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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