***Creative ways you can use videos to increase sales***

***PEOPLE LOVE TO CONSUME VIDEOS:-***

What is the most used app in your mobile phones or what you browse more on youtube? Well, for me it is youtube. I spent a lot of hours on youtube. Today’s generation depends more on youtube. To search anything or to get any review of a product they first visit youtube. When we have to cook something different we see its recipe on youtube. Youtube is a platform where you will find varieties of videos. Videos affect an individual's life a lot. Everyone loves watching videos because they are very manipulative. Everytime you see any good video you feel good. If you want to watch any movie or a trailer you browse videos. Thanks to the videos that they have made our life so entertaining.

Videos give personal feel to a message in a story. When you portray a story via video then it becomes easy to connect with your audience. It is less complicated to advertise about your product with the help of videos. Videos become very satisfying when you start liking them. There are many recommendations that come in videos and then that channel becomes your daily soap.

Videos are not only inspiring in sales and marketing but in education, social media, promotion and also to advertise about your product. When you make good content on video then it becomes pragmatic, concise and captures viewers interest shortly. They are relevant in education when you don't get to understand the topic and then you search and watch its video. Some videos prompt and drive you to start liking study and boost up your confidence also. The more creative the content would be the more it will be attractive.

Videos have made life so entertaining. Not only the videos you browse on youtube , but also many applications that browse different serials and movies for the entertainment of the people. Videos grab a lot of attention and attract potential customers. Videos help customers to know more about the company and services. They attract more public by increasing the relevance of websites. Videos are fun to watch and easy to consume.

***HOW VIDEOS INCREASE SALES:-***

Sales are transactions between buyer and seller where goods and services are exchanged for money or other assets. When you sell a product you need to make sure that the product you sell must be satisfying for the customers as they have spent hard-earned money on it. The product and its price must be right for the market. The main purpose for the sale is to get a good buyer for your product. There are 4 p’s of sale price, product, place and promotion.

There are many strategies to sell a product. You have to understand your market. It is very important to understand the strategy of the market. To sell a product, you need the right leads. There is no use to waste your product and time on people who will never become your customers. You have to prioritize your company and leverage CRM.

* There are many marketing strategies out there . Many are too good and attract too many customers making them brilliant strategies. But many require a large investment of money and time . Many lead generations companies are still struggling for ways to get their product known out in the world. Well there is a solution for this problem and that is videos. Put more effort into making videos . According to a survey , around half of the customers want to watch videos instead of reading something . Videos can help you do many things .Some of them are as follows:
  + Website trafficking is increased
  + Interactions with the customer are enhanced
  + It helps your email list grow
  + It could also help in getting more followers on social media
  + A greater and wider audience will be viewing your thoughts
  + It helps to promote new products and sales
* If you own an e-commerce store then you need to keep some strategies in your mind like driving more public towards your product and making them your permanent customers. Video marketing helps a lot to achieve these goals.
* Video drives more organic traffic. If the quality of your website is good then people visiting your website will be high as the rank of business company will increase. Videos make the site attractive and reduce the bounce rate of the site which engages more customers.
* As we know ‘action speaks better than words’. How videos put impact on business? When people watch your product then its virtual image gets created in their mind which trawls them towards your product. People find it helpful to watch videos about products and learn more about reviews before purchasing them. Around 75% of the public watch reviews rather than reading them.
* It is easier to give information verbally than writing down everything. People get to learn more about the brand and company with the product and it's easy for you also to tell about everything you want your customer to know.
* Email marketing companies also use videos to enhance their sale. Many brands use video-in- email strategy to sell their products. When you include video in your emails it attracts customers to read the mail and learn more about the product. You can include every instruction related to the product and the link to visit your website. This will increase inquisitiveness in customers to know about the product.

There are many ways by which you can put this idea in use . Few of them are as follows

* + **Creating a youtube channel :**
    - Youtube channels can be the first step for using videos to promote your company.
    - Not only this but you can also share it easily once it is on youtube.
    - Also uploading on youtube ensures the multiple time use of the same video without remaking it or getting worried about lost or copyright issues.
  + **Social Media:**
    - Social media is a very big platform for the promotion of things .
    - Uploading videos on social media and making people share them to their friends and family is one of the best promotions one could get .
    - Also uploading small videos daily or on a fixed interval of time on social media is easier than anything else.
  + **Adding videos to website:**
    - Every firm has its own websites. What most of the websites are composed of is mostly things to read .
    - Adding more videos to it would attract a lot more people than it ever did.
    - Because nobody likes to read long paragraphs that are confusing and unappealing.
  + **Encouraging customers:**
    - One can also encourage customers to make their own video about what they think about the firm / company or the product itself .
    - It would help more people connect .
    - Not only that but other advantages like saving time , more exposure can also be provided.

***WRAPPING UP:-***

Video marketing helps to increase sales by informing more about the product. We see a lot of advertisement videos on television which attracts us to buy things which they are using in their ads. Businessmen invest a lot of money and time to give advertisements on television. It is not easy to portrait everything in words. The images used in the videos give customers reasons to buy products. High quality and studio style videos fascinate a lot of customers.

Videos have changed the decision-making process of customers.