

Why Video Will Increase Your Online Sales

Selling online is becoming more competitive due to the ease with which people can set up companies, e-commerce websites and maintain low-cost product supply lines.

This competitiveness means that you need to deliver more than a product image and description to potential customers to engage and convert them.

This is where video can give you the edge.

Product related video can deliver a personal touch to your potential customers. An online boutique experience, where you anticipate their needs and questions through video.

Videos can also engage the lazy shopper, giving them rapid insight into the benefits of your products and potentially converting more people to customers.

Product Related Videos Will Deliver You Free Marketing

By investing in simple product related videos on your e-commerce site you increase the chance of getting significant free online marketing.

Google loves useful videos and ranks them in related searches. Taking the time to create genuinely useful videos, uploading them to YouTube and getting people to watch them, will increase your chances of Google displaying them in search results.

People also love to engage with and share video, so truly useful clips will increase the possibility of your product videos being shared on social media.

What Type Of E-Commerce Videos Should I Focus On?

There is no hard and fast rule about this, you need to tie what you sell to the right format of video to highlight the products best.

Instructional videos, such as how to use a certain type of camera for example, are great for showing a product's features and for maximising search potential on Google and YouTube.

General product and product category information videos can be fantastic for more in-depth products where it may not be immediately clear what the benefits are.

The product review can also be very powerful. It could be a customer review, or it could be delivered by a salesperson demonstrating its features.

There is also the after-sales format video. This is where you can demonstrate the product in use or head-off post sales questions in a positive manner.

Video Creation Is Easy And Powerful For E-Commerce

The process of making product videos is usually fairly straightforward. This means you can do them in batches, both to minimise costs and create a unified feel.

For a product demonstration it could simply be somebody standing there showing how the product is used. This could just involve a static frontal camera shot, cutting to close-ups when detail on product use is required.

There is also little depth to the scripting required for product related videos. Usually they will only be one or two minutes long and be highly targeted to selling the benefits.

This makes the production of product videos something any business can achieve in partnership with a video production company who understands the format.

E-Commerce Videos Can Increase Your Return On Investment

Better engagement with your customers and better understanding of your products through adding video can increase your sales.

Measuring your return on investment is usually pretty straightforward. Google Analytics allows you to link e-commerce transactions, so you can track where your sales are coming from. This can be very useful if you are using paid advertising, especially Google Adwords.

Other metrics, such as social media engagement, should also be easily trackable. There are a variety of ways you can set up tracking to see how far your videos are being shared and discussed.

As long as you plan well, the creation of product related videos can give you a real competitive edge and drive organic growth in your brand. It can deliver free viral advertising and engage people in a way static images and text cannot.

If you would like to discuss how easily we can give your e-commerce company a competitive edge, then I would love to hear from you today.