**How Do I Integrate Video into My Current Marketing Strategy**

Gone are the days when texts were the mainstay of marketing. Today, nothing converts a customer faster than a video explaining what they'd have spent minutes reading! And in this post, you'll learn all about how you can integrate videos into your current marketing strategy. With no further ado, let's take it then — one point at a time.

## **Set a Goal**

As is the norm when starting a marketing campaign, set a goal. Including videos in your strategy at this point is a new development. And without goals in place, it could come off as difficult.

So, with this new campaign, what's the end goal? What do you hope to achieve with it? Who do you want to reach out to? Your return buyers, your prospects — or a new audience? What's the message?

From answering these, you become better able to decide on the following. How many videos will you need to create? How often are you going to create and release them? How much can you spend on them? And importantly, will you need any professional help?

Answer these, and determine how you plan to measure the results. There's no moving forward without a clear statement of the goal of this new video campaign of yours.

## **Choose a Platform**

This is often a part of your goal definition process. With your goal, you also have to determine your target audience's primary platform. Why? As with platform limits to texts, videos also have their peculiarities on different platforms.

A video you made for YouTube will come off as poor quality on another platform. And if your audience lives on Instagram, you've only wasted your time creating one for YouTube.

So how do you do this? — Elaborate research. Don't rush things. Nothing is as exciting as a successful marketing strategy. Start with understanding who your target audience is. Determine the platform they spend their time. And that platform is where your video will get released.

## **Choose the Type of Video**

Now that your goal is as clear as crystals, the next steps are easy.

First off, you get to finalize what video types you're starting with. It could be a product explainer video. Or it could be a welcome video on your website that tells users how to complete a task. It could even be testimonials!

These, and many more, are the options you have for videos. But remember, whatever you go with has to be in line with your said goal.

## **Start Small**

When starting a new campaign, it's easy to get overwhelmed with the will for perfection. But take it easy and slow on yourself. Start with a small campaign, learn from it, and then expand.

A short advertisement video somewhere on your website might be all you start with. Or a short video of a happy customer as your website cover. It could be anything, but start small.

## **Stay Mobile Friendly**

Finally, keep it friendly for mobile users. A bigger percentage of your customers will be watching the video from their phones. So, ensure it's squared and can fit any mobile screen perfectly. Do that, and you're on your way to having a major hit in your marketing campaign.

As a round-off of this little guide, here's a little bonus. If your platform allows for a live video, go on live too! It's the best way to keep your audience hooked towards action and the fastest way to get feedback. That said, it's time you start making life a lot easier for your customers. Go get those videos ready!