



10 Ways Video Creates Content Marketing Magic

Viral, not that long ago, meant “caused by a virus.” Now when we think of the word viral we usually think of a video or an image that gets shared over and over again, spreading like, well, a virus.

People are more visual today. They like watching stuff. It's that simple. Not just any stuff. Viewers gravitate towards content that entertains them, that they find interesting, surprising, useful or unusual. And of course, a good story hooks an audience every time.

Watching video online is an interactive, social experience that has unstoppable reach – which means you get ongoing cross-promotional buzz. It's content marketing magic. Here's why:

- Video that is keyword optimized in its title on your website is an SEO super power.
- A video on your landing page makes your site 53% more likely to show up on the first page of a Google search. (*Source: Mist Media*)
- Free world-wide distribution – viewers share video with great content on multiple social media sites such as YouTube, Facebook, Twitter and through email, boosting brand recognition to a global audience 24/7.
- The more your video link is shared, the higher the search engine profile.
- Video draws people into your web page – and they stay twice as long. (*Source: MarketingSherpa*)
- Almost 50% of people say they'd be more likely to learn more about a product or service after seeing it in an online video. (*Source: Mist Media*)
- More than 1 billion people visit YouTube each month and about 4 days of video are uploaded every minute. (*Source: YouTube and The Telegraph*) YouTube is the second largest search engine on the web after Google which owns it.
- Professional content on YouTube is taking off as YouTube focuses on working with major broadcasters.
- The same video can be produced in multiple languages.
- It lives forever. Like the Energizer Bunny it keeps going and going and going.

Perhaps you have been considering online video to reach and win customers in new and more powerful ways. You recognize its impact. But you still have questions about what is involved and how much it costs. Let's talk. [Contact me](#) for a no obligation consultation.

