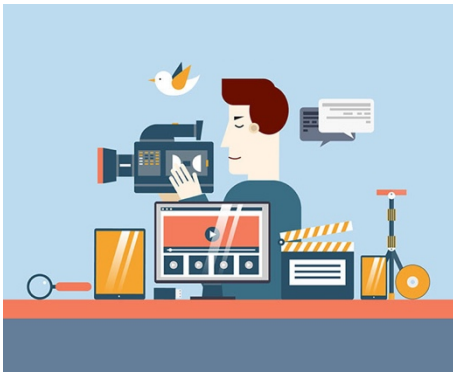


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It's a popular saying that a good picture is worth a thousand words, but in today's internet savvy world, it's an indisputable fact that a good video is worth a million words! Video Brewery states that "100 million users watch online videos every day." It is also said that "90% of users say that product videos are helpful in the decision-making process." Therefore, every business whether small or big is adopting video marketing tactics to increase their sales and audiences especially, online.

that gives value to an audience worldwide – with no size or attendance limits, except of course the advertising costs!

• Vimeo offers high quality, artistic content, with minimal ads and commercials than YouTube. Vimeo's premium accounts even provide additional storage, advanced analytics, customer support, player customization, access to lead generation tools, and much more.

• Google Analytics provides valuable insight into who visits your website, how they got there in the first place and what pages they spend the most time on. Because without analyzing your site traffic, it's hard to assess the effectiveness of your video marketing strategy and know when it's time to make a shift.

• HubSpot allows you to deliver videos to targeted prospective customers. HubSpot tracks their history of engagement with your content, and thereby provides a personalized experience.

• Filmora, known as Wondershare Video Editor, Filmora is a software that gives you the chance to perform basic edits (trim, rotate, brightness, contrast, speed), audio edits, and advanced effects like Picture in Picture and Scene Detection. It also comes packed with an extensive music library, overlays, filters, and texts to help make your video stand out!

• Making a video that's appealing is important. A video should attract customers' attention, and demands creativity and careful consideration. As when used properly, video marketing can produce high-quality content that is not just unique to your brand but is also remarkably valuable for your business.

Your video marketing campaign should be able to extricate maximum benefit for you and that is only possible if it is different from the herd of competitor videos available online. Creating just any video is not going to get you desired attention for your business. The videos creativity, originality and content make it unique. At a time when there's a lot of brand-owned video content floating around, how does one make their video stand out from others? Following are the few tips and tools that can double the success of your next video marketing campaign:

**Tips**

- Keep the video short but effective.
- Make sure your video story is original, fun, engaging and interactive in nature.
- Make sure you post the video with a "Call to Action Button."
- Use keyword labels and descriptive content as this help search engines to identify your video content and match it with relevant search queries.
- Post the video in multiple locations while optimizing the load times because higher load time can adversely affect user experience and subsequently your SEO activity.

**Tools**

- Facebook Live! Facebook provides a kind of liberty which is not available with any other marketing tool. Anyone can start a live video

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