

Eleven

marketing and consulting

MARKETING MONTHLY

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IDEAS TO WARM UP YOUR FEBRUARY!

It's February: the month of love, Valentine's Day and chilly temperatures.

In this issue, we are sharing one of the things we LOVE - VIDEO. Video is king, and harnessing the power is essential to your marketing plans!

This is also a great time to think about spring! If you haven't already, have your monthly marketing plan in place. What products will be offered, what promotions, giveaways, or advertising will you do? Will you need more staff now that things are opening up more? Today is a good day to plant your seeds!

7 REASONS WHY VIDEO IS THE HOTTEST GROWTH HACK OF 2021

Video on social media is proving to be the most powerful business asset for gaining new followers, growing your brand, and driving sales. Instagram, Pinterest, Facebook, Twitter, and even LinkedIn have progressively pivoted towards video as the format of choice, while the rapid rise of TikTok has shown just how persuasive (and addictive!) a video-first offering can be.

But why is video content so important for brands? Ultimately, it's what consumers want. Social media has evolved from a place to connect with friends, into a 360° destination for entertainment, education, and e-commerce inspiration. And in this new world of social media, video content reigns supreme. Still not sure about the benefits of video?

Here are 7 reasons why your brand needs video content on social media:

Why Invest in Video on Social Media #1:

It Gets More Exposure (+ More Engagement!)

If you've logged in to any social media platform recently, the chances are you'll have seen video content within the first 10 seconds. This is because video content typically performs best with most algorithms, based on the fact it captures a viewer's attention for longer. And the longer a viewer engages with a piece of content, the more likely an algorithm will boost that content to a wider audience. Whatever your video platform of choice, it's time to get creative and start experimenting with all the different ways you can share dynamic video content that's almost guaranteed to get you more engagement.

Why Invest in Video on Social Media #2:

It Has a Longer Shelf Life

Not only does video content get more engagement than other content types, it typically sticks around for longer. Why Brands Should Invest in



Video #3: It's Growing in Popularity Across All Channels

There's no question, social media users love video.

Even in 2018, a study showed that 54% of consumers wanted to see more video content from the brands or businesses they support. Video has grown in popularity across every channel. In 2019, users spent a weekly average of 6 hours and 48 minutes watching online videos, a 59% increase from 2016. And that's before we consider the impact of COVID-19 and social distancing measures on our video consumption habits. Facebook and Instagram saw a 40% increase in usage due to COVID-19, with views for Instagram Live and Facebook Live doubling in one week.

Why Invest in Video on Social Media #4:

It Appeals to a Gen Z Audience

Gen Z audiences are much more connected to the internet than other generations and have grown up with YouTube as a primary source of educational and entertainment content. So video is the best place to start if you're looking to resonate with a Gen Z audience!

Why Invest in Video on Social Media #5:

It Can Reach Audiences Across Multiple Platforms

Producing quality video content may be more time consuming than taking a photograph, but once complete, you can use it to reach different audiences across multiple platforms. Greater reach = a greater return on investment.

Why Invest in Video on Social Media #6: It's a More Personable Way to Engage with Your Audience

In 2021, being a brand is so much more than selling products. More than ever before, consumers want to know about the values and people behind the brands they buy from — and video is one of the most effective ways to do this. Showcasing the faces of your brand through video content can humanize your business and help create a deeper, more emotional connection between you and your community. Plus, it's a great way to dig into the details of your products in a personable way, which can be much more relatable (and persuasive) than a series of static images.



Invest in Video on Social Media #7:

It's a Powerful Sales Tool

If a picture can tell a thousand words, a video is worth at least a million. Which is just one reason why video is such a powerful sales tool. Video allows brands to showcase products in a dynamic way, adding valuable context that is almost impossible to achieve through static imagery. If you're not creating video content for your brand yet, there's never been a better time to get started. The good news is, your video content strategy doesn't need to be overwhelming or expensive — often the simplest, most authentic concepts can work best.