



What is Video Marketing And Why Should You Care?

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What is video marketing and what makes
it so successful?

- Marketing via the medium of video on the web

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 - Uploading videos to YouTube.





Vine

vimeo

- Advantages of video marketing

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 - The brain has evolved to pay attention to moving images and sounds.





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- They don't even need to be looking at the page for it to be effective.

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- Just having a video on your website will make you look more professional!

It's very important to maintain high production values.





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- It lends more power to everything you say.

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- YouTube is the second largest search engine in the world after Google.