

# 10 Video Marketing Tips to Increase Online Sales

Increase online sales with video marketing for your eCommerce business.



- ☐ SET A BUDGET
- ☐ CREATE A SCRIPT
- ☐ EDIT AND ADD MUSIC
- ☐ KNOW YOUR AUDIENCE
- ☐ INCLUDE A CALL-TO-ACTION
- ☐ KEEP IT SHORT
- ☐ SHARE ACROSS PLATFORMS
- ☐ KNOW YOUR GOALS AND KPIS
- ☐ USE THE RIGHT EQUIPMENT
- ☐ INVEST IN HIGH-QUALITY