

Facebook Video: How exactly to Get More Visitors to Buy

Businesses have taken notice to this trend and are beginning to push out their very own video content. It has also given rise to social media marketing companies and Internet marketing agencies offering video marketing services. Combining social media and video marketing can be extremely ideal for driving traffic and user engagement.

Consider it in this manner - if most folks are spending hours on social media each day and like to view online video, doesn't it seem sensible to create videos to your social media profiles?

Facebook Rolls Out Video Features

You were always in a position to upload video content to your Facebook wall, but Facebook recently rolled out several tools that will enhance this feature. For starters, there is autoplay, which was a pro move ahead their part. It also has metrics and other tools that you should use to make it more straightforward to distribute video content.

Surprisingly, few business owners have taken advantage of Facebook video for marketing purposes. In the event that you didn't know, video happens to obtain the most attention on Facebook. Why? Because Facebook did something clever - they tweaked their news feed algorithm so that it would show videos more often. What did this do? Facebook now averages over four billion video views daily.

If this isn't music to your ears, then you're completely missing the point. There's never been a time where producing and distributing video was really easy and affordable.

Facebook's autoplay feature was released in 2013 and has since increased views, likes, shares and comments by 58 percent. A view is counted if the person watches for at least three seconds. So if you're able to recapture the eye of one's audience for at the least three seconds, then it's most likely they'll continue. And if you will get people to accomplish your videos, then you're prone to convert them into buyers.

The following tips are oftentimes used by companies that offer social media marketing and management services:

Your videos should be able to tell the message or story with and without sound

The very first frame of video should grab the attention of viewers

The information must be relevant and contextual

Great content to make use of include customer testimonials, product critiques, behind-the-scenes clips and content generated by users

There must be a call to action, letting viewers know exactly what you would like them to complete next - buy, click, subscribe!

About the Author

With the help of social media marketing marketing companies, you are able to enhance your online video campaigns [buy Instagram followers](#) and successfully advertise them on Facebook and other social networks.