

7 VIDEO MARKETING MYTHS

Even small businesses should use videos to promote themselves.

Small-business budgets are spread pretty thin, so video isn't always on your must-have marketing list. But video has never been cheaper and easier to create, and with its growing popularity, you need to incorporate it into your marketing plan.

We recently introduced ASI® Video Services to make sure suppliers of all sizes and budgets can take advantage of this hot trend.

Here are some reasons why video should be your biggest asset.

▶ **Myth 1: Small businesses don't have worthwhile topics for videos.**

FALSE! Obviously, you're familiar with your products, all their features and how they work. Whether your promo products are complex or not, it's important to remember your audience may not have any familiarity with them at all. You only have a few sentences to describe products on ESP®, and sometimes that isn't enough.

A viewer's understanding of a company's product increases by 74% when they watch a video instead of reading text.* You're more likely to educate your distributor prospects with a video.

▶ **Myth 2: Videos are too expensive for small businesses to produce.**

Not anymore. We've removed all barriers, like people, time and location, and have introduced a video service that's affordable and efficient. You can attract attention, demo your products and educate distributors without breaking your marketing budget.

▶ **Myth 3: You can't tell a good story with a short video.**

Yes you can! Sometimes, the most compelling videos have minimal sound and visual elements. WHAT you show and HOW you tell your story are important – you don't need a ton of bells and whistles over two hours to do it. ASI works with you to determine your goal, and then we create a video that meets your specific needs.

▶ **Myth 4: A video can't increase sales.**

FALSE! 64% of consumers state that the chance they'll purchase online after watching a video increases.* Engagement increases with multimedia; it attracts more attention; plus it creates a connection with the viewer. This sensory experience persuades the viewer to make a purchase.

▶ **Myth 5: It's hard to distribute a video.**

Not anymore! They are also so easily shareable, even if you aren't the one sharing! If you upload a product video in ESP, your distributor prospects can view and share it with their clients, pushing end-buyers toward your product.

▶ **Myth 6: You can only use a video once.**

No, no, no. You can post it multiple places and use it over and over again. If it's about your company, put a link in your email signature. Begin any sales meeting with your video to intro your brand. Put the video on your website. Share it on your social media pages. It's your video – put it everywhere to make sure it's seen and keep your brand in the face of all prospective buyers.

▶ **Myth 7: Videos aren't worth the cost.**

They totally are. In fact, companies that use videos are growing revenue 49% faster than those who don't.* You want to grow and develop your connection with prospects, and videos allow you to do that. They also help you grow your brand and remind prospects that you're a viable option. You will more than make back the cost of a video.



*Vidyard, 2016

Whether you're a small or large supplier, video marketing will help you stand out and differentiate yourself from competitors. Your distributor prospects are always searching for new ways to evaluate suppliers and their products. Video marketing with ASI will help you grab their attention and stay within your budget.

Email advertising@asicentral.com to learn more about ASI Video Services today!