

Why Nothing Else Competes with Video Marketing

If you've started to notice that your Facebook feed is at least 50 percent videos, you're not imagining things. In the last two years, video marketing has exploded, and savvy brands and companies are harnessing its power for their marketing strategies.

Just how much of a heavy hitter is video? In July 2015, BuzzFeed's social media videos garnered nearly 2 billion views. That's "billion" with a "b."

That's because video marketing has competitive advantages that other forms of advertising just don't have. In addition to being a highly flexible, dynamic method of carrying a message, video marketing is also extremely nimble—and exactly what potential customers are primed and ready to respond to.

Everyone Loves a Great Story - Video Helps Show It Instead of Just Tell It

The advertising world has always loved the idea of storytelling, but in recent years, the public has become increasingly interested as well. Thanks to tear-jerking or smile-inducing ad campaigns by influential companies, consumers are prepared to learn about your product through a story—and nothing can do that more emotionally or beautifully than a smart, short video.

In addition to brand origin stories, video can also capture vignettes, which incorporate lifestyle elements, introduce new products or features, or help consumers see a service or product in a new light. Rather than telling them why something is great, video allows you to *show* them—and show them what role it may play in their life, too.

Video Content Gets Along with Almost Everything

Facebook is one of the most-visited websites in the world (it comes just after Google and YouTube)—and [as of 2014](#), more than 70 percent of American adults were on it. Which means if you want to reach people, your best bet is to do it in a way that integrates well with Facebook.

Unlike written content, podcasts and even some photo-based marketing endeavors, videos are seamlessly integrated with Facebook's news feed. The autoplay feature makes video one of the most powerful ways to put your content right where people are already looking.

Video also has the option to be shared across multiple platforms; with video marketing, you have your choice of platforms and resources, from YouTube to Vine to Tumblr to Snapchat—making it the most versatile of media.

Sharing, Sharing, Sharing

Videos are inimitably quotable, repeatable, replayable—and of course, sharable. Everyone wants to create marketing content that is actually valuable enough and enjoyable enough to encourage people to share it organically, and video stands the best chance of doing that.

Whether viewers post it to revisit later, send it to a friend who may love it, or identify personally with it, video lends itself to sharing better than any other medium.

Video also gives the internet something to play with, which is a great thing. Who doesn't love an animated gif? If you create a video that truly resonates with your audience, it can have serious staying power, as people share gifs, stills and clips across channels.

Regardless of what you're trying to tell potential customers, the fact of the matter is that you can say it best with video, and you can say it to more people, in a more creative way, with better outcomes.

Looking for Great Video Marketing Ideas?

Leeway Films is a full-service [video production company in Seattle, WA](#). We create [brand videos](#), [social media videos](#), [real estate property videos](#), [event videos](#), features and more. Call us at 206-300-4891 or get in touch via our [contact form](#).