

Drive More Sales in ESP in

2020

In the recent past, product videos were considered little more than a pricey luxury for larger corporations. Nowadays, however, they've become a necessity for standing out in a competitive marketplace.

Adding product videos to your ESP® listings is a great way to grab the attention of searching distributors, and it's easier (and cheaper!) than you think.

Here are 7 tips to use video to boost your ESP efforts:

1 Use video to tell a story

Video marketing is changing the way we do business, and that trend will only continue to increase. Creating a quick video of your product is no longer enough – videos are now being used to tell compelling stories about brands.

2 Demo your products with 360-degree videos

Video adds an important visual element to ESP product detail pages that shows your products in a contextual setting. Use them to demo what you're selling and give distributors the experience of browsing in person with 360-degree views.

3 Tailor your video for mobile

If you're not yet creating video for mobile devices, now is the time to get in the game. On-the-go video consumption is growing rapidly allowing suppliers to reach more prospects.

4 Replace text with video

Video lets you showcase your brand and products in a highly dynamic, visual way. A professional, 30-second product video can often replace 1,000+ words of text AND do a much better job of selling your product. Not to mention, product pages with videos convert prospects into customers at a much higher rate than image-only pages.



5

Include text in your video

Make sure you include copy in your videos that helps illustrate the product's features and benefits. Many people watch videos without audio, so it's essential to communicate effectively regardless of sound.

6

Use customer testimonials to tell your story

What better way to show off your brand and products than testimonials and success stories from real customers? Word-of-mouth marketing is key.

7

Don't dismiss informational videos

Visitors to your website or ESP product pages don't always take time to read. This can make it challenging to get them to choose you over competitors. Product descriptions might get ignored, but you can fix that with informational videos. Using this type of video on your product pages helps break down information in a different way and can answer prospects' key questions.

What are you waiting for? Get started on your next product video with help from our creative team.

Schedule a no-pressure consultation with an ASI® rep today!

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