

# VIDEO MAKING AND MARKETING FOR PRODUCTS



In recent years, videos have been making inroads in digital marketing, emerging as a powerful promotional tool for businesses to promote their products in an exciting and engaging way. Video has not only transformed how businesses market and consumers shop; it has also revolutionized how salespeople connect with and convert prospects and how service teams support and delight customers. When it comes to video marketing, there's some pretty definitive 'rules' businesses should stick to get their videos right. Get them wrong and marketing videos can be more hindering to a company than profiting.

## What type of video content do you plan to make?

Whether you're leaning towards educational, entertaining, or a mix, your brand's expertise and audience needs should determine your approach here.

