



# 6 Ways Your Startup Can Use Video to Accelerate Growth

## 1 EXPLAINER VIDEOS SIMPLIFY YOUR STORY

Effectively and efficiently convey the core concept of your product and make it less of an ad or sales pitch



Simplify the introduction of your product or service

Improve your startup's organic SEO — a large emphasis is given to video in Google search

Quickly explain the problem you are solving to journalists and the media

Connect with consumers who are more likely to buy a product after viewing a video

Enhance your brand's personality and image with characters and animation

**64%** of consumers are more likely to buy a product after watching a video about it

## 2 GO BEHIND-THE-SCENES WITH LIVE STREAMING

Apps such as Periscope and Meerkat can help your startup immediately connect with viewers

Broadcast right before your campaign or a promotion goes live to boost excitement and humanize your campaign

Give Behind-the-scenes tours of your office or team and showcase your startup's culture

Host live Q&As with different audiences: investors, employees, etc.

Provide a sneak peek at a new product or service

Live stream a tour of an event or conference you are attending



**74%** of all Internet traffic in 2017 will be video

## 3 STAND OUT WITH A PITCH VIDEO

A solid voice, mission, and storyline will help viewers instantly connect with your startup



Video is key to standing out from competitors

Showcase more information in less time and capture those critical initial customers

Impress potential investors, build confidence, and lead to the approval of the funds you need

Video is a short, clear and consistent way to build trust. Confirm that you are serious about your goals

**65%** of your audience are visual learners. Visual data is processed 60,000 times faster by the brain the text

## 4 EXPLAIN YOUR APP OR PRODUCT IN SECONDS

Put your users first by guiding them through how your product works with a demo video

All outstanding products have a story. Video makes your products compelling and easier to understand

Easily create a 30-second preview for the App Store

Both committed users and newcomers can benefit and connect with your brand

Demos can be used on your landing page, email signature, and even be sent to bloggers and journalists



**70%** of marketing professionals report video converts better than any other medium

## 5 RAISE FUNDS WITH A CROWDFUNDING VIDEO

Video is vital for grabbing attention, getting your bid across, and ultimately raking in some backers



Present the problem you're set to fix with your idea and showcase it in action

Inspire and gain credibility — show who you are and where you want to go with your product or service

Be yourself, use humor, or address potential backers directly, and you'll be rewarded

Let viewers know what they stand to receive in return for helping out

Campaigns with a pitch video raise 4 times more funds than campaigns without one

## 6 BOOST CONVERSIONS WITH A LANDING PAGE VIDEO

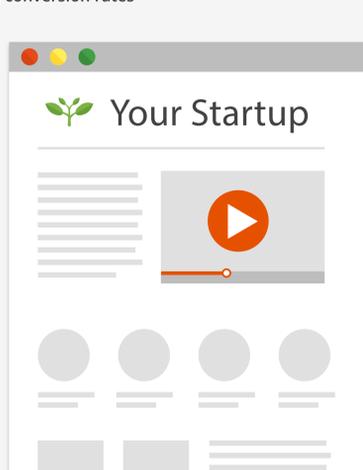
Help your landing pages perform better and improve conversion rates

Introduce, explain, and advertise your company in a short 2-3 min clip

Show possible clients that you've invested time in explaining your company

Add that touch of professionalism to your company page

In 2-3 mins, you can sell your product and get customers clicking the purchase button



Using videos on landing pages can increase conversions by **80%**

Create a Wideo

wideo.co

### Sources:

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