

## DIGITAL MARKETING: WHO IS KING?

It's no big secret that in today's digital marketing techniques, video has become a sort of 'king,' or at the very least, revolutionary in how we view content. More and more businesses are jumping on board with the idea that video marketing not only helps to connect with their audience, but makes them more approachable, and allows customers, fans, and target markets to see them on a more personal level. Think of it as the ultimate word of mouth. One that you can control as a business owner or marketing director!

However, knowing the importance of video isn't enough. Brands are quick to shoot from their iPhones, or even spend a lot of money on a new drone, DSLR camera, or the latest video gadget that everyone seems to be using now. For example, the latest trend is 360-degree videos, allowing viewers to literally see every inch of the shot. It's an interactive experience that can't be beat, and brands are jumping on board with it very quickly. The same goes for things like GoPro's, which can be user-friendly, but to get the full experience, they need a bit of practice and overall knowledge of how to make the most of their features.

The problem tends to arise when brands have the best of intentions, but lack the knowledge, expertise or time to make things happen. The marketing for these products speaks for itself, so much so that it's incredibly easy to get high-quality video equipment nowadays. But that equipment is only as good as the person/team operating



it, and the time they put into it. Most businesses don't have the time or a videographer on staff. So, that responsibility is usually left for someone on the marketing team to learn, and delays the project if it gets developed at all.

What's the solution? Sources suggest that brands are turning toward outsourcing to get great, dynamic video content. There are so many great video production companies on the market today, with the knowledge of how to use specific products, and a creative eye and vision for turning your videos into something truly unique. Outsourcing video production has so many benefits for your business, but the biggest two? It'll save you valuable time, and money in the long run. You don't have to purchase any fancy camera or sound equipment, and you won't have to hire someone in-house to do the work for you. Plus, production companies are filled with naturally-creative people, who can put a spin on your videos to make them stand out from the crowd.

Outsourcing can feel intimidating to some brands, especially if they have a specific look, feel, and message they're trying to convey. But when it comes to jumping on board with the latest in video marketing, there is no better way to get the quality your business deserves, at a price you can afford.

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**LASER MESSAGING. HYPER-TARGETING. VIDEOS THAT ENGAGE. CALL US TO GET STARTED.**

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