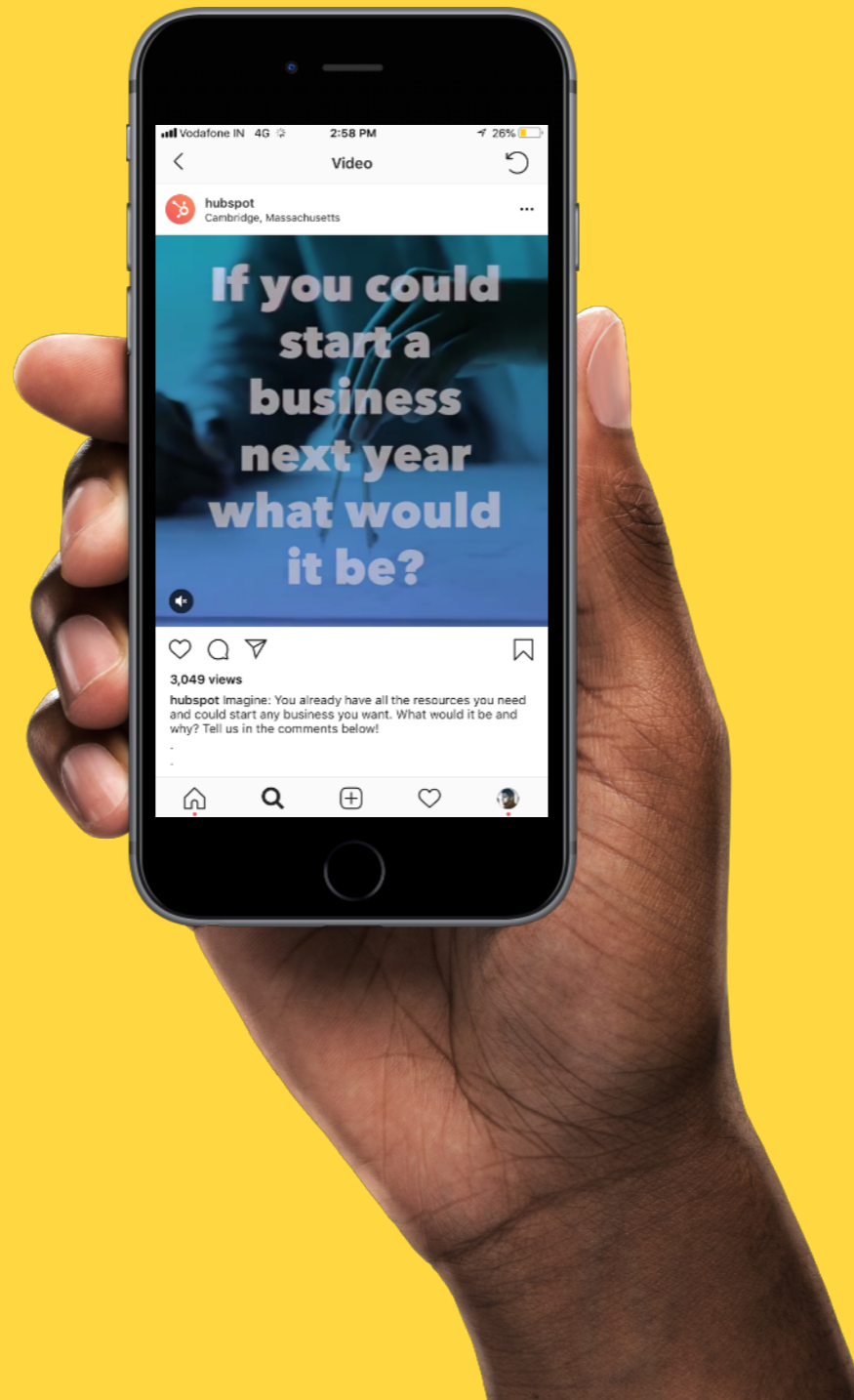


synclarity presents

The most impactful Video Trends of 2019



Video Drives More Business!

10 years ago, a business website was the touchpoint for prospective customers to get interested in your product. For more info, they would have to get on the phone or meet your sales rep.

However, today consumers expect an on-demand experience. One that gives them all the info ASAP.

In fact, 19% of prospects only wish to talk to a salesperson once they consider buying your product.

40% prefer to buy without ever speaking to a salesperson at all.

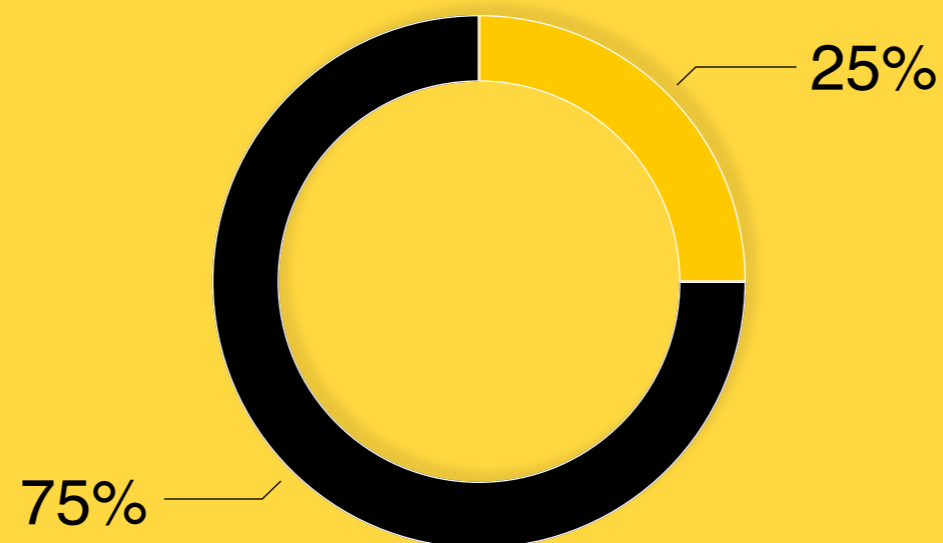
By incorporating a video in your sales process, you provide prospects with what they want: a seamless experience that talks about your business.

Trend 1

Consumers Expect Video Content

Today, marketers consider video as a necessity, and not a luxury.

Realise that **75% of consumers** will lose interest in your brand if you don't have a video explaining your product or service.



Prospects expect video to be a part of their buying experience. However, videos aren't just about the consumer experience.



An average product has about 15 competitors.

Unless you're running a monopoly, this increasing competition means that your brand needs to stand out by meeting prospects where they are (online) and in the format they prefer (video).

Trend 2

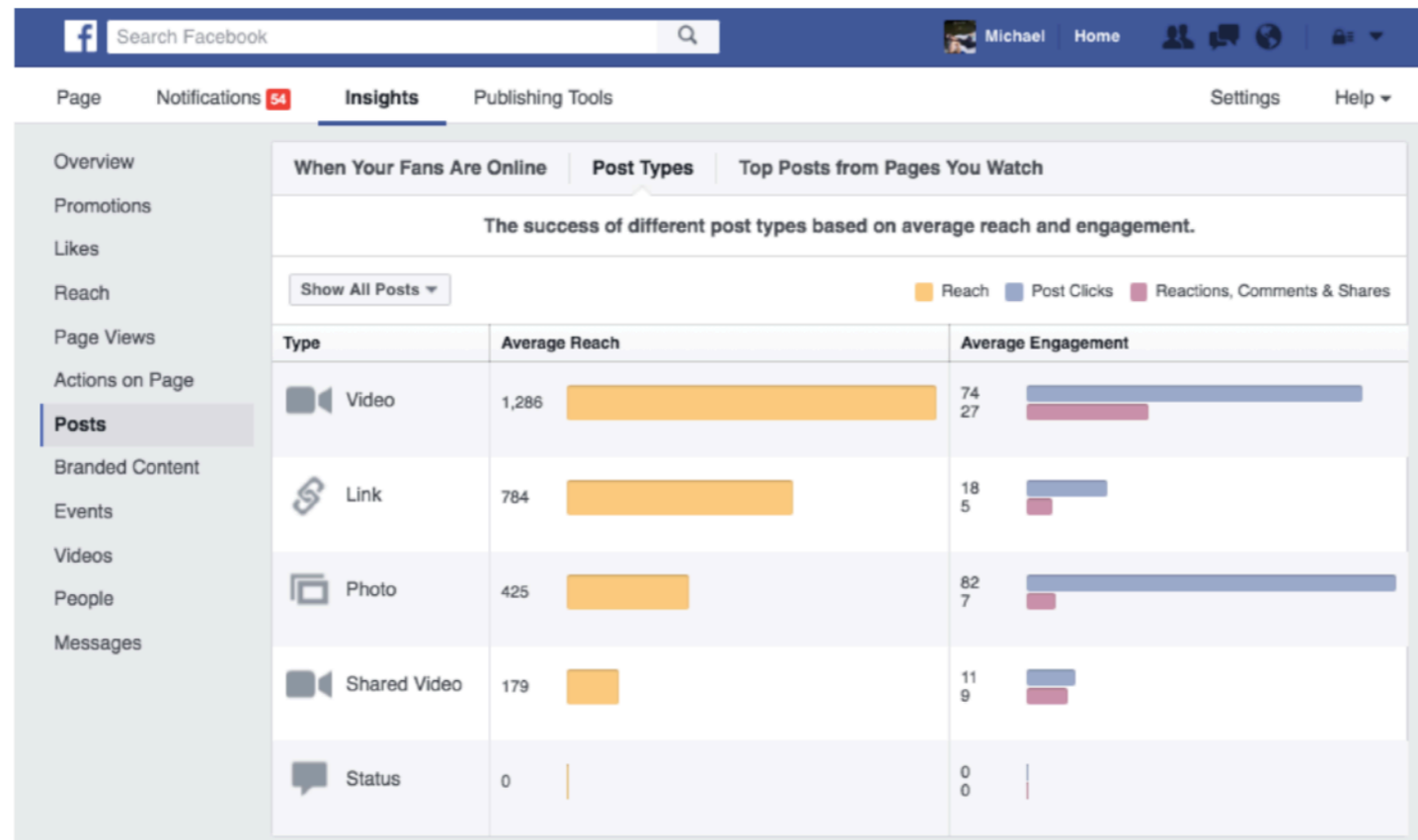
Video Quality over Video Quantity

With the video landscape becoming more competitive day by day, the quality of your videos needs to be a priority. Just “another video” or two won’t cut it.

Would you watch a low-quality video on the internet?

Video competition is becoming too rigid for low-quality videos to make the cut.

This means if you’re planning to invest in a video, you need to do it right and [do it](#) well.



[Sprout Social's Video Engagement](#)

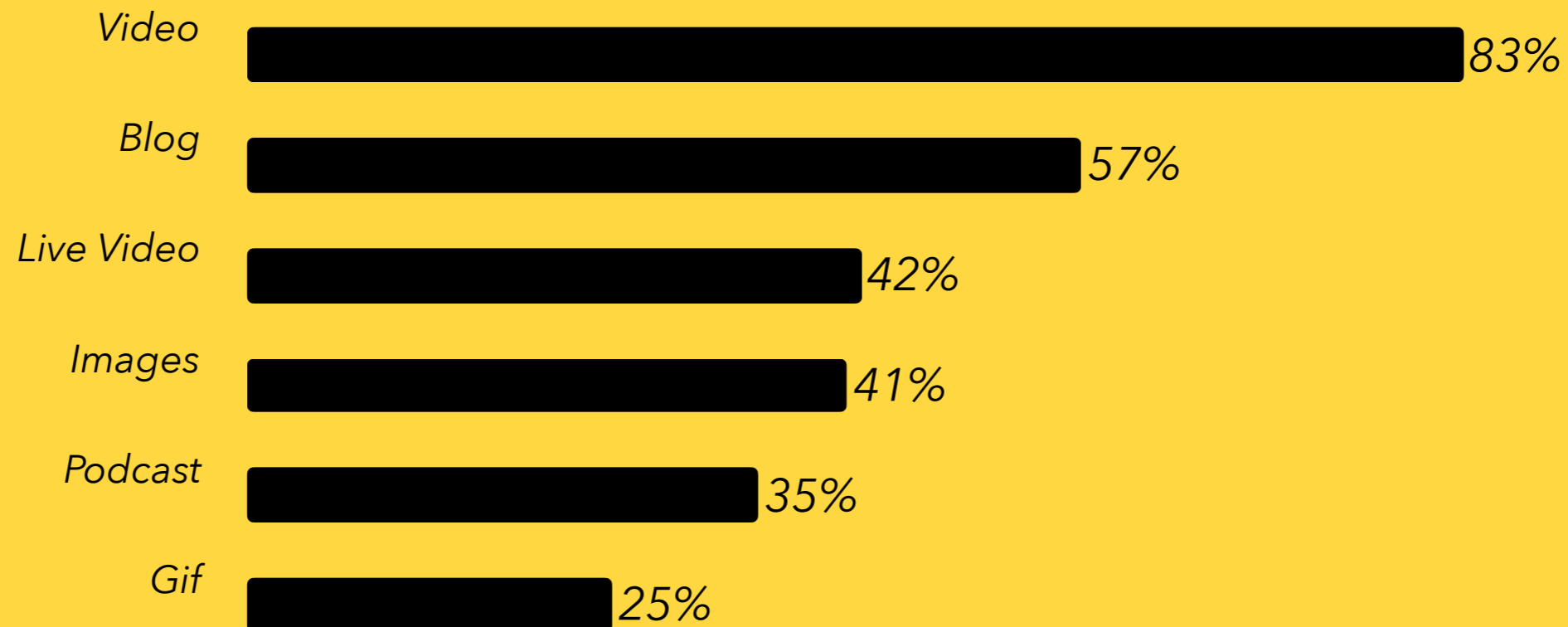
High-quality videos see higher engagement, and drive overall better results in this sea of digital content.

They're more likely to stand the test of time, giving you a higher ROI and an asset you can rely on for years.

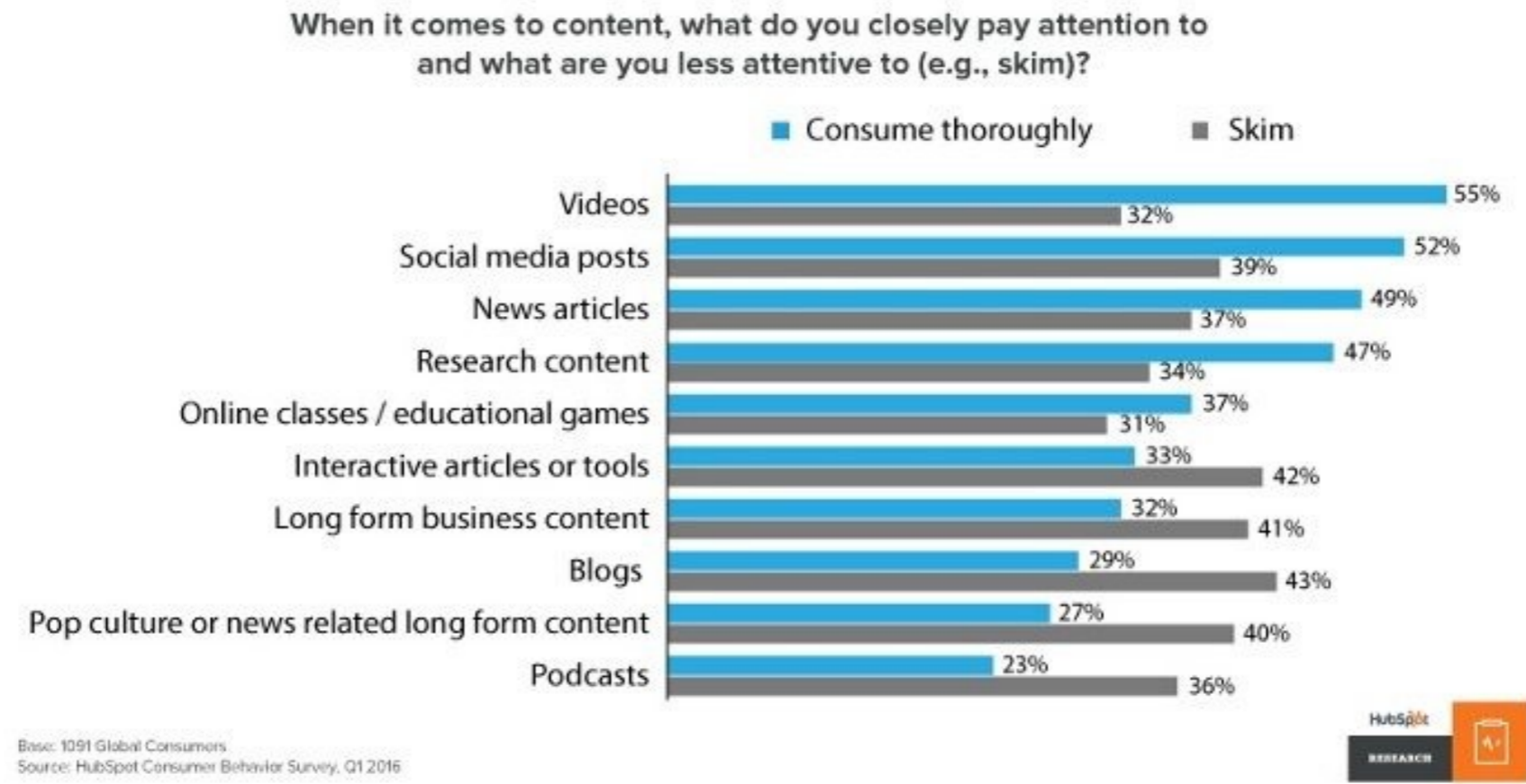
Trend 3

The rise of Video in B2B

It's not that text or images have lost their place. But remember, video is quickly becoming the expected form of content as a part of the consumer experience or else prospects will lose interest.



Brian Halligan from Hubspot [recommends that at least 50%](#) of your content mix should be video.



As the demand for video content continues to grow, brands need to save a larger chunk of their content budget for videos.

Trend 4

Video Strategy

[73% of marketers](#) say that video gets the best ROI, the other 21% cited the lack of an effective video strategy as the reason of low ROI.

As hot as video has become, creating a video strategy is surprisingly not as popular.

Most companies take the “ready, fire, aim” approach when it comes to video marketing and create random videos before thinking about the strategy behind it.

Videos get the best return and results,
only **when tied back to a well-**
planned strategy.

So, What are you waiting for? 🤔

Trend 5

Videos accelerate Sales

While, you are eager to create videos for awareness, higher ROI can be generated from bottom-of-the-funnel videos.

Why?

Because videos automate and speed up your sales cycle faster than any other type of content.

Sales process videos pull more prospects through the funnel at a much higher rate.

Trend 6

Use of Personalised Sales Video

Videos can help in sales. You can build a personal connection with your prospects by standing out in their inboxes.

[Wistia](#) refers to them as Video Voicemails.

Here's how you can build these!

It's really simple.

- 👤 Switch on your mobile cam
- 👤 Introduce yourself
- 👤 Explain the reason behind your call
- 👤 Provide a next step
- 👤 Add a dash of personality

Use them as a follow-up or an introduction. It helps you stand out and puts you in front of your prospect instantly.

So, What's your video sales strategy? 😊

Trend 7

The rise of Video Ad Budgets

Online ad spend has surpassed TV ad spend

Don't believe us?

Just ask the 70% of marketers who plan to increase their video ad budget next year.

Call it a trend, but we just think it's a reflex to where people are spending more time.

In 2016 alone, events like Summer Olympics and the Presidential debates saw more viewers tune in online than on TV for the first time ever.

For video retargeting, the cost per impression is much lower, and it has shown to convert those who have already shown interest in your business at a higher rate.

[80% of your website visitors](#) won't return.

Thankfully, with the combined power of video and an effective retargeting campaign you can pull those long-lost visitors back into your world.

Trend 8

A/B Test your Videos

Split Test's or A/B Test are a great way to test your content and learn how your audience reacts to that content.

It has become increasingly common to test landing pages, emails, headlines, etc.

So, Why not add A/B Test video as well?

Here's how you can A/B test your Video!

- 👤 Long/short versions
- 👤 Different calls-to-action
- 👤 New messaging
- 👤 Animation vs. Live Action
- 👤 Different introductions or hooks

Trend 9

Engaging Videos Rise to the Top

Engagement is one of the most important factors to keep in mind while creating your videos.

Quite simply, Engaging videos are really about [holding your audience's attention](#) and get them to take the next step or continue the conversation:

- 👤 Leave a comment below
- 👤 Share this video with a friend
- 👤 Subscribe by clicking the link

Why is Engagement that important?

Well, engagement is a sign to platforms like YouTube and Facebook that your video is a big hit.

Trend 10

Longer Videos offer great Value

The [giant myth](#) in video marketing is that shorter is always better.

Snack-able, bitesize content works wonderfully for short product prompts, Call-to-Actions or for brands who have more functional and tactical messaging.

Here's the truth:

videos can never be too long – only too boring.

For brands who want to connect their audience with their mission, long form content is your friend.

Trend 11

Story-telling Is King

Story-telling is a powerful marketing tool.

For ages, storytelling has been the most powerful communication tool known to man.

Modern Science has shown us recently that storytelling actually engages our brains and taps into our emotions better than anything else.

As you begin to weave stories into your videos and marketing material, you're more likely to spark emotion and hold people's attention more effectively.

Trend 12

Mobile-First Videos

Vertical videos are all the rage.

Mobiles are the main source for our content consumption and therefore can help in building effective communication.

Users use their phones to watch all kinds of video content, from Instagram stories to full-length motion pictures, horizontally shot videos are no longer as dominant as before.

Trend 12

LIVE Videos

[Live videos](#) have quickly become a tool that give brands a better reach and engagement on social platforms like Facebook, Twitter and Instagram, so take full advantage.

Live Videos are popular across all the major social platforms.

The reason:

- 👤 They are spontaneous, authentic
- 👤 They are budget-friendly
- 👤 They are time sensitive

Trend 13

Videos minus Sound

[85% of videos](#) on Facebook are played mute.

This lead to more video content designed to be viewed without sound.

Marketers now need to adapt and create videos for autoplay, keeping their silent viewers in mind.

If you want your video to succeed, it's very important to [use captions](#) and on-screen graphics to grab the attention of your viewers communicate your message – even without a sound.

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