

How you can use Videos to Generate Leads and Increase Conversion

If you haven't noticed, video is all the rage today. It is the most engaging form of content, which is why tons of brands and businesses have optimized YouTube channels with videos, an introductory video on their site, and different types of videos on their Facebook and Instagram handles.

It is clear that videos can boost your traffic and engagement. However, the role of video in increasing leads and conversions seems to be unclear to many. In this article, you will find out how you can use videos to boost your leads and conversions:

Why is Video important?

First of all, YouTube is gaining more traction ever, with billions of videos being watched every day. With lightning-fast broadband connections, the collective attention span of everyone has declined over the years, which means retaining attention for long is a herculean task. Here are a few critical reasons why you need video to further your online marketing strategy:

Videos content is easy to consume and retain

This point ties into the fact that people have a reduced attention span overall, which means you need to tweak your marketing strategy to capture and retain your prospect's attention.

Picture 1 of How you can use Videos to Generate Leads and Increase Conversion

While blog posts can work well to tackle a multitude of topics effectively, most people do not have the time or patience to sift through an entire post. They would much rather watch a (short) video to get a quick and direct answer to their question.

You can use video content to help build trust

One of the primary advantages of video content is that it is real. Video engages the senses like no other form of content, which means that you are creating a connection between you and the viewer. If you want to stand shoulder-to-shoulder with your competitors and out-perform them, you need to present yourself as the most credible source of value in your niche, causing your target audience to return to you.

Becoming a reliable option involves creating excellent content and building trust. Videos allow your audience to see what you are like and connect with what they see, based on which they can choose to revisit you or not. Building trust will help you generate leads and convert the ones you already have.

Statistics to prove the value of video content

There are tons of reasons to use video besides the two mentioned above. The following statistics serve as further proof that video content is the key to building your brand.

1. According to a study by TechSmith, 48% of people find video to be the most engaging form of communication while only 15% of people prefer plain text.
2. 96% of consumers learn about products and services through explainer videos
3. Posting a video on your landing page can boost your conversion by 80%.
4. 94% of businesses claim that including explainer videos has helped their users understand their products and services.
5. In 2019, 87% of consumers claimed they wanted to see more videos from brands.
6. Finally, 79% of consumers claim that a brand's video made them want to buy an app or software.

As you can see, video can increase your traffic, engagement, boost your leads, and help convert them. If you are a budding business looking for a marketing solution, using something like HubSpot video can help you optimize your marketing strategy.

How can you use videos to increase conversions?

Now that you know that video content can help you boost your leads and conversions, here are a few things you can do to get started:

Record and post webinars

Record webinars to address a topic in detail. 73% of sales and marketing leaders claimed that webinars serve as one of the best ways to get quality leads, according to insidesales.com. Webinars tend to engage. Attendees are known to spend an average of 61 minutes on a webinar. Presenting tons of valuable information and keeping your viewer hooked for an hour can help you increase your chances of conversion.

Webinars allow you to explain a topic or concept in great detail. You can use webinars to promote a product or service launch and talk about how it works and how the consumer can benefit from it. Webinars also allow participants to ask questions and get their doubts clarified.

Participants have to register for webinars before they attend them, which means you get vital information about your prospects that you can use to find out which ones are ready to purchase your products and services and others who may need some convincing.

Be sure to record the webinars you conduct. You could upload it on YouTube or use it as an incentive to get people to join your mailing list. Furthermore, people who may have missed webinar can watch it later.

Product pages

You can highlight your product's stand-out features on your product page using written word and video. Videos work phenomenally well when you want to unbox and set up your product and show how it works.

Testimonials

Had a successful product launch? Record it. Posting video testimonials is an excellent way to establish trust with your prospect. Testimonials work well because they often address common concerns and problems, offer solutions, and proof that they work.

Retaining your customers post-purchase

Once your customer purchases a product, you need to make sure they revisit you. The best way to do that is to help them feel more connected to your brand. How? Welcome them with a Video Email, send short tutorials to help them understand the ins and outs of your product or service, etc.

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