



Accelerate Your Business Growth With The Power of Video Marketing and YouTube By Debbie Allen

Video marketing is a cost-effective means of communicating with your target market and a powerful way to build your online presence. It's a quick and easy way to gain massive amounts of traffic to your website by improving your page ranks on Google, YouTube and other social media sites.

The number one reason why video marketing is becoming so important in business today is because it provides a more effective way to communicate with your target market. Videos instantly help you to develop a strong bond between you and your online viewers. Often users would much rather view a video about a certain topic instead of read about it in an article.

This makes it much easier for the viewer to find out more about your product or service. Within a few short minutes, you can effectively and completely communicate your product or service, and help the viewer retain this information as you build a relationship with them at the same time.

One of the major advantages to video marketing is that it is highly cost effective. You can essentially produce more and better results through the production and distribution of a video about your product and service for a fraction of the cost of other means of marketing and advertising.

7 More Reasons Why Video Marketing is Growing Today:

1. Promotes your brand and increase your brand's awareness
2. Engages with all social media sites easily and effectively
3. Personally connects with your target market and online audience

4. Improves your online presence and increases traffic to your site
5. Generates more leads, more sales and more income
6. Improves your SEO rankings quickly on Google and YouTube
7. Expands your expertise with a niche YouTube channel

Today, consumers have become so accustomed to the presence of videos as a way of advertising a particular product or service that it has become expected for a website or business to have some sort of video introduction or promotion. Businesses that fail to have videos to market their product and expertise are actually cutting out a large portion of their audience and potential customers. It is essential to stick with the flow of your competition, and stay relevant with video marketing strategies.

Word count: 386

About the Author

Debbie Allen, The Expert of Experts, is one of the world's leading authorities on business and brand strategy. She is the author of seven books including her latest best-seller *The Highly Paid Expert*. Learn more about her "Expert Positioning Formula" and innovative marketing strategies at www.DebbieAllen.com.

All Rights Reserved ©