

# VIDEO TUTORIALS



Why Video Tutorials Are Perfect For Growing Your Business, Building Your Brand, And Producing Profits

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Video tutorials are also known as explainer videos, how-to videos, and demo videos. This is because they explain a process, show you how to do something or demonstrate the way to use a product or service. They work well in many different scenarios to help you realize your business goals.

That is because they appeal to the human brain's desire for order and process.

Your brain is happiest when everything around you is ordered and disciplined, your surroundings are familiar and safe, and a sequence or process is in effect. Your brain understands that step one is followed by step two, and step two should not logically or wisely be taken before step one is complete. As you are finishing whatever is entailed in performing the second step, your brain is already preparing for a third step.

When you are hungry, your brain understands that you need to prepare or get food before you can eat and that eating will put nutrients in your body that make you healthy. After you have eaten, your full belly sends a signal to your brain, to let it know that you no longer need to consume any food. Your hunger goes away.

This is a step-by-step process, the same type of sequential process that so many of your bodily functions follow. Where your senses are concerned, they would translate the information in your environment into usable data. You hear noises and sounds, the signals are sent to your brain, and your brain uses inherited memories and learned experiences to decide if those sounds are good, bad or of no consequence.

The same thing happens when you watch a video.

Without conscious thought, your mind begins to translate what you see into data it can act upon. It is believed that by 2019, worldwide consumer web video consumption will make up 80% of all Internet traffic. That is because your mind processes movement through your vision incredibly quickly and efficiently.

As opposed to translating text into information, you process video dozens of times faster. When you watch a video that explains a step-by-step process, as in a tutorial video, you benefit from nearly instantaneous information processing. As opposed to an informational or entertaining video, a demonstration video caters to your brain's natural inclination to learn new knowledge through a step-by-step process.

In other words, not only does a video tutorial get information into the brain of a viewer quicker than data communicated through text and images, but this type of media naturally works like your brain works. Your brain "agrees" with a video that says, "Do this first, then do this, then take this step, and you will get this result."

## **More Reasons Why Explainer Videos Can Help You Reach Any Business Goal**

Now that you understand why the human brain finds step-by-step videos naturally appealing, let's put this fact to use in your business. We will also look at the undeniable power of video marketing, and how you can use video tutorials to drive profits, generate leads, build an email list or accomplish any other business goal.

## **Video Viewing Statistics**

Social media giant Facebook generates roughly 8 billion video views every day. The largest video hosting and sharing site in the world, YouTube,

reports that video viewing doubles in frequency every year. More than 55% of everyone online watches videos every day. Research from HubSpot shows that 9 out of 10 people polled say product demo videos help them make a buying decision.

More than 90% of mobile video viewers will share videos with other people on the web, and if you have a video on a landing page or squeeze page, you can boost conversion rates by 80%. If those aren't enough reasons to justify using explainer videos in your business, consider that 64% of people said they were much more likely to purchase a service or product online after watching a video.

These are excellent reasons for reaching out to your prospects through explainer videos that teach a process.

## **How to Use Video Tutorials in Your Business**

The home page is one of the most visited of all the posts and pages on your website or blog. The initial impression someone receives when they hit your homepage is very important. This is a great place to place a video tutorial at the top of the screen. Quickly welcome your visitor, tell them how you and your business can benefit them, and then explain in a step-by-step process how to navigate your site.

This is just one way of using a tutorial video to improve the customer experience on your site. Since every video should contain a single and specific call to action, the end of your welcome video could link to a landing page or squeeze page.

Conversion rates on squeeze pages benefit from explainer videos, as demonstrated by the statistic mentioned earlier. They also reduce bounce rates, the rate at which people leave your landing page. Studies show

that a how-to video on a squeeze page elevates viewing time by a full 2 minutes. This means that if your goal is to build an email list with a squeeze page or sell a product on a landing page or sales page, a video tutorial can help you achieve those results.

Don't forget to include a powerful call to action at the end of your video. It should appear as a text overlay that shows up 20 or 30 seconds before your video ends. You may still be talking or have a voiceover when the call to action appears, and that's fine. Adding the call to action just before the end of the video, while the video is still playing, is a proven way to boost your conversion rate. People are still watching your video and listening to your tutorial, while their vision processes the call to action.

### **To Reduce Customer Returns and Improve Customer Satisfaction**

A video tutorial can be as simple as a 1-minute video clip shot with your smartphone. Remember, this type of explainer video tells someone how to do something. You could show a customer how to assemble a physical product they purchased, or demonstrate unsafe practices that have injured previous customers or damaged the product they bought.

Video tutorials used for customer retention can be delivered before and after a transaction is made. Whether in a physical or virtual setting, an effective tutorial video can show a potential buyer the exact benefits your product delivers. After the sale, the tutorial video is perfect for saying, "Thank you," while also explaining how to assemble a physical product or the step-by-step method of using a virtual product or service.

This not only helps your customer have a better experience with your company, but it also shows your buyers you care about them. It leads to fewer returns and future purchases, by both your customer and the

people he or she refers to you. This leads to more sales with less marketing, less time and money spent on expensive marketing practices like paid advertising, and happier customers.

## **Perfect for Email Marketing**

Whenever anyone signs up to your email list or newsletter, the first email they receive should include a video. Statistics show that when your initial email to a brand-new list member includes a video, click-through rates for any links in that email rise dramatically. A simple and short animated video tutorial can explain in a step-by-step process exactly what someone should expect from your email communications.

One trick the pros use to improve their relationship with their email list members is to include an explainer video in their email signature. Just below your name, you can include a link to an explainer video that takes your reader back to your website or blog.

## **Increased Sales**

When you show someone exactly how to have the best experience with your products and services, in a step-by-step process, you will generate more sales. No matter what type of business you are in, clearly explaining the benefits someone will receive by purchasing something from your company is going to lead to more sales. While sales may not be your immediate business goal, if you are not making money with your business, you will be out of business soon enough. You eventually need to sell something, and tutorial videos can help.

## **Training Staff**

When your employees are productive and efficient, your business benefits. This leads to less downtime and production, a stronger sales team, and productivity benefits across the board. Video tutorials work as silent teachers and can be used to train in-store and virtual employees without you having to be present.

## **Lower Marketing Costs**

You can produce an effective explainer video with nothing more than your smartphone. For small business owners and kitchen table Internet entrepreneurs, this is huge. Publication to video hosting sites like YouTube and social media networks such as Facebook and Twitter only takes a few seconds, meaning that your tutorial video can be published with no cost other than your time.

## **Improved Search Engine Rankings**

Google purchased YouTube because they understand the incredible power of video to engage web surfers. They long ago predicted the prevalence of video on the web that we see today. Google just happens to be the largest search engine in the world, used to conduct more than 70% of all web searches.

Because Google understands that most people on the Internet prefer video to any other kind of media, they rank webpages with video higher than webpages without. When you transcribe your videos and add that transcription with your tutorial video to your blog or website, you instantly improve the chances of getting ranked for keywords and phrases that are relevant to your business.

## Wrap-Up

Regardless what type of business you are running, a one-person operation or a global Fortune 500 conglomerate, you and your company can benefit from video tutorials. They naturally appeal to your prospects' unconscious learning preference, they are inexpensive or even free to make and market, and they can help you reach any and all of your business goals. Get started today harnessing this powerful and versatile business tool, because statistics show that your competitors are probably already using video marketing to build their businesses.