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Video Marketing Strategy allows marketers to harness the power of video and create effective video campaigns. This in-depth look at the world's most powerful medium helps brands to radically magnify their voice by tapping into a level of emotional engagement that can't be achieved any other way.

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Video Marketing Strategy: Harness the Power of Videos to Drive ROI From videos to profits Did you know that the average user spends 88% more time on a website with video? Not only that, consumers are 64% more likely to purchase a product after watching a video about a product. In the next 2 years, 80% of web traffic will be video.

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Video Marketing Strategy: Harness the Power of Online Video to Drive Brand Growth Jon Mowat Kogan Page 2017 277 pages \$29.95 HF5415 Mowat, a content creator and video strategy specialist associated with a video marketing agency in the UK, shows marketers how to use video to create campaigns and drive brand growth.

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Depending on your video marketing strategy goals, that might be clicking on your CTA, filling out a form, signing up for your email list, or making a purchase, you name it. All in all, completing a specific action means your marketing efforts are paying off! 10.3. YouTube Analytics

~~Video Marketing Strategy: Complete Guide for 2020 | Yum ...~~

I've been creating video content since 2008, and I've noticed how impactful video has become over time - especially in the last 2-3 years. I've utilised my experience to come up with strategies that will take your video marketing to the next level. Here are some tips to create a video marketing strategy that will beat the competition. 1.

~~How to Create a Winning Video Marketing Strategy in 2020 ...~~

What is Video Marketing? Our version of video marketing is getting a particular piece of content in front of a targeted audience, with the goal of moving them through your marketing funnel by taking a specific action. 51.9% of marketing professionals worldwide name video as the type of content with the best ROI.

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HARNESS functions as a complement to your marketing and sales departments, and consistently generates leads and drives sales through engaging video marketing campaigns.

~~HARNESS — Video Marketing Agency in Salt Lake City~~

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Customer interviews often produce marketing gold. A quick and fruitful way to uncover your customers' needs, down to the actual words used to describe their specific challenges, is simple - just ...

~~Council Post: Stop, Collaborate And Listen: Harness The ...~~

A video marketing strategy is going to struggle if its sole objective is to "sell more widgets". Though that may be the ultimate goal, but if you incorporate too much self-promotional content in your marketing strategy, it will be perceived as spammy and go unnoticed.

~~5 Steps to Develop a Video Marketing Strategy on a Startup ...~~

MD & founder of Hurricane; video-first thinkers who help brave brands cut through the noise. We offer video strategy, production & activation. Author of Video Marketing Strategy: Harness the Power...

~~Jon Mowat — MD, Marketing Consultant & Author — Hurricane ...~~

Having a few solid digital marketing strategies to depend on while the world settles down can not only help your business get back on its feet but also give you a headstart against your competitors. The key piece of advice you should keep in mind is to focus on your customers' priorities as much as your own.

~~6 Post-Pandemic Marketing Strategies With Long Term ...~~

As every marketing campaign starts by creating awareness, using social media channels to build brand awareness, and implementing social media strategies like getting social reviews, UGC, optimizing the landing page experience, improving customer support, and creating FOMO.

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