

# How to Develop a Video Marketing Strategy for your Video Streaming Website

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Marketing is a compulsory area which needs your complete focus once you start your business. In order to spread the news about your startup, get potential audience and increase sales, efficient marketing strategies are extremely important. With many new businesses sprouting, it is essential to strategize something untried and creative in nature so that you stand out in the market. You need to market your product in such a way that the customer gets a first and the best impression of your product as soon as he comes across your product.

How can you make your marketing strategy a better one in such a market which is highly competitive? We have a perfect answer to this question which is, video marketing. Video marketing is a modern marketing strategy that came into picture recently and is being used by many firms to derive better results. The year 2017 has witnessed so many businesses leveraging [video marketing strategy](#), most of them aimed at improving customer engagement. Video marketing has evolved as one of the profitable digital marketing tools. What makes video marketing a lucrative strategy is the fact that video marketing brings your business a high return on investment, and has the power to engage even the laziest buyers.

Also, with the increase in the role of social media in marketing process, videos have become powerful tools to bring out the interest among the users. Sharing videos in social media platforms like Facebook, Twitter and Instagram is popularizing the businesses and increasing their customer reach. In view of all these points, it is suggested that you definitely develop a video marketing strategy for your video streaming site. Here are a few things you might want to know before developing one:

## 1. CHOOSE THE PERFECT THEME:

Theme refers to the type of video content you are going to include in your video. The most popular video themes include how-to videos which explain how to use a particular product, customer testimonials which include reviews given by product users, instruction videos which give a demo of how a particular product should be used, storyline videos which include narrations and many such others. It depends on which theme you choose that can attract the audiences towards your video streaming services.

## **2. DECIDE WHERE TO PROMOTE:**

Making a video is on one side, promoting it to increase customer awareness it is on the other side. After the production of videos, identify all the possible ways to publicize them. Social media might offer some good assistance in this case. Facebook, Twitter and Instagram provide a wide platform to promote your site. However it is important to choose how and who. Let us suppose that you have a video streaming site which streams sports online. Then, in this case, you need to search for those pages and accounts on the social media which are related to sports and request them to post your video in their accounts. It would be of no use if you associate with pages related to books & authors. Moreover, social media gives the users an option to share the video, which would help increase your customer reach further. Blogs and firms that relate to your site content can also be looked out for promotion.

## **3. PURPOSE OF YOUR VIDEO MARKETING STRATEGY:**

Though the ultimate purpose of making the video is to improve your business, it shouldn't reflect to the customer when he or she watches your videos. Your video marketing strategy shouldn't be too promotional in nature, revealing directly to the user that it is aimed at gaining some more customers. This would make it seem spammy and the user might lose any interest he / she might have had in your brand before. Your videos must be entertaining or inspiring or educational in nature and it is always these kinds of videos that get shared by most of the viewers. Though you want the user to use your product, he / she should be driven to do so in a creative manner, not in a way that they feel it's some marketing strategy used by you to lure the customers. As the number of shares of your video increase, the people who get aware of your video streaming site would also increase, thus improving your brand value.

## **4. DECIDE ON WHO WOULD CREATE YOUR VIDEOS:**

If you think that your team is not falling short of creativity and innovation, then brainstorm, discuss and subsequently make the videos. This would thus be finished on low budget, not having to spend on many resources. However it would be better if you can go through some courses before developing one. Another option is to outsource this video making task to firms which work on the same purpose. Though this process would be expensive, you end up with professional and impactful videos that market your product. Third option is to work with vloggers who take up the responsibility of both making and promoting your video. You can partner with vloggers and video content creators with considerably good number of audience can serve your purpose effectively.

## **5. MAKE THE VIEWER WANT MORE OF YOUR VIDEOS:**

What's better than making your viewers want more of your videos? How cool is it if you make your viewers wait for your next video? And it is not at all impossible to make this happen. You will have to ensure that your viewers are waiting impatiently to know what's next by making thriller videos or see that they are eager to know how else you could ridicule them by making funny videos. Television commercials are often unwanted when you are watching your favorite show, however if you can create videos leaving the viewers want more of them, you know your video marketing strategy is making the right moves.

### 6. GET THE BEST OF YOUR VIDEO MARKETING STRATEGY:

Once you are done creating the video for your product marketing, you are ready to upload it on various platforms. Is it time to rest? Of course, not. There are a few more things to concentrate upon to get the best results out of your marketing strategy. First and foremost necessary thing is to keep track of metrics such as number of views, bounce rates, attention span, and number of viewers of your videos. These metrics help you analyze the performance of your videos, and give you enough opportunities to make any changes to your marketing strategy. It is also important to notice the best time to schedule your videos. This would help you in reaching a large number of audiences. Ensure that you also make use of user-developed content in your videos which would help increase the trust of the viewers in your product. The quality of the video is also very important and should never be compromised. When you are developing social media – specific videos, make sure that your video meets the required standards of aspect ratio, caption, news feed ratio, format, audio etc.

These are a few tips that would help you in devising the perfect video marketing strategy suitable for your business.

StreamNow is a popular video streaming service that helps you win over your audiences. Visit StreamNow to know more about it. If you have any doubts or concerns, feel free to drop a line or two in the comments section. I shall reply in a day or two. Keep watching this space for insights on video marketing strategy. My best wishes are with you and your [video streaming services](#). Cheers!