

# Video Production for Small Business: Benefits and Strategies for Getting Started

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## Utilizing video production for marketing can take your small business to new heights.

If content is king, video content is the undisputed monarch—especially for you as a small business owner. In the digital age, video content stands out for its ability to captivate audiences and convey your brand's story effectively. It can be a game-changer, providing your business with a competitive edge in a crowded marketplace.

This article aims to highlight the benefits of video production for your small business and guide you with practical strategies to get started. We'll take a look at how video content, when incorporated into your marketing strategy, can supercharge growth, reach your target audience, and create a lasting impression.

# Why should small businesses consider video production?

In 2022, an astounding 82% of global internet traffic came from video content.<sup>[\[1\]](#)</sup> This highlights the immense popularity and consumption of videos among today's consumers.

Small business video production is crucial for several reasons, including:

- **Videos are engaging and memorable.** Videos capture attention and engage audiences more effectively than other forms of content. In fact, a recent study found that viewers retain 95 percent of a video's message compared to just 10 percent when reading text.<sup>[\[2\]](#)</sup>
- **Videos enhance brand visibility.** Small business video production services can give brands the extra edge they need to expand their reach and visibility. Videos can be shared across various platforms, including websites, social media, and other video-sharing sites. This gives the video and the brand more chances to reach a wider audience and attract potential customers.
- **Videos improve engagement.** Video content provides an immersive and interactive experience, encouraging viewers to engage with the brand. This remarkable potential stems from the way videos evoke strong emotions that prompt viewers to comment, like, and share.<sup>[\[3\]](#)</sup>
- **Videos give your small business a competitive advantage.** Embracing small business video production gives brands a competitive advantage. By creating high-quality and compelling videos, businesses can differentiate themselves from competitors, build brand authority, and establish themselves as industry leaders. And the investment is well worth it. A recent HubSpot study found

that 92 percent of video marketers reported positive returns on their video investments.<sup>[4]</sup>

## **Benefits of video marketing for small businesses**

Video production for small businesses has proven to be an effective strategy for small businesses, which delivers a range of benefits, such as:

### **Boost online and social media presence**

[Video content](#) through high-quality small business video marketing captures attention and engages audiences. By incorporating videos into their online and social media platforms, small businesses can elevate their presence and stand out from the noise. This helps them connect deeper with their followers while reaching potential new customers.

With the ever-increasing popularity of video content on platforms like YouTube, Facebook, Instagram, and TikTok, small businesses that leverage video marketing gain a competitive edge and a stronger foothold in the digital landscape.

### **Increased brand awareness**

With video marketing, brands are free to express themselves in unique ways that truly capture who they are. This brand awareness allows them to share messages that resonate deeper with their target audiences. When videos are compelling, they're more likely to be shared, which will further increase reach and brand awareness.

For example, take the outdoor clothing brand Patagonia. They've utilized video marketing to showcase not only their products but also their commitment to environmental conservation.<sup>[\[5\]](#)</sup>

Their visually striking videos often feature breathtaking landscapes and touch on the brand's active involvement in preserving these spaces. These emotional, educational, and jaw-dropping videos allow customers to truly understand and connect with Patagonia's core values.

## **Build credibility and trust**

Small business video marketing allows brands to showcase their expertise, establish credibility, and build trust with their audience.

A lot of brands also use video marketing to introduce their team and show behind-the-scenes of the workday, manufacturing process, and more. This lets customers and prospects get to know the brand and its people and processes on a deeper level—vital components of building a relationship and trust.

## **Improve understanding of products or services**

According to HubSpot, 96 percent of marketers agree that videos have helped increase user understanding of their product or service.<sup>[\[4\]](#)</sup> Videos simplify information by visually showcasing products, providing demonstrations, or explaining complex concepts. They make it easier for customers to grasp the value and benefits of what a business offers.

## **Promote customer retention**

Customer retention is a key aspect of a successful business strategy, and video marketing can play a significant role here. Engaged customers tend to make repeat purchases and contribute significantly to a business's revenue stream.

By creating engaging and informative videos, your small business can foster a deeper connection with its existing customers.

Take the tech giant Apple. They regularly release product demonstration videos, tutorials, and customer testimonials. Their product release videos are streamed live around the world. These videos not only inform customers about their latest products but also help them get the most out of their purchases. This strategy keeps customers engaged, encourages repeat purchases, and fosters a sense of loyalty towards the brand.

Searching for a [video production company](#) to hire for your business? We've got you covered. Check out our list of companies in the following areas:

- [Video production companies in New York City](#)
- [Video production companies in Los Angeles](#)
- [Video production companies in Chicago](#)
- [Video production companies in Boston](#)
- [Video production companies in Atlanta](#)

## Video marketing strategies for small businesses

Embracing the demand for video content, digital marketing leaders across industries have increased their investments in video advertising.<sup>[6]</sup> However, small businesses often encounter obstacles when it comes to video production. The complexity and perceived costliness of creating video content can pose challenges, which impacts content creation and production speed.

A recent poll revealed that half of the marketers identified "complex production processes" and a "tendency toward perfection" as top hurdles in the realm of video marketing.<sup>[6]</sup>

Small businesses can use a robust [small business video marketing strategy](#) to overcome these challenges. Here are valuable video marketing tips for small businesses to consider:

- **Brand story videos:** Create compelling brand story videos that highlight your company's mission, values, and unique selling points. By sharing your brand's journey and connecting emotionally with your audience, you build trust, foster brand loyalty, and differentiate yourself from competitors.
- **Product or service videos:** Product and service videos allow you to satisfy consumers' voracious appetites for content while also showcasing your products and/or services and highlighting the features, benefits, and how they solve customer problems.
- **Educational or how-to videos:** Educate your audience by creating informative and instructional videos. Share industry insights, tips, and tutorials that provide value to your target audience.
- **Social proof videos:** Build trust and credibility by featuring customer testimonials, case studies, or success stories in video format. Let your satisfied customers share their positive experiences and the benefits they have gained from your products or services. This social proof can significantly influence potential customers' purchasing decisions.
- **Behind-the-scenes videos:** Offer a glimpse behind the curtain by sharing behind-the-scenes videos that provide an inside look into your business operations, team culture, or events. Humanizing your brand allows customers to connect with your business on a personal level and build a sense of authenticity.

To maximize the effectiveness of the above types of video content you can share, consider the following strategies:

- **Define your goals:** Determine the specific goals you want to achieve with your video marketing efforts. Do you want to increase brand awareness and drive website traffic, or generate leads and boost sales? Clearly define your objectives to guide your video production and marketing strategy.
- **Know your audience:** Understand your target audience's preferences, interests, and pain points. Tailor your video content to resonate with your audience and address their needs.
- **Focus on quality:** Invest in producing high-quality videos that reflect the professionalism and value of your brand. Pay attention to lighting, audio, visuals, and editing to ensure a polished and engaging final product.
- **Utilize multiple platforms:** Leverage various online platforms and social media channels to distribute your video content. Be sure to show up where your audience is. For example, if your target customer is a 50-year-old man, you'll likely have better odds of effectively reaching him on Facebook instead of TikTok.

## What kind of business should consider video production?

Video marketing can be particularly beneficial for certain businesses because it offers a dynamic, engaging, and easy-to-digest way of showcasing products or services, explaining complex processes, evoking emotions, and educating customers. Its ability to convey a large amount of information quickly and visually makes it an effective tool in these contexts:

1. E-commerce and Retail Businesses
2. Hospitality and Travel Industry

3. Food and Beverage Industry

4. Real Estate

5. Fitness and Wellness

6. Creative Industries