

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

I. INTRODUCTION

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. With the use of videos and the captivating quality of visual media, marketers may utilise video content marketing to raise awareness of a brand, product, or service. A range of formats are covered by it, such as social media clips, webinars, brand stories, testimonials, instructional videos, and promotional films. While tutorials offer detailed instructions on how to use a product, promotional movies try to emphasise its features and benefits. Credibility and trust are established through testimonials, which present actual client experiences.

Storytelling about brands helps establish an emotional bond with viewers by conveying the vision and core values of the organisation.

The following are some of the main advantages of video content marketing that improve a brand's entire marketing plan:

1. **Enhanced Interaction:** Videos demand the attention of viewers and promote interaction more than text or images alone.
2. **Better Retention:** Individuals typically retain visual information more readily. Videos are an excellent way to rapidly and effectively communicate complicated material, which increases retention rates.
3. **Enhanced SEO:** Website rankings can be raised by using video content, which is preferred by search engines. Longer page visits resulting from captivating videos can boost SEO
4. **Establishing Credibility and Trust:** A brand's humanisation through testimonials and behind-the-scenes footage helps customers believe in and trust the company. Videos serve as a versatile marketing tool, suitable for various events and platforms such as webinars, email campaigns, and social media posts.
5. **Effective Storytelling:** Through the use of videos, brands can capture audiences by narrating their tales in a way that makes them feel something.

Video content marketing is the practice of promoting a company, good, or service via the use of video. It uses the captivating quality of video to enlighten, amuse, or influence viewers. This can come in a variety of formats, like:

Videos that are meant to promote goods or services.

- How-to videos and tutorials instruct viewers on how to use a product or complete a task.
- Testimonials, including remarks and firsthand accounts from clients.
- Telling the company's history, beliefs, and mission through brand stories.
- Webinars: instructional events with a potential for product promotion.
- Social Media Videos: Short video customised for sites like Instagram, Facebook, or YouTube.
- By making information more approachable and interesting for the audience, effective video content marketing may raise brand exposure, enhance engagement, and encourage conversions.

Many platforms and businesses employ video content marketing for a number of reasons, including:

- Social media: Sharing interesting video content on sites like Facebook, Instagram, TikTok, and YouTube is highly recommended. Videos are a useful tool for businesses to communicate with their audience through entertaining or educational material, offer customer testimonials, and sell items.
- Website Content: A lot of businesses use YouTube embeds to give product or service explanations, brand narratives, or instructional films. This can help SEO and improve the user experience.
- Email marketing: Adding videos to email campaigns can boost open and click through rates. Promos, new items, or business updates can all be highlighted in brief, eye-catching videos.
- Brand Awareness and Storytelling: In order to engage with their audience, brands use narrative-driven videos to convey their values, mission, and culture.
- Training and Internal Communications: Organisations utilise video to make content more interesting and understandable for employee onboarding, training, and internal communications.
- Capturing attention, engaging audiences, fostering brand loyalty, and eventually boosting conversions and sales are the main goals of video content marketing.

Objectives of the study:

- To study the primary goal of video content marketing in organisations.
- To find out the types of videos the people create.
- To find out which platform is primarily used by people

II. METHODOLOGY

The above data were collected primarily and secondarily based on the opinions of different people and the Google website.

Primary data

Primary data were collected using Google Forms. Google form is circulated to the different people in that question, asking them about their view of green marketing. The data were collected from 30 participants.

Secondary data

Secondary data were collected from published research papers, articles, and Google.

III. LITERATURE REVIEW

This study explores the influence of short video content marketing on consumer purchase intention through TRA and ELM models. It identifies key factors such as knowledge-based, interesting, and emotional content that significantly drive purchasing decisions, with brand identity acting as a mediator and product involvement as a regulator. The research involved a random sampling of 800 questionnaires, yielding 752 valid responses, primarily from educated individuals aged 18-35. The findings suggest that brands should focus on delivering engaging, emotionally resonant content and leverage big data for targeted marketing to enhance consumer engagement and conversion rates.

Content marketing is a vital digital strategy that enhances customer engagement and delivers value by focusing on consumer needs rather than traditional selling methods. It encompasses various formats, including blogs, videos, and infographics, to effectively reach and engage target audiences. The primary objectives of content marketing are to increase brand awareness, convert leads, and retain customers. By providing valuable and relevant content, companies

can build trust and foster long-lasting relationships with consumers, ultimately leading to successful marketing campaigns and higher visibility for their brands in a competitive landscape.

The document discusses the significance of digital content marketing in engaging consumers and building brand loyalty. It emphasizes the need for valuable and relevant content tailored to different platforms, as customer profiles vary across channels. A strategic content marketing framework is proposed, guiding companies in developing effective content strategies that align with their maturity level. The importance of storytelling, quality content, and timely delivery is highlighted to create customer engagement and trust. Additionally, it suggests that brands should treat social media as a communication channel rather than a sales platform to foster relationships with potential customers.

The paper outlines a content marketing model designed to improve website content management for Ukrainian businesses. It emphasizes the importance of understanding target audiences, conducting content audits, and utilizing SEO to enhance online visibility. The model consists of key stages: analysis, content creation, promotion, and assessment, reflecting the shift from traditional marketing to content marketing in response to changing consumer behaviors. By leveraging social media and creating valuable content, companies can effectively engage their audience, achieve business goals, and build trust with prospective customers, ultimately leading to increased traffic and brand loyalty.

IV. DATA INTERPRETATION AND ANALYSIS

Number of Responses of Different Age Groups

Sr. No.	Age Group	Percentage
1	Under 18	10%
2	18-25	80%
3	25-35	10%
4	35-45	0%
5	More than 45	0%

In the above table, different age groups responses are collected. The majority response was collected by the 18-25 age group.

How often do people watch online videos

Sr. No.	How often	Percentage
1	Daily	100%
2	Weekly	0%
3	Monthly	0%
4	Rarely	0%

In the above table, 26.7% of people are familiar with the concept of green marketing and 40% are not familiar with it.

Platforms that people primarily use to watch videos

Sr. No.	Sources	Percentage
1	YouTube	70%
2	Facebook	0%
3	Instagram	30%
4	Snapchat	0%
5	Other	0%

In the above table, there are different platforms that people primarily use to watch videos.

Types of videos do the people engage with most

Sr. No.	Types of videos	Percentage
1	Educational	70%
2	Entertainment	80%
3	Product Review	40%
4	Tutorials	30%
5	Sports	10%

In the above table, there are different types of videos that people engage with most.

Types of videos that people create

Sr. No.	Types of videos	Percentage
1	Promotional	60%
2	Behind the scenes	30%
3	Testimonials	30%
4	Live stream s	40%
5	Others	10%

In the above table, there are different types of videos that people create most.

The primary goal of video content marketing

Sr. No.	Primary goal	Percentage
1	Brand awareness	40%
2	Lead generation	10%
3	Customer engagement	50%
4	Sales conversion	30%

In the above table, there are different types of primary goal of video content marketing.

Challenges that people face in video content marketing.

Sr.no	Challenges	Percentage
1	Budget constraints	10%
2	Time management	50%
3	Lack of skill	60%
4	Content ideas	50%

In the above table, there are different challenges that people face in video content marketing.

V. RESULTS

The survey elucidated respondents' perspectives on various social media platforms and the implementation of video content marketing. Some participants indicated a perceived lack of talent; they suggested that an increase in talent would be beneficial. While certain videos emphasized the significance of product diversity and availability, others suggested that additional information regarding product benefits would influence their purchasing decisions. Individual attitudes vary based on knowledge, needs, experiences, and cognitive processes. Age is another factor influencing perceptions of marketing strategies.

Suggestion:

- There are numerous instances of fraudulent videos and links disseminated through social media posts by organizations or individuals. When authentic video content and links are shared, it can enhance public trust.
- Providing consumers with pertinent product information through video content may potentially increase product demand.
- There exists a deficiency in requisite skills, which impedes individuals' ability to create appropriate videos for marketing products and services. As individuals' skills improve, they will acquire the necessary information for effective marketing.
- The prevalence of video content on social media platforms presents an opportunity for efficient time utilization.

VI. CONCLUSION

In conclusion, video content marketing has become a key tactic in the digital sphere, providing companies with a powerful means of interacting with consumers, spreading messages, and increasing their visibility. The study emphasizes how crucial it is to create successful video marketing using data-driven strategies, creativity, and authenticity. Businesses that emphasize producing high-quality video content and use analytics to fine-tune their strategies stand to benefit greatly from the ongoing shift in consumer tastes. Using video to its full potential is the future of marketing, therefore it's critical for companies to innovate and adjust in this fast-paced landscape.

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