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INSPIRING CUSTOMERS WITH VIDEO

WHY DO YOU NEED TO **INSPIRE** CUSTOMERS?

By inspiring those who come into your business, you're giving them confidence in what's to come. You're giving them the best possible chance of having a great experience in your business. When a customer has a great experience in your business, they are more likely to return and refer your business to others. All of this results in more revenue for your business.

It's more important than ever to inspire those who come into your business. There are now so many options for people to choose from, making it crucial that you make your business stand out among the rest. On top of that, with the advancement of mobile technology, combined with high-speed internet in the last decade, distractions are at an all-time high in today's world. This can make it difficult to inspire those inside your business.

HOW TO **INSPIRE** YOUR CUSTOMERS

So how do you inspire those who come into your business? The key to inspiring people is engaging them. When someone is engaged in your business, they are in a zone where they have a connection with your business in one way or another. They feel that your business "get's them", and can fulfill their requirements.

When a customer feels this way, they have been inspired by that business. When this occurs, it's advantageous to both the business and the customer.

The best way to inspire and engage those who come into your business is by providing them with relevant video content. In doing so, you're showing them that you care and are interested in building a lasting relationship with them.



WHY USE **VIDEO** CONTENT?

In today's world, video content is the best way to reach your audience. With the introduction of powerful mobile technology and high-speed internet over the last decade, people are watching video content more than ever. Furthermore, video content is the medium that provides people with the majority of their information these days.

Video content is the most engaging and effortless way to absorb information for the majority of people. If you look at the following statistics from Wyzowl for video marketing in 2020, it's clear how popular and effective video content is:



- **95% OF VIDEO MARKETERS SAY VIDEO HAS HELPED INCREASE USER UNDERSTANDING OF THEIR PRODUCT OR SERVICE.**
- **89% OF VIDEO MARKETERS SAY VIDEO, IN GENERAL, GIVES THEM A GOOD RETURN ON THEIR INVESTMENT.**
- **83% OF VIDEO MARKETERS SAY VIDEO HAS HELPED THEM GENERATE LEADS.**
- **80% OF VIDEO MARKETERS SAY VIDEO HAS DIRECTLY HELPED INCREASE SALES.**
- **96% OF PEOPLE HAVE WATCHED AN EXPLAINER VIDEO TO LEARN MORE ABOUT A PRODUCT OR SERVICE.**
- **84% OF PEOPLE SAY THAT THEY'VE BEEN CONVINCED TO BUY A PRODUCT OR SERVICE BY WATCHING A BRAND'S VIDEO.**



Taking this into consideration, it's clear to see how important video content is to any business. It's no surprise video content is so popular with both business owners and consumers.

Whether you're running a small brick and mortar store, a firm, or a medical practice, if you have waiting rooms or areas where customers gather, video content is a must-

have for your business. On top of being relatable and effortless to watch, video content comes with a host of other benefits for those inside your business.

Except for perhaps face-to-face communication, video is the most personal method of communication. It allows your prospect to feel like they are present and you are directly talking to them.

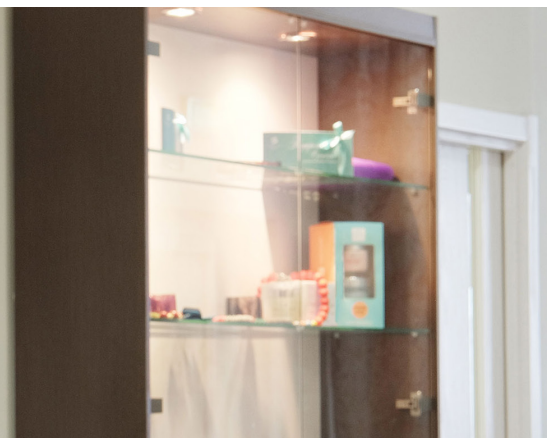
Video content has the advantage of allowing you to start selling to your prospect from the moment they enter your business. It enables you to educate them and bring them closer to a buying decision.

With video content, you have a fantastic platform to grow your brand awareness. Not only that, but you can also promote the same content throughout many different locations, anywhere in the world.

You can utilize video content to show existing customers that are satisfied with the service or products you've provided. By doing this, you're instilling more confidence in your prospect, which will bring them closer to buying.

If you're running a medical practice, you can use video content to calm patients, in what can be a stressful time for them. You can educate them on their treatment, and show testimonials from patients.

Once you have video content, the rest is simple. It's just a matter of setting it and playing it. The majority of this is automated and doesn't require someone to physically be there to oversee it.



The engagement and credibility that video content will provide your business can make a significant impact on your revenue.

WHAT **KIND** OF VIDEO CONTENT TO USE?

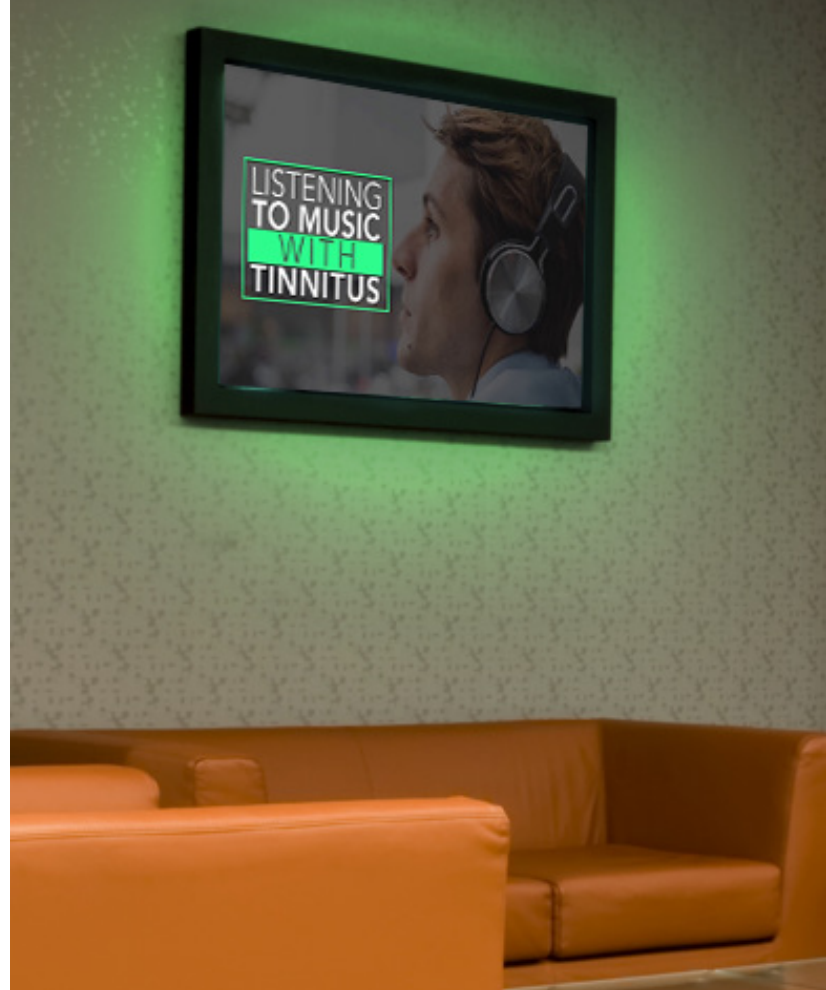
There are a variety of different kinds of engaging video content you can provide your prospect with.

Video allows you to create content that tells your story visually. It also allows you to display clips of your product or service in action.

When it comes to selecting what type of video content to use, you have to carefully study your target market. For your video content to be successful, the most important factor will be whether or not the content is relevant to them. Generally, that will be content that is based on their pain points and desires. This should be linked to your product or service

Once you've determined what content your prospect will react positively to, you can provide them with visual stories, trivia, and news on that topic.

By providing content that is relevant to those who come inside your business, you're doing your part to create an engaging environment that inspires them.



HOW **DIFFICULT**/TIME CONSUMING IS IT?

When it comes to curating content, finding and creating content that will resonate with your market can be time-consuming.

To create high-quality content that your audience will appreciate, you need to use professional software, which can be costly. Not only that, but it can be difficult using professional software to create video clips, which may mean you need to outsource your video content creation, further increasing cost.

HOW DO I GET **STARTED**?

That leaves you with a couple of choices for your content creation...

You can spend the time researching your market, and learning how to use the software to create high-quality video content.

You can hire someone to create the content which could prove to be costly.



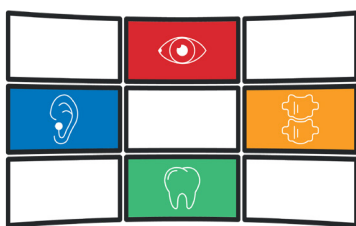
You could skip all the time and money spent on research and content creation, and make use of an already existing system that will solve all these problems simply and affordably.

Citadel is a cloud-based, video content management system, built to empower your brand and ultimately sell more stuff, whether that is products or services or a combination of both.

Citadel comes with a content library pre-loaded with content relevant to your specific market, so you don't need to worry about creating and funding content creation.

Citadel provides video content that engages, educates, motivates, and inspires those who come into your business.

If you want to discover how Citadel can revolutionize areas where people gather inside your business into high-engagement areas that make more sales, click the link below to find out more.



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