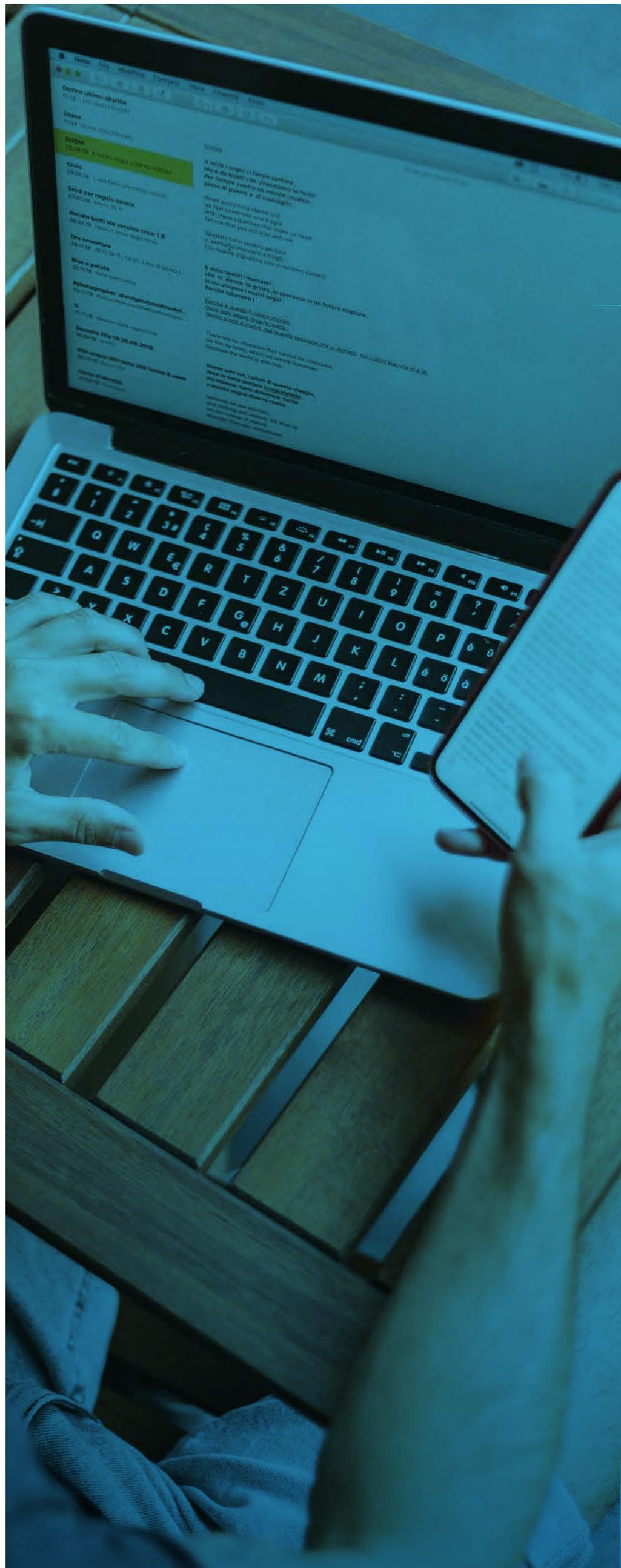
A team member is only as productive as what is placed in front of them. Tell a web designer to design a site with vague instructions and they will struggle to figure out just what to do. They may create a plethora of designs or one nominal design that doesn't match up with what the client needs. While it's important for team members to be productive, they go off of what they are given.

Give lackluster instructions. Receive lackluster results.

Instructions can hinder productivity if they are either a) too vague or b) too complex. Instructions that are too vague will leave the task way too open-ended whereas instructions that are too complex can confuse an individual and leave them stuck.

How do you combat this so your team members can better understand instructions and deliver measurable results? We previously mentioned just how many people are visual learners, ergo, delivering visual means, well, it just makes sense.

Vague or complex instructions can lead to overthinking, under performing, or a back-and-forth string of email with no viable resolution and potentially, more questions. Creating videos, whether via CloudApps webcam recorder or screen recorder, can help overcome this dilemma by providing necessary information in an understandable format that isn't overwhelming or lackluster. A person who better understands is more committed and more likely to deliver qualitative results.





How can an increase in production lead to a better ROI for the business?

The more we give in a simplistic manner, the more we get back.

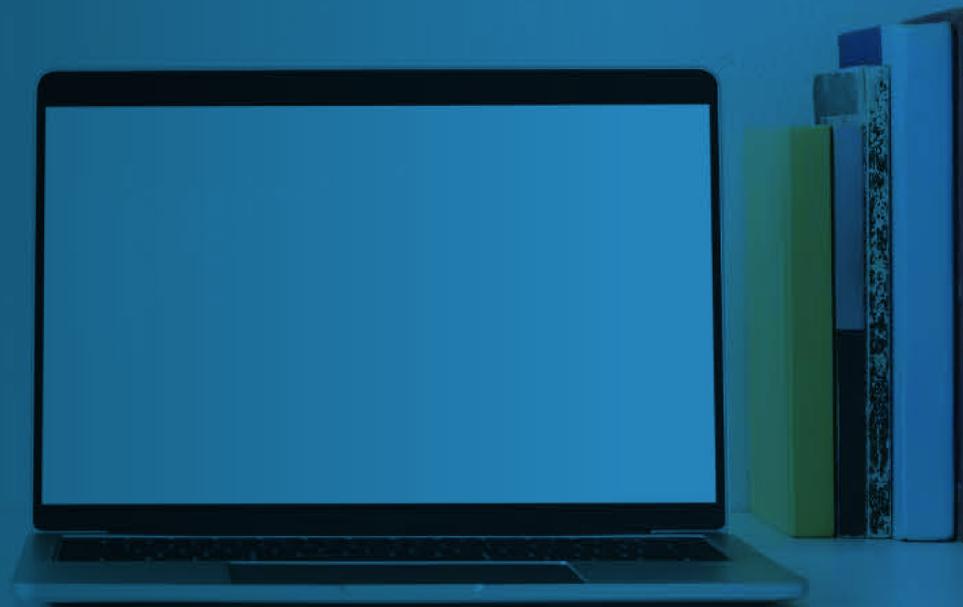
Ponder these scenarios:

- A) You are building a desk for your new home office. You pull out the instructions which is a 40 page manual riddled with an abundance of text. Overwhelming right? What once seemed like a doable task now seems daunting and almost not work it.
- B) The instruction manual for the desk you are building is a one-sided leaflet with vague instructions. The names of the pieces aren't labeled, there are a few diagrams, but they aren't clean. What could have taken you an hour will now take you double the time because you are left trying to solve things basically on your own.
- C) You are given a short, but descriptive manual. There is a good mix of imagery and texts, parts are labeled, and everything is clear and concise.

When it comes to a task at hand, the instructions we are given play a huge role in overall production. The easier it is to understand the instructions, the faster the work will get done and the higher the quality. Utilizing video to task a project to a team member, give instructions, outline what is needed, etc, is a simplistic way to boost overall productivity in the workplace which is a win-win for everyone.

Conclusion

With data of videos success prevalent and the majority of businesses utilizing it in their strategies, it's almost a no-brainer to consider it's implementation within your business. It doesn't have to be rocket science, nor an entire production. People look for videos that are simple, easy-to-follow, and valuable. If your videos can encompass those attributes, you have a winner.



Key Takeaways

Who and what can benefit from introducing video into your business?

- Potential clients
- Existing clients
- Team members
- Overall profits/ROI
- New product, service, or feature releases

How can introducing video into your business drive profit/ROI?

- Bridging gaps between consumers and the business - instilling a sense of trust will allow people to feel more inclined to take action
- Increasing reputation - keeping clients happy is grounds for longevity and referrals
- Increasing team productivity, efficiency, and satisfaction - the more understanding, aware, and content your team is, the more inclined they are to produce qualitative work that they are genuinely excited about
- Efficiency - videos can be pre-recorded or shot/delivered in a short period of time. This means less time needed when doing so, in turn, increasing overall efficiency and workflow.

How can businesses introduce video into their strategies?

- Pre-record video messages via a webcam recording - these can be utilized as introductions, reminders, thank you's, or any other personable interaction between the consumer and the business.
- Opt for video recordings when delivering instructions - rather than trying to articulate instructions for a task in a complex manner, create an instructional explainer video that is easy to follow along.
- Utilize video on social media - social media is all the rage, take advantage of it. Videos garner more attention on social media than any other form of content.
- Utilize video for problem-solving/customer service - does a customer have a question regarding how a product/service works? Instead of telling them about it, show them!

Video content is showing no signs of slowing down and more and more businesses are opting to include this media form into their day-to-day strategies.

With the surplus of benefits it poses for clients (both potential and existing), profit, team productivity and elation, and overall efficiency and workflow, it would come as no surprise to see a drastic switch to a video-based world in the near future.