



Are You One of the 87%?



Not sure if you're on the video brand wagon? Before you decide, check out the latest [video marketing stats](#) from Oberlo's 2019 report.

Did you know 85% of all internet users in the US watch online video monthly, and 54% of consumers want to see more video content from a brand or business that they support? In fact, a whopping 87% marketing professionals use video as a marketing tool, and 88% are satisfied with their ROI on social media.

What small business marketer wouldn't want to put effort into where they'll get best results?



3 Types of Video to Boost Marketing Results

Stories. Video lets you share in-depth stories that you sometimes can't convey with a photo. You can build awareness, promote your products, educate your audience, go behind the scenes and way more. Most video stories are around 10 – 15 seconds. You can flip your store's sign from "closed" to "open" with text, "Come on in for a cupcake." Or show a playful dog in a puddle of mud – and add a bark in the background, "Spring Cleaning. Wash Your Dog Today." Not sure how to start? Here's [Hubspot's](#) guide to Instagram stories.

Facebook Live. Need ideas? Neil Patel gives 19 Facebook Live ideas in [this article](#) to boost brand awareness. Q + A's, answer blog comments, give a live tour, have a recurring show. Let's not forget livestream. Who loves Facebook Live? Big brands and small brands. From Sephora to the ASPCA, to event organizers and realtors giving tours. Heck, my friend Ana Villaba in Rincon, PR uses Facebook Live to teach a [Spanish Immersion Class](#) in and around the community. And she markets her business, without a website.



via GIPHY

GIFs. The best way to describe GIFs are mini videos or moving pictures. They're great attention grabbers and make people smile. So, how can you use them for business?

Post GIFs on Facebook to make a point. Embed a GIF in a blog post (like me) or include one in an email. Be fun and use them as comments when you respond to a question. How about asking your followers to "drop a GIF" as a comment, in response to your post?

Bonus tip: Make a GIF with a clip from your own video using [Biteable](#).



Don't overcomplicate creating video. Start small and simple. Follow a few of your favorite brands on Facebook, Instagram and Snapchat to see what they're doing. And while you're at it, peek at your followers' profiles to see what they're posting too. Hey, we're all experts in training.

About PR and Brand Expert Robin Samora

Small business marketing and PR expert Robin Samora teaches small business owners how their brands can command attention in a noisy, crowded marketplace. Through her speaking, consulting and coaching, she helps clients find their ideal prospects, form valuable relationships and turn followers into loyal customers and raving fans.



Robin's mission is to help clients increase branding and visibility online and offline by cutting through the clutter so they can get noticed and sell more products and services. She uses social media, email marketing, speaking and free publicity strategies to enhance credibility, reputation and leadership position – even without a PR budget. Robin also shares marketing tools, tricks and articles on her weekly tip sheet, "[Robin's Rainmakers.](#)"

Contact Robin at (617) 921-3448 or email her at Robin@RobinSamora.com to find out about how she can help you grow your business and brand.

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