

Your Content Marketing Plan Should Include Video - Here's Why

Successful content marketing means being able to change with the times. You have to understand what marketing tactics and strategies are working now, and then produce content that takes advantage of those trends. One online trend that continues to grow is video viewing. It is hard to believe that Google purchased YouTube way back in 2006. At that time, Google noticed the upward trend of viewing videos online. Fast-forward to 2018 and watching videos on the web is more popular than consuming text-based content.

Many marketers understand the need for creating video to boost their businesses. For a number of reasons, those same marketers are reluctant to dive into the video marketing pool and begin producing video content. If you are a business owner or entrepreneur that has not yet benefited from video marketing, here are some statistics you need to consider.

- 82% of the millions of people on Twitter watch videos on that social media network
- 1/3 of all Internet users, just over 1 billion and rising, watch videos on YouTube
- In any 30-day period, more video content is uploaded to the Internet than all the video content produced by the top US television networks over the past 30 years
- One study shows that a staggering 87% of online marketers currently use video as a type of content to grow their businesses

- Business owners and entrepreneurs that use video as a marketing tool grow overall revenue at a rate which is 49% faster than those who do not use video

Those statistics are not meant to intimidate you. They should excite you. They show how important video is to your customer base and prospect pool. In the past, creating a video studio cost upwards of \$10,000. You can still invest that much money and more in a top-flight video production studio, and spend even more money to have a professional firm create videos for you. However, those costs are not necessary.

The phone you probably have in your pocket or purse right now may have a powerful enough camera to record great videos. When people watch videos on the Internet, they don't necessarily expect the greatest production quality. Depending on what type of product you are promoting or business you intend to boost, videos shot on your iPhone or Android smartphone may be all you need to benefit from the power of video marketing.

Don't Ignore Live Video

Live streaming video is exploding in popularity. A recorded video that may have been produced a year or more ago does not broadcast the same excitement and relevance that a live video offers. With Facebook, YouTube and other social media networks supporting free live video broadcasts, and with video being so powerfully popular, you should consider hosting regularly scheduled live videocasts as a part of your content marketing plan.