

# Here is why video marketing is important for small local businesses!



## Conversion & Sales

- ☐ Videos have a higher chance of attracting more Viewers and getting leads and conversions

## Consumer's Buying Behavior

- ☐ Videos make it easy to demonstrate products usage, showcase reviews and testimonials

## Comments on Business Page

- ☐ Video makes for a perfect social media post as it drives maximum engagement from users

## Visitors Spend More Time

- ☐ Videos compels users to spend more time on your social media pages, increasing exposure

## Videos are Attractive

- ☐ Videos are more attractive for users than written content or even images

## Bounce Rate

☐ Making use of videos on landing pages helps decrease the bounce rate

### **Best ROI**

☐ Videos have a high return on investment since they receive good traffic

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