

How to Use Video Marketing to Increase eCommerce Sales



- ☐ Set a budget
- ☐ Know your goals and KPIS
- ☐ Create a script
- ☐ Edit and add music
- ☐ Know your audience
- ☐ Include a call to action
- ☐ Keep it short
- ☐ Share across platforms
- ☐ Use the right equipment
- ☐ Invest in high-quality