



MAKING THE **CASE**

For Video Marketing

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DIGITAL CONTENT DESIGNERS

Why video should be part of
your marketing strategy.



The Challenge

It's tough to convey value sometimes, we've been there! But there is light at the end of the tunnel.

As a Marketing manager you often grapple with the challenge of convincing CEOs or Stakeholders to embrace video marketing, despite its proven effectiveness. Exco may hesitate due to perceived high production costs or uncertainty about the return on investment. Communicating the long-term benefits, such as increased brand visibility and customer engagement, becomes crucial. Marketing managers need to emphasize the growing consumer preference for video content and its impact on search engine rankings.

Providing concrete data on video marketing and its stats can bolster the case. Overcoming resistance requires a strategic approach that highlights not only the immediate advantages but also the invaluable role video plays in shaping a brand's future success in the digital landscape.

The Solution

We've put together a short guide filled with stats and market information to help your case.



Lets be honest.

We are not telling you anything you don't already know, video is everywhere in our brand journeys, from discovering cool stuff to getting engaged and making decisions. Did you know that by 2022, a colossal 82% of internet traffic will be dominated by videos? It's already outshining other content types, like images, and posts on social media. Now, you're probably sold on the idea of bringing video into your brand game, but there's the classic challenge – getting everyone on board, figuring out where it fits in your marketing plan, and, of course, the budget talk.

We're here to help you make that compelling business case for video. Our quick guide breaks down why **Video is like the super hero of marketing**

– flexible, versatile, and super easy for your audience to digest. Packed with facts and figures, it's your secret weapon for that stakeholder meeting or to shoot over to your colleagues and get the ball rolling. And when you're ready to dive into the video world, just give us a shout. Let's make your brand the next video sensation, joining the 86% of businesses rocking it with video marketing.

Ready when you are!

The Benefits

Its a must for your brand, heres why!



There are tons of reasons to invest in video. From its global reach and longevity, to its impact on engagement, social media, email and more. Video is a must-have in any successful marketing strategy today.

Its the medium of choice.



So, you've probably heard the buzz about video being the ultimate advertising superstar, but let's talk numbers – a massive **93% of businesses have already implemented video in their marketing strategies**. And get this, the average person spends an **average of 16 hours a week watching content online**.

Now, in the world of marketing, it's all about what clicks with the consumer, right? Well, here, the stats tell the whole story. A massive **85% say videos are their go-to for connecting with brands**, and the kicker – **82% would rather watch a live video than read social media posts**. Plus, **68% choose video over articles, info graphics, and presentations when they are exploring an new brand or product**.

But wait, there's more. It's not just a trend; it's an expectation. More than half of consumers want brands to serve up more video content they're interested in. **And in the B2B arena, executives prefer watching a video over slogging through text**. So, whether you're chatting with everyday customers or high-powered executives, here's the scoop: to stay in the game, **meet your customers where they're at, and create what they want**, video isn't just an option – **it's a must-have in your marketing toolkit**.

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95%

of viewers retain of a message delivered through video

Appeals to your consumer



Video isn't just a showstopper; it's a crowd-keeper. Believe it or not, almost half of the consumers who catch the first three seconds of a video stick around for another 30 seconds – talk about holding attention! And let's talk social media – video takes the crown as the most engaging content type, raking in more clicks than those static images we all scroll past.

Now, shift the focus to your website. Over half of the leading brands out there **have video front and center on their homepage**. Why? Because it's a secret sauce that boosts the time folks spend on the page, according to marketers in the know. Plus, there's evidence that video works like magic for organic traffic from search engine results pages. **SEO is skewed towards video, the more video you have the higher you'll rank – a solid 157% increase, to be exact** – bringing more eyes to your business without having to pay for advertising.

Oh, but we're not done. Throw video into your email campaigns, and you could be looking at a **massive 300% increase in your click-through rate**. And here's a fun fact, do you know why video goes viral? Its because consumers are **twice as likely to hit that share button for a video than any other type of content**. So, while we can't promise it'll go viral, a video stands a much better chance than a snapshot of your CEO standing with a hard hat giving it the ol' finger guns.

Keeping it social

Instagram

Social media isn't just changing the way we connect; it's a game-changer in shaping our behaviors, especially when it comes to buying decisions. A positive social media experience makes us way more open to purchasing from brands – a massive 10 out of 10 on the willingness scale! **Consumers turn to social platforms not just for casual scrolling but also to discover new brands (43%), make purchases (36%), and recommend favorites to friends and family (33%)**. That's where a killer social media strategy and top-notch content come into play, it makes a world of difference.

Facebook

And here's the insider scoop – to conquer the social media game, you've got to think video. **People are way more likely to hit that follow button on a brand's social media page if there's video content in the mix**. Plus, guess what's stealing the spotlight on social media? You got it – **video, outshining text and images by a jaw-dropping 1200% and scoring more shares than the two combined**. Remember, a ton of businesses are already putting video on the social media pedestal. If you're not on board, your social channels might just miss the party!

X and Tiktok

We're in the Business of doing Business

Our objective is to show the decision makers that video isn't just about being popular and entertaining; **it's about making things happen**, right? Well, buckle up because the figures we've got are nothing short of impressive.

Check this out:

A whopping 90% of consumers swear by product videos when making purchase decisions.

and when it comes to SAAS, apps or software, eight out of ten consumers are hitting that "buy" button thanks to video how to's and explainers.

84%

of consumers make a purchasing decision after watching a video

We're not done, branded videos are like a shopping spree waiting to happen – **84% of viewers are so impressed that they end up making a purchase.** And here's the cherry on top: video isn't just a show; **it's a sales tool, helping your sales teams differentiate themselves from your competition.** It churns out qualified leads and, according to most marketers, and Sales Managers brings in great ROI. Small wonder that almost half of the B2B marketing industry is eying video to amp up their revenue game.

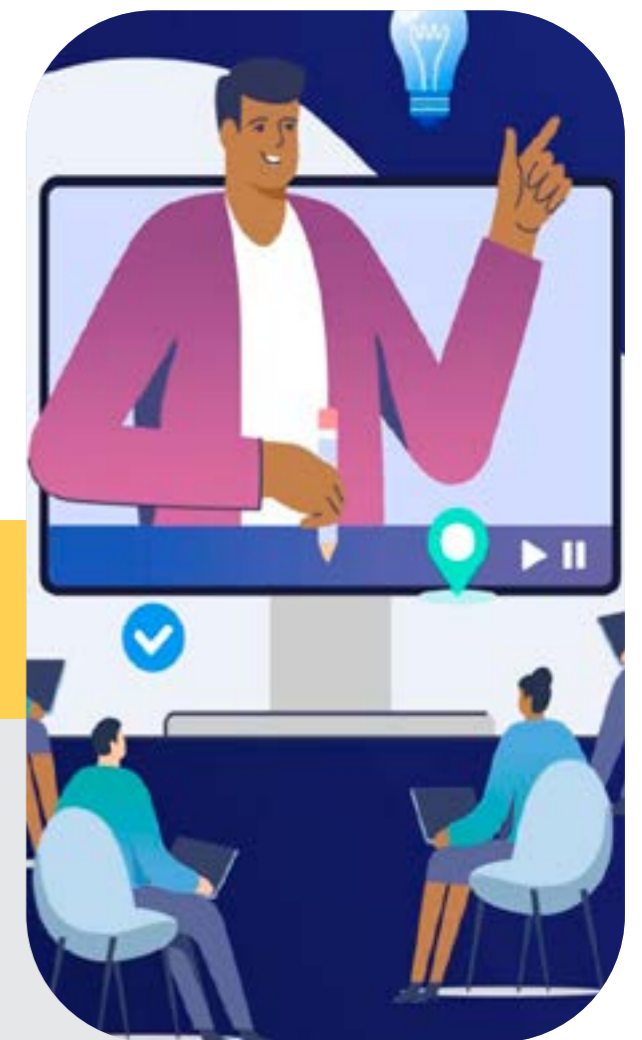
Easy to consume content is easy to consume...

96%

of consumers turn to video to decode intricate products

Let's dive into why video is your go-to guru for making information crystal clear and unforgettable. Here's a little mind nugget – **your visual system activates more than half of your brain, making it a powerhouse for grasping concepts and data. No wonder explainers steal the limelight as the most loved video type!** "Calling all Software-as-a-service companies the ship is sailing and you aren't on it?"

When things get complex, **96% of consumers turn to video to decode intricate products and services. And get this: viewers hold onto a crazy 95% of a message delivered through video, compared to a measly 10% with text.** It's no surprise that businesses are singing the praises of explainer videos for boosting user understanding. In fact, almost half of them credit explainer videos for **slashing product support calls**, and a massive three-quarters of marketers swear by video for cranking up brand awareness.



So, whether you've got a brand story to tell, instructions to dish out, or a process to unravel, video is the undisputed champion – proven, tested, and preferred by viewers.

Overcoming Objections

Concerns are natural, but that shouldn't stop you from making informed decisions that will affect the success of your brand. So here are some answers to some of our clients concerns.

We are new to this, and have never done it before.

It's ok we have, and whether you're a seasoned video marketing pro or stepping into the world of video for the first time, we're here to adapt and cater to your experience level – whether you want us to take the lead or you're ready to grab the reins. From planning and ideation to seamless execution, we've got you covered, and we're happy to be as hands-on (or hands-off) as you prefer. Your journey will be guided by us personally, collaborating closely with you to bring your creative visions to life.

Need advice on your initial brief, creative elements, or even choosing the perfect voiceover artist? We've got your back, providing insights on activations and crafting compelling calls to action. Whatever you need, our specialists are here for you.

Doesn't video take long? Isn't it too much work?

If that were the case we'd be out of a job, so creating a video isn't a mammoth task and it doesn't have to be a lengthy process. Our team thrives on speed and agility. To be honest the longest part of the process is the planning, when you bring us your brief, we dive into a discussion about time frames, presenting you with possibilities based on your objective and deliverables. From there, we craft a timing plan that seamlessly aligns with your deadlines, ensuring your project stays right on course.

Keep in mind, each video we create is tailor-made for you and your brand, and the timeline depends on the specifics of your brief and unique requirements. Need something pronto? We're up for the challenge and it's more achievable than you think.

Overcoming Objections

Video is too expensive. Do we have the budget?

Video is not just a creative; it's a cost-effective powerhouse in the marketing of today. Our team ensures that creating compelling videos doesn't break the bank, debunking the myth that quality comes with a hefty price tag. Leveraging efficiency and expertise, we streamline the video production process, delivering impressive results. This nimble approach not only saves time but also significantly trims down costs, making top-notch video content accessible to businesses of all sizes.

We optimize resources, ensuring that you get all the content you need. Take our subscription service for instance once purchased you know exactly what you are getting with no hidden costs, we elevate your brand without breaking your budget.

We have no idea what to say or what to do in the video?

Planning is at the core of our video production journey. Collaborating closely with you, we align our efforts with your audience, brand personality, and business objectives.

Throughout the process we ensure transparent communication providing opportunities for your valuable feedback. No one knows your industry, your audience and your company better than you, so while we put it together your direction and feedback is the driving force behind the video and we will guide you through the process.

Partner with us, and let's embark on a journey of creating videos that resonate and captivate your audience.

About Us

A full service digital content creation agency



We script, interview, film, edit, and add the finishing touches to create compelling content pieces that showcase your expertise. We work with fast growing SME's, start ups and enterprise brands who want to win new customers with the power of video and digital content marketing. We don't just capture and create digital and video content, we capture the depth of knowledge you have within your industry. With every piece of work, we strive to align your ideas, insights, innovations and thought leadership into impactful and easy-to-consume media that engages your clients and elevates your reach.

01 Get In touch

Contact us at:
contact@epicimpact.co.za
or visit www.epicimpact.co.za

02 Lets Plan

Meet & discuss the production brief, your brand, objectives, outcomes and deliverables

Let's unlock the potential of your brand. Whatever kind of video or content you're after, we're here to create engaging content that's the perfect fit for your audience.



We keep it simple and understand time is money - Video doesn't have to be a long drawn out process and with our planning & roll-out it isn't!

03 Organize

Scripting, People, Setup, Venue, Dates & Times

05 Edit

Create your CI, edit and cut videos, motion graphics and sound engineering

04 Shoot

Arrive & make magic

05 Deliver

Deliver your content in all formats ready to be posted and sent

Trusted by Clients





Epic Impact
Digital Content Creators

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