

Video Content Marketing: Strategies and Benefits for Brand Enhancement

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Abstract: *Video content marketing is a potent tool for raising brand awareness, encouraging interaction, and accelerating conversions because of its capacity to communicate ideas succinctly and memorably. Video is becoming a vital part of current marketing strategy, helping firms stand out in a crowded market, thanks to the surge in social media and mobile usage. You may increase visibility and interaction by creating brief, interesting films specifically for social media sites like YouTube, Instagram, and Facebook. There are various platforms that are used by people, like Instagram, YouTube, and many more, for watching videos. They are engaging in different types of videos, such as educational, entertainment, and some other videos also. The primary goal of video content marketing is promotion, creating brand awareness, lead generation, increasing customer engagement, and also sales conversion. To make this research paper, there are primary data and secondary data. Primary data is collected from 20 people's responses, and secondary data is collected from a Google web site and released as a research paper. Opinions of people on video content marketing using Google form.*

Keywords: Video content marketing, platforms, videos