

BEST WAYS TO PROMOTE YOUR BUSINESS

Video has the power to impart large amount of information round the corner. A video can emit bunch of information within seconds and minutes simply from the images portrayed from the shot. It is the most powerful marketing tool on the web. Since human brain is more attuned to the emotional behaviour, video knowledge is more convincing to influence a person's choice and action. The most important part of video marketing and information is that it doesn't allow any kind of plagiarism.



VIDEO MARKETING

The best example of video marketing is that it can make things more comprehensive and understandable to the viewer. As the time is falling shorter day by day and the competition is getting higher, and people are hungry for information and want that fast so video plays the pivotal role as it transmits the tons of knowledge in seconds or minutes. Spending 2-3 minutes in watching video is more feasible as the audio video information unveils the knowledge more precisely and accurately. It has an everlasting impression on the human brain.

Think about it. **People remember...**



20%

20% of what they hear



30%

30% of what they see



70%

An amazing 70% of what they see & hear!

SOME STATISTICS

A detailed study by A.C. Nielsen in 2011 has reported that approximately that 76% of US citizens spend 43 hours a month on the internet. During this time they view more than 3237 web pages including videos, which indicate that video marketing can be the most powerful way to reach to their target markets.

BEST WAYS TO PROMOTE BUSINESS

Business promotion is an integral part of any business success as it can bring more opportunities if it expands wisely. Following are the ways by which we can promote the business in the best possible way:

- 1. Make a brand logo: Brand recognition should be the very first step to expand your business as it can give the business credibility. Moreover; it attracts the customer towards the innovative and the newer ideas.*
- 2. Embracing the social media: Social networking sites are not a new thing to know. One can target audience with social networking sites like face book, twitter, you tube. One video about business marketing can go viral in no time and can gain millions of views within days.*
- 3. Advertisement: since social media plays a huge part of our lives videos sharing plays a huge part in social media. It acts as a boon for the marketing*

sector to share their video as advertisements more easily and frequently. You tube is the biggest platform to promote business. More than 1 billion people surf you tube to get access to newest things every day



4. Offer freebies/vouchers: Another brownie point to promote your business is to come up with some good deal of freebies or vouchers that can attract your customers. People should gain some sort of value from the Video marketing. So, videos should be valuable enough to attract more customers.
5. Marketing is one step away: Buying or selling anything is just one click away through video marketing. To promote business one can put direct link in the video descriptions, banners, surrounding texts that let viewers click directly from the video.
6. Less Cost effective: Video marketing is certainly cheaper than other sources of marketing. It can be accessible to each and every person and can also accommodate more people with the marketing trends by sharing it. So, in a way video marketing is mobile.
7. The amazing part of video marketing in promoting business is that it allows the real time feedback and interaction. People love to comment on videos and that's where you can learn more about consumers.

8. Press release: Media is a powerful tool to help generate publicity. If your business is news worthy, shoot off a press release. That can attract more organisations and companies to merge with your business and expand it manifold.

TUTOR



TUTOR EYE



TUTOR EYE

