

# Why Video Marketing Is Good for Your Practice

November 20, 2018

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*The use of video marketing is growing exponentially. Here's why you should integrate video into your online marketing efforts.*



Quality content is a proven way to market your brand and attract your desired audience. Once upon a time, all that was required for content marketing success was a great blog article. But the domain of marketing has changed over the past few decades, and today's marketers must find inexpensive ways to spread their message to an audience that has an ever-busier schedule and an ever-shrinking attention span.

Enter video marketing.

The popularity of video marketing is growing, with more and more companies, individuals, and brands adopting the medium. But what is it that makes video marketing so effective and popular? Here are a few compelling reasons.

## **Easy to Comprehend**

The human brain processes video content [60,000 times faster](#) than it does textual content. Humans are hardwired to opt for easy-to-process information and avoid cognitive strain on the brain. Videos serve as a breath of fresh air in the smashing world of information overload.

## **The Trust Factor**

Videos provide a strong medium to inspire, educate, and create brand awareness. Many consumers today choose products and services on the basis of blog updates and product reviews. A survey by video producer [Animoto](#) found that over 96% of viewers find video content helpful when making online purchase decisions. Also, 58% of people consider companies that provide video content to be more trustworthy. An active video forum can help you win the trust of your clients and influence their purchasing decisions.

## **Strong SEO Value**

Rich media, such as videos, are also favored by search engines. One factor that plays a crucial role in the success of video content is that Google owns YouTube. For this reason, Google often pushes video content and features videos prominently in search results.

## **Facebook on Board**

A stroll through Facebook clearly demonstrates the power of video in today's world of digital marketing. Recognizing the increasing popularity of video content, Facebook introduced a picture-in-picture option that allows viewers to watch a video while they browse the home page. Facebook is continually testing its platform to develop an enhanced infrastructure for

videos.

### **Shareable Content**

Users are more likely to share video content through their social media accounts, emails, blogs, and websites. Videos are an excellent marketing tool by which veterinary practices can share news about their practice, mission and vision, services, and provide informative content for maximum outreach.

*Naren Arulrajah is president and CEO of Ekwa Marketing, a complete internet marketing company that focuses on SEO, social media, marketing education, and the online reputations of veterinarians/practice owners. With a team of 180+ full time marketers, [www.ekwa.com](http://www.ekwa.com) helps practice owners who know where they want to go, get there by dominating their market and growing their business significantly year after year. If you have questions about marketing your practice online, call 855-598-3320 to speak one-on-one with Naren.*