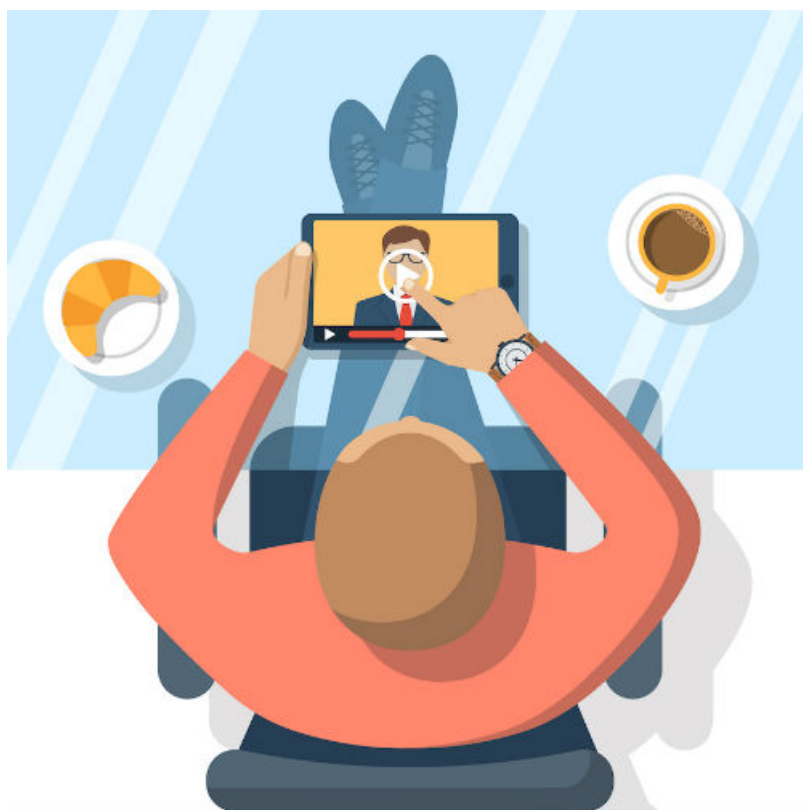


Vlogging: An Innovative Video Promotion Strategy for Your Dental Practice

Need to give your content a boost? One of the unique trends in online content sharing for dental practices to take advantage of is vlogging.

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Do you know how much faster our brain processes video as opposed to text? 60,000 times!

A combination of two words, “Video” and “Blogging”, vlogging is the practice of posting online videos that are editorial or personal in nature. Videos have been around for a while so why the hype over them now? But vlogging is much more than simply sharing visual content online. It’s about expressing thoughts freely, promoting and advertising to a much wider audience.

Vlogging takes videos to the next level—an interactive level. A few years ago blogs were the most happening way to communicate and network with audiences across geographic boundaries. The occasional podcast on these blogs were considered novelties and drew much attention and created greater impact. Now, thanks to vlogging, writing is taking a backseat and videos are doing what write-ups did five years ago. They are tools used to increase audience engagement and maximize the reach of a blog’s content.

From broadcasting daily events in their lives to sharing information online, vloggers choose to post everything via video instead of writing about them.

From their humble beginnings as blog enhancers, vlogs have transformed into standalone content. Thanks to advances in technology which make creating and editing videos a cost-effective option for any creator, and the multiple social media platforms offering video sharing options, vlogging has become a cultural phenomenon with mass appeal.

Reasons for Vlogging's Popularity

One reason for the success of vlogs is the ease of access. Thanks to persistent notifications from social media companies on our smart phones, tablets, laptops and other gadgets, all it takes is one click and the video is on!

A picture is worth a thousand words! Images are powerful. Not only do visual images remain in our memory longer, they also have the ability to make us react spontaneously making the exchange interactive.

Related for more on content marketing:

- [Videos - The Biggest Bang for Your Marketing Buck](#)
- [The Best Blogging Strategy: Engage Website Visitors with More than Just Text](#)

Do you know how much faster our brain processes video as opposed to text? 60,000 times! Audiences are 40 times more likely to share images and videos than other content. Little wonder then that 2017 marketing statistics show that 71% of social media advertisers used them.

This onslaught of videos means that you may be exposed to 206 or more videos every month. Analysts have predicted that 84% of online interactions in 2018 would be through visual means and soon videos would take up 79% of all traffic on the internet!

Why Should Your Business Have a Vlog?

Your dental practice can benefit in many ways from this powerful medium, including:

- Reach wider audiences
- Feature more often in online searches
- Present your offerings in a more appealing manner
- Build an interactive relationship with target audiences

Setting Up Your Vlog

The process is as simple as setting up your channel on YouTube but becoming a popular vlogger requires some concerted efforts on your part. A staggering number of visitors (over 1 billion users per month) and a mindboggling number of searches (5 billion per day) on YouTube means that as a newcomer, you could be submerged under the heap of content.

Some things you can do to rise above the rest are as follows:

- **Look to popular vloggers for guidance.** What are they doing? From equipment to nature of content, learn from their success—and mistakes. Create a stirring video for marketing your vlog and most important of all—stay original.
- **Your passion is your USP.** Capitalize on your strengths and pay attention to the smallest details, including the clothes you choose and the language you use. Have a peppy name for your channel and use [SEO tools](#) for the process.
- **Quality matters.** Use a tripod. Maximize the effects of light and colors. Good clear visuals leave a lasting impression but shaky unprofessional content may become memorable for the wrong reasons. Invest in quality.
- **Share and network.** Promote your work on every social media platform possible. Network with other vloggers and post frequently. It may be difficult at first, but with time you will get into the groove of things.

If you are skeptical about your prospects, you have read the situation well. But the benefits far outweigh the costs. Prepare for a future where vlogs play an integral role in all aspects of client relationship management for your dental practice. Take the plunge today.

About the Author:

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 dentists. With a team of 180+ full time marketers, www.ekwa.com helps dentists 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.