



5 Tips To Improve Your Video Marketing In 2025



Introduction

WHY VIDEO MATTERS?



It's proven that video content is more important for the success of your marketing plan than ever before. Don't believe us well check out these stats:

"55% of people watch online video every single day." - Invideo

People are consuming video content with a never-ending appetite, so if you want to be seen you need to create some form of content.

There are so many benefits of video content:

- Lead/ Sales generation
- Building Brand awareness/trust/sentiment
- SEO
- Engagment & Sharability
- Data and Analytics
- Amazing ROI
- Sales without being salesy

8 Benefits of video

Sharability

Easily shareable across various platforms, amplifying reach and impact.



Data & Analytics

Provides valuable insights into viewer behavior and campaign performance.



Amazing ROI

Delivers high return on investment through effective and efficient marketing.



Sales without being Salesy

Promotes products or services in a subtle, non-intrusive manner.



Lead Generation

Attracts potential customers and drives sales through compelling content.



Brand Awareness

Enhances brand visibility, builds trust, and fosters positive sentiment among audiences.



SEO

Improves search engine rankings by increasing website traffic and engagement.



Engagement

Captivates and retains audience attention, encouraging interaction and sharing.



Tip 1

Find Your WHY?

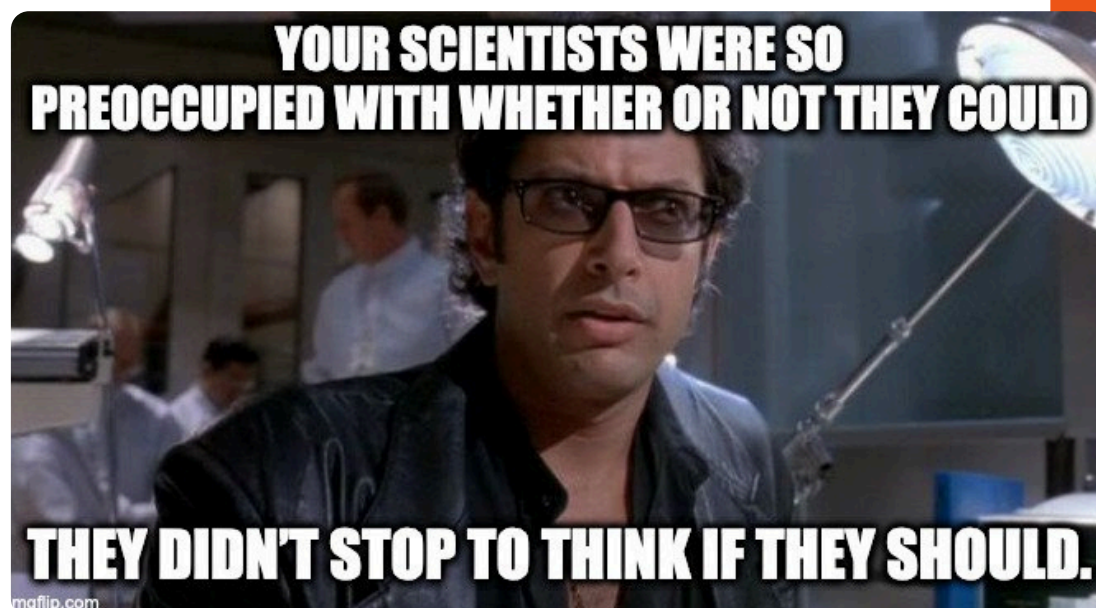
Why Do You Want a Video?

This is typically the first question we ask potential clients. Are you trying to keep up with the Joneses? Do you want to generate leads, showcase a product, or increase brand awareness? Video is fantastic for all these goals, but to reach its maximum potential, the target must be integrated into the video from the outset.

Understanding the WHY can help you clarify:

- Who the target audience is
- What the video should contain
- How the video is created
- Where it should be posted
- What you expect the video to achieve in terms of targets, data, and analytics

We often hear people say, "Well, video never really worked for me." This is usually because they had no clear WHY informing all decisions throughout the video creation process.





Tip 2

Planning, Planning, Planning

It sounds simple, but you'd be surprised how many people think that all they need for a plan is, "When can you turn up and how long will you need to be here?" To get the most out of your filming, the plan needs to be so much more than that. If you're creating content internally, start by following tip #1: Find your why. Once you have this, you need to come up with a concept, script or storyboard (this ensures all key stakeholders are on the same page), make sure the location is suitable, arrange the people who need to be filmed, film them, and then edit it all together.

If you're working with a company to create content, you need to come prepared to maximize the video's potential. Have a clear idea of why you need a video, what the goal is, examples of videos you like (we recommend looking at competitors or similar content from different industries), a budget for the video, and a timeframe for filming and final delivery. This way, the company isn't guessing what you want, which saves time and money by avoiding unnecessary revisions.

Tip 3

Who is this for?

Who is the content aimed at? Your target customer will influence many aspects of the video creation process. Having a clear understanding of your audience ensures your video has the best chance of hitting its goals. For example, if you're targeting an older demographic to sell mortgage insurance, a short, snappy video on TikTok might not yield the best returns.

Knowing your target audience will inform the video's content, style, participants, promotion strategy, and the platform it will be posted on.





Tip 4

Human Connection Is Key

Whether it's B2B or B2C, sales and marketing come down to human connection. Creating content that people can connect with is crucial for growing a brand or boosting sales. You want your potential customers to connect with the people behind your company or the story you're telling about your products or services.

Building this connection can be a hidden sales superpower. Fans of your business can become little sales machines, recommending your product or service to their network.

Tip 5

Strategy

Tie it into the marketing strategy

We often see brands create great videos only to let them sit on a forgotten webpage or YouTube channel. A common objection is, "Video never really worked for us." When you dig deeper, you find they just posted the video without any promotion, strategy, or clear goal. This is so common that one of our qualifying questions in initial meetings is, "How do you plan to support the video content after it's created?"

How do you avoid this? Tie the video into a strategy. Have a clear goal for the content. Do you want to break into a younger market? Are you trying to launch into a new sector? This will inform the content of the video. Then, the video becomes part of a larger marketing push. It can be the hero content of a PPC campaign or launched as a YouTube ad targeted to your audience.



Wrap Up



We hope we've steered you in the right direction to make some truly effective videos in 2025. Video is going to play a key role in helping companies grow and maintain a great ROI going forward.

We will leave you with another great marketing stat from last year

"93% of marketers say video marketing has given them a good ROI." - Wyzowl



Thank You for Reading!

Want to learn more?

There's no better time to get started with video marketing.

We love chatting about all things it and can help you work through the sometimes confusing world of video. Get in touch today.



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