

Why Your Brand Needs Videos?

(State of video marketing post-pandemic)



Introduction

State of Marketing in 2022

The year 2022 has shown us many phases! During the lockdown, we have witnessed a majority of businesses moving towards online platforms. As the pandemic brought tremendous changes in consumer trends, the patterns of marketing and advertising also had drastic changes. The change brought them the opportunity to experiment and explore various vertices around them. **Online businesses need to focus more on how to market their products and services online**, Therefore, there was a significant push in the businesses opting for Video Marketing, Digital marketing, Social media marketing, Search engine optimization (SEO), Search engine marketing (SEM), Content marketing, and various forms of it.





Role of videos

During the Global Pandemic

The global pandemic had a great impact all around the world and thus, a lot of new changes were introduced to the digital world of marketing, and advertising. And, videos became one important part of that change.

Reason?

Videos reflect emotions. People love to watch videos.

Going through the stats, The pandemic literally locked us at our homes which eventually had an increase in the viewership of the videos across all the online video platforms. Supporting the same, a study by Think with Google states that video consumption outpaced with an increase of

83%

of video marketers say video has helped them generate leads

93%

of brands got a new customer because of a video on social media.

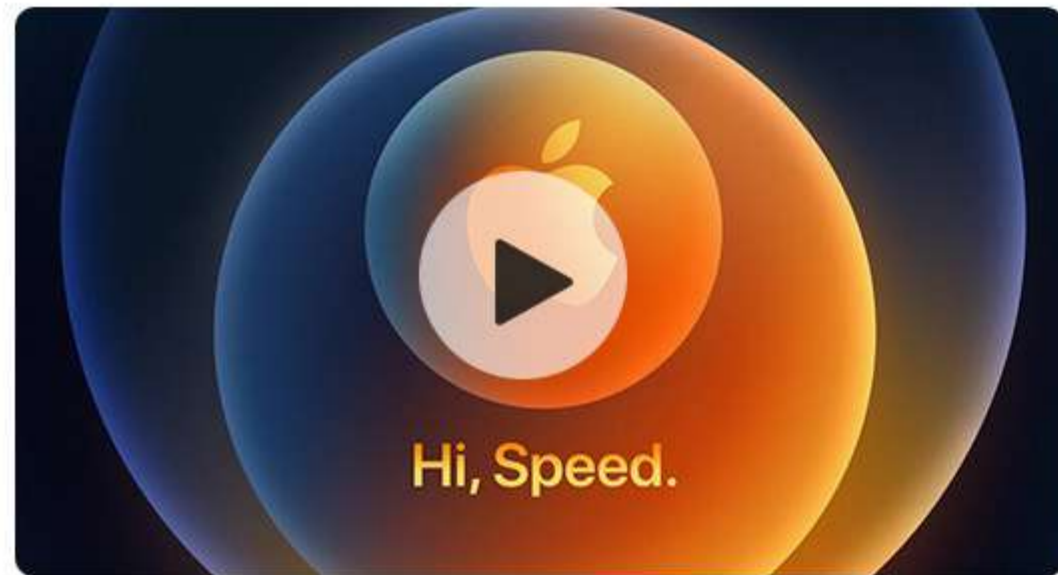
88%

of video marketers reported that video gives them a positive ROI!

From Big brands to small and medium businesses every enterprise nowadays is focusing on brand videos for their promotion!

This year was also different for the events. Apple organized all their events online. The events witnessed a huge crowd over social platforms.

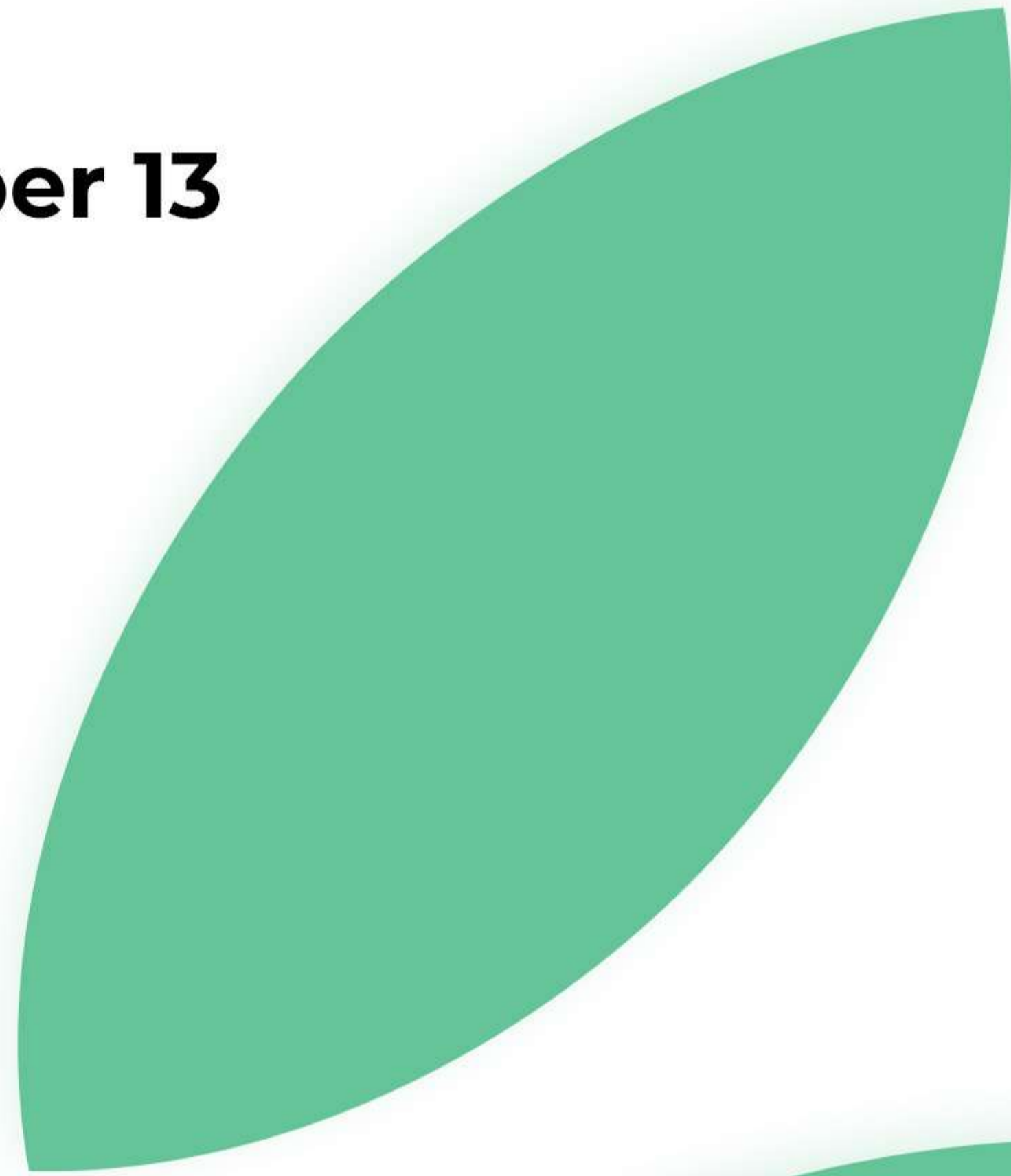
Have a look here at the **Apple Event — October 13**
The event has crossed more than



[Click to View](#)



Apple ✓
55,448,880 views



In the same way,

Vodafone Italy launched an ad campaign made remotely by the crew to demonstrate the importance of connectivity and raise funds for the Italian Red Cross during the pandemic. The ad features the strapline



[Click to View](#)

“Even when we can’t be close, we can be together”.



Next on ads made remotely is Nike's inspiring campaign where it is paying a tribute to all



NIKE ✓
58,956,994 views

[Click to View](#)

**The
athletes
who are training
indoors due to
quarantine.**



The highly affected sector due to these unprecedented times is automotive. A unique and creative corona ad introduces the BMW India Contactless experience with a **digital-purchase experience** that gives the feel and benefits of a brick and mortar dealership at a click of a button and from the comfort of the home.



[Click to View](#)



BMW India ✓

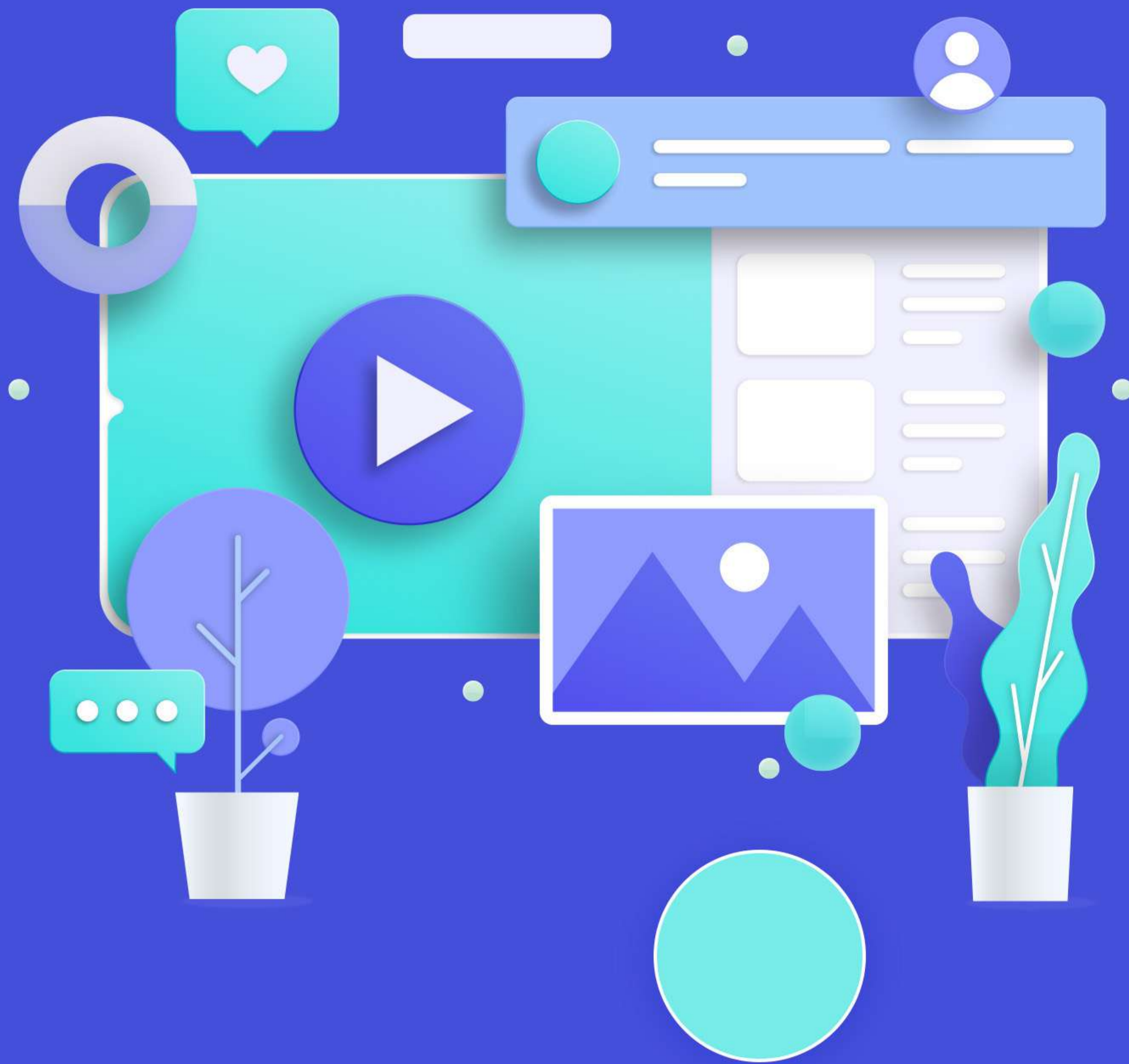
9,354,525 views



They are simply not just to market your brand, but, videos can help you in –

- Increase your audience engagement
- Increasing your brand's awareness
- Yielding Higher conversion rates
- Helping your audience to make a buying decision
- Bringing you one step ahead in the competition
- Developing credibility and trust
- Increasing your ROI

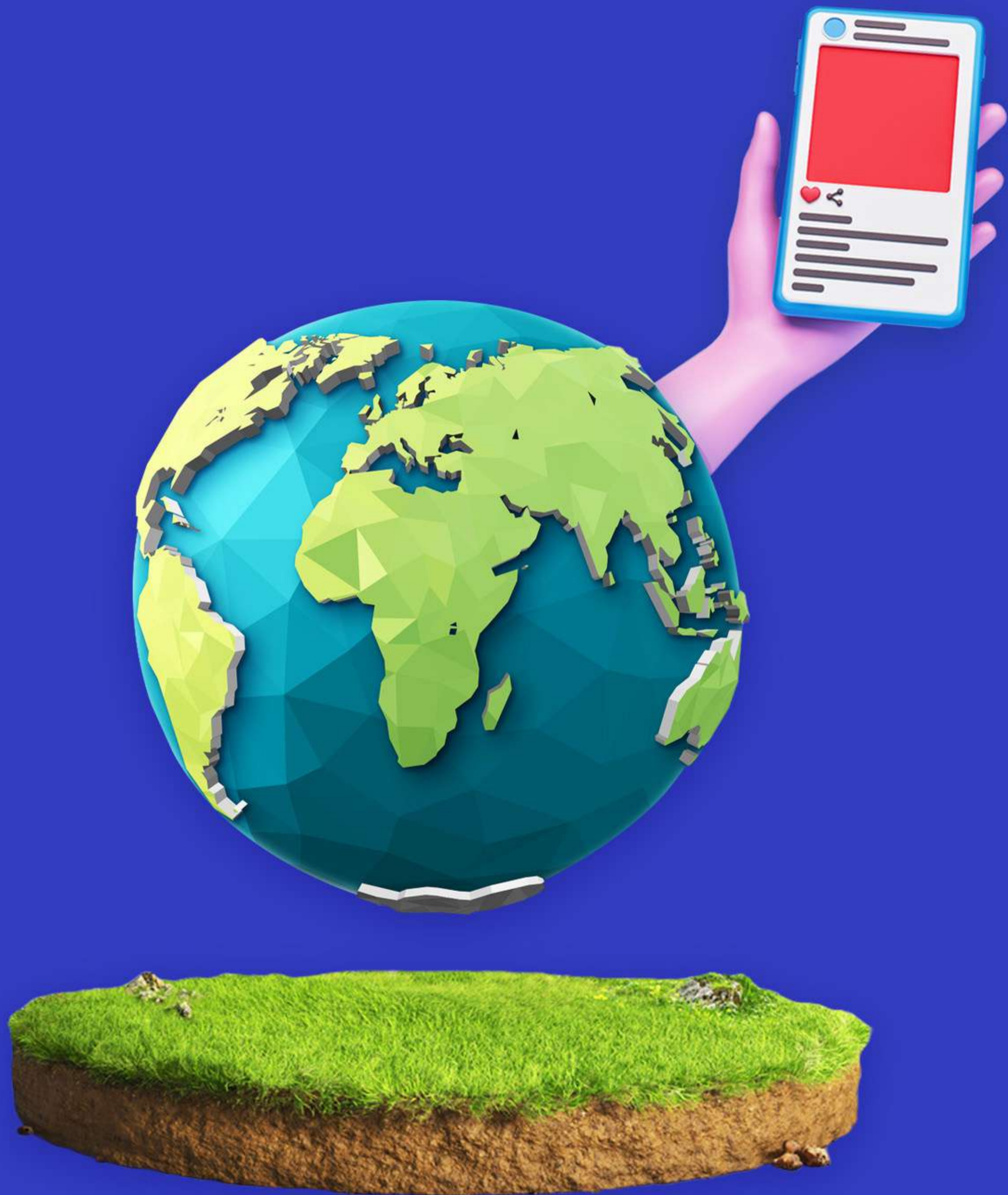




Video marketing has now become a mandatory tool which should be a must pick in your content marketing strategy now, and for the days to come!

As stated already, video marketing acts like the rock Cornerstone content for you!

In the year 2019, the average daily minutes spent watching online videos globally was 84 minutes, which is predicted to reach 100 minutes a day by 2022.



So, on average, you've got **100 min** of each **4.5 billion** internet users across the globe! And if we calculate the total, then **4.5 billion * 100 minutes (each day)**

**That makes around
450 billion
minutes every day!**

Can you feel the authenticity of video marketing in the upcoming time?

Mobile video consumption increases by 100% every year

Videos are outpacing E-commerce growth rates.

As of now, 81% of businesses use videos as a marketing tool.



According to the marketers, they have gained a great ROI by running their video campaigns. In fact, in some cases resulting in a phenomenal 96% higher click-through-rate.

They can even make **video marketing statistics higher than** the kite in the sky!



Did You Know?

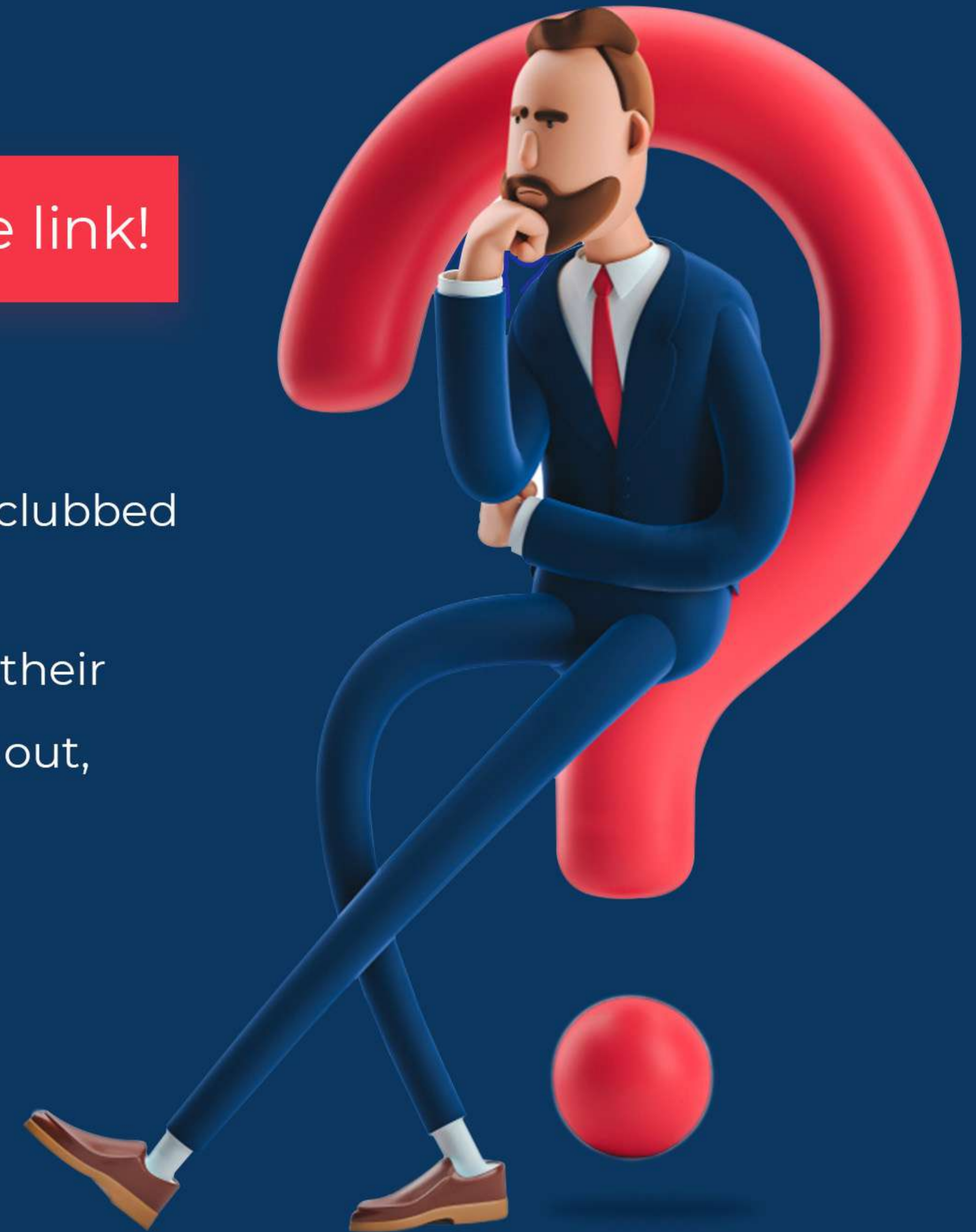
IGTVs are the only place where you can create a clickable link!

Instagram reels

As of now, Instagram has introduced Instagram reels. These are the new clubbed areas for generation Z!

So, for Insta Reels, comes in with new built-in tools so that users can edit their videos. Right now, only four features are available. However, as Reels rolls out, more will pop up.

- **Audio**
- **Speed**
- **Effects**
- **Timer**



Much like on TikTok, users can start and stop recording multiple times during the 15-second video by pressing and holding the record button. Although Reels film like a story, they can be found on the grid in a dedicated tab as IGTV has.

Instagram is best for businesses! Reason being that you can create a complete marketing funnel on this platform.

Let's say, you own an E-commerce store!

Now to market your brand and products from Instagram, you can make it through these steps:-

- Regular postings to engage with your audience.
- Post a teaser on Instagram reels
- Post the complete video on IGTV!



Targeting GenZ to engage with your content.

82% of all consumer web traffic will be video. It is predicted that all videos will be optimized for each social platform to enhance the viewer's experience.

Gen Z consumes video content for 3.4 hrs a day! By the year 2022, GenZ will make upto 47% of all the consumers and the key to Gen Z is through videos!



Here is something from Forbes

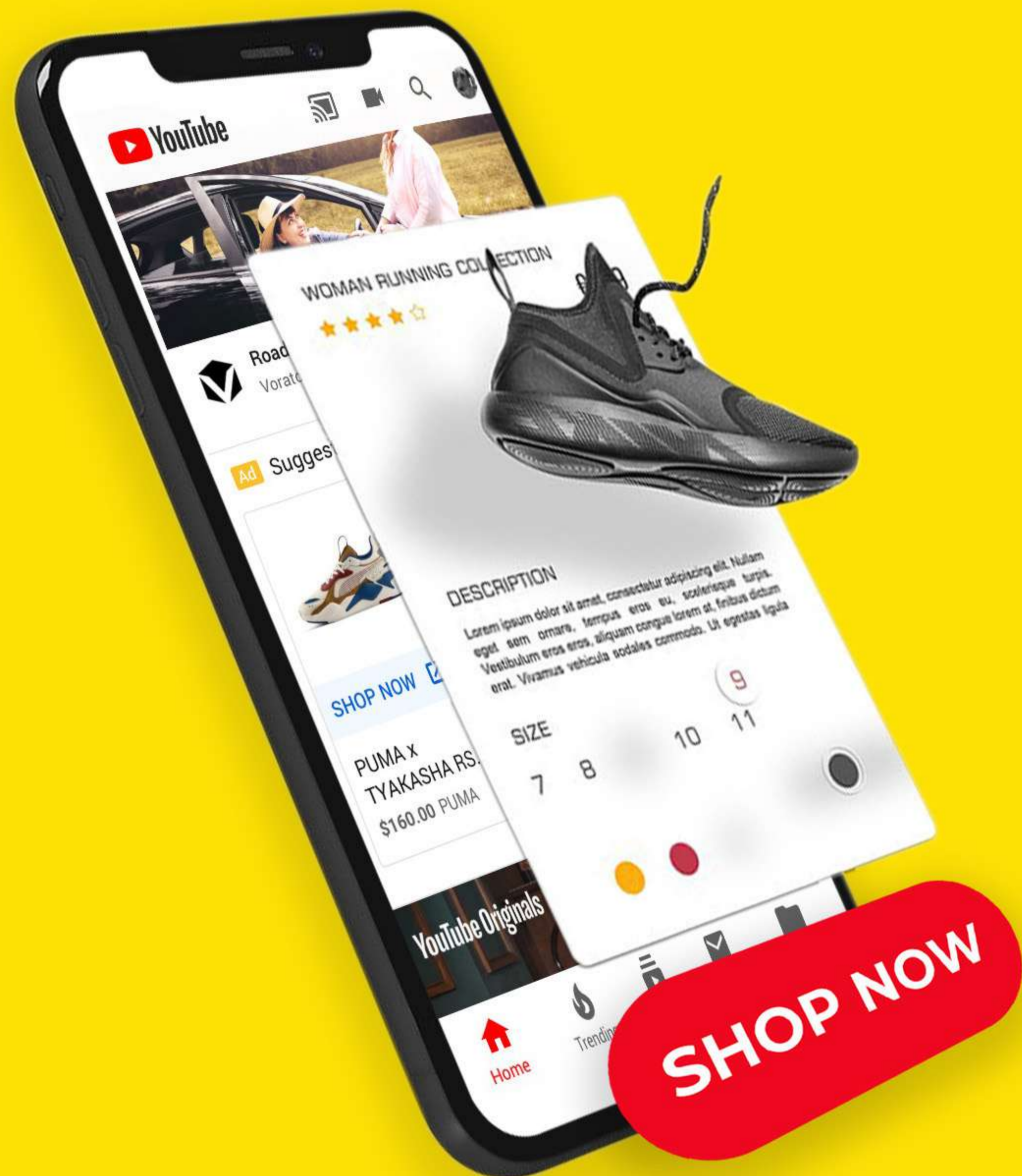
Mark McIntyre, CEO of advertising and web design agency MaxAudience told The Manifest that the flight to purely visual platforms such as Instagram, Snapchat, and YouTube could be because younger audiences aren't interested in sifting through different kinds of content to get to what they know they like.



“**Snapchat and Instagram** are cooler for younger generations because they have less content,” he said. “You get to choose to see all the good stuff and none of the junk. It’s way more image-based and way less text-based, and you don’t get everyone’s rant.”

”





Google has introduced a new direct response tool on this ad type! It means there will be a clickable button present on the ad screen on the video content as **“SHOP NOW”**.

From there **you can buy products at the real-time** from the video advertisement itself.

It will automatically bring the products catalogue and **you can shop directly without being redirected** anywhere and switching off from YouTube to any other platform!

Now this will be a new revolution!

But the issue arises

on the point

– What type of videos your brand needs?

Well, the answer to this question brings 3 more queries,

- **Who is your target audience?**
- **What is your brand demographics?**
- **What product or services are you offering?**

But surely, we can show the case studies of our clients from all over the globe who have enjoyed the video offered by us and they got what they wanted!



Client case studies!

Client Name:- **Shpetim**

Brand Name:- **Albage**

Location:- **Albania**

Genre:- **Online Store for Video games**

Shpetim was requiring some videos for his Store through which he can market his products to a mass audience!

The game began!



We worked on the planning starting with the complete analysis for the business and the target audience.

We worked on every minor point. As his business was Albania based and the target customers were the residents of Albania the video was also created in their native language (albanian)!

Below is our reward!

Albage

Rating
★★★★★

I highly recommend CedComerce, I had a great communication throw the process of our video explanation for our website. Responded quickly to every change that we have made, I would say they are very patient and professional. So finished in good time and on budget. Very satisfying!

You can also have a look at the [AlbaGame's YouTube channel](#) and find all the videos there that we have created!



Client Name:- **Mr. JP Tucker**

Brand Name:- **Hello Drinks**

Location:- **Ohio**

Genre:- **Shop Alcohol Online**



Client Name:- **Mr. Jesper**

Brand Name:- **Bacteria Remover**

Location:- **Sweden**

Genre:- **Bacteria Remover Product**



Assistance

in video making?

We are here to help you from the scratch.

Video Marketing services offered have a complete set of the following!

Videos are doing something great! And we are the ones who make this even more fabulous for you!



We focus not only on generating leads but also stabilizing it to the saturation and above! We cater to all kinds of video marketing services for your brand, so whether you need an affordable short explainer video or a high budget professional portfolio, we have got you covered.

We cater you in creating

- Idea Generation
- Market Research
- Target Audience Research
- Competitor Analysis
- Scripting the video
- Voice over
- Storyboarding
- Video editing
- Verification
- Handling over the final video



Get High-Quality work at pocket-friendly prices!

With all the complete strategies for present and future!

Work and process information

Video Marketing Package offer!

- Campaign Setup
- 2 videos/ month (10 sec each)
- 1 video/ month (30 sec each)
- 1 offer promotion video
- Proper marketing solutions for your campaign
- Conversion Tracking
- Facebook, Instagram Audience Research
- Create Remarketing Audiences
- Expert Advice on future strategies
- Monthly ROI Report
- BI-weekly reports as well for analysis!



Hence, all you need to focus on will be verifying what suits you the best!

Plans	Intro	Basic	Intermediate	Pro	Customised
No. of videos	1	2	4	9	As required
Types of videos	Initial step to dive your customers through is by a Brand\ awareness video.	Here we add on a booster for consumer interaction and that is a Reel/Story and considering your target audience to take the cognizance with a Brand awareness video	This plan comes up with the double dose for Reel/ Stories packed with a Brand Awareness video and a Product/Service video which can educate your consumers briefly about your product and services so that they can easily understand about that.	As th name, the pro plan is the set of complete campaign which allows to greet your customers from the scratch, to aware them, making them to rethink about your brand/product/services and helping them to make a buying decision.Thus,turning them from target audience to your customers with the help of 3 Reel/Stories, 2 Brand Awareness videos, 2 Product/Service videos, and 2 Featured Videos!	As required
Length of video	15 sec	Reel:- 15 sec Brand Video:- 30 sec	Reel/Stories:-15 sec Brand Awareness:- 30 sec Product/Service Feature:- Upto 60 sec	Reel/Stories:- 15 sec Brand Awareness:- 30 Sec Product/Service Feature:- Upto 60 sec Featured Videos:- Upto 90 sec	As required
Time frame required	7 days	10 days	20 days	40 days	As required
Price	99\$	199\$	399\$	1000\$	

Still got questions?

Connect with us to plan your video marketing campaign,
or to optimize your current campaigns to enhance your
brand visibility and extend its reach

Connect with us-



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