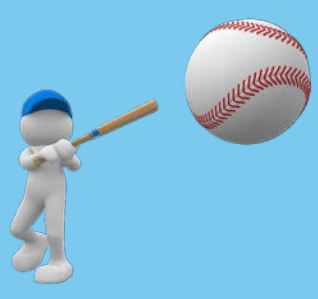
Why Video Brochures Outperform Other Marketing Media

In the digital age we live in, it's pretty easy to explain why video brochures outperform other marketing media. The question is, do you want the physical reasons or the mental ones?

That's rhetorical of course, but in this explanation, we'll give you both.

Goal of Advertising & Marketing

It's important to note that video brochures practically hit grand slams while accomplishing the goals of advertising and marketing.



What do we mean by that?

Well, as explained by Forbes, marketing primarily focuses on brand awareness and positioning, while advertising aims to drive immediate actions and sales. They work in unison to build a brand's reputation and expand its reach. That said, coordinating them in ways to impact a target audience can skyrocket campaign results.

What impacts consumers more than videos?

In this day and age, nothing. And as impactful as videos are, isn't it brilliant to present what are essentially hand-held TV commercials to your most-likely-customers? Without a doubt, yes!

Physical Impact of Video Brochures

With physical impact in mind, what stands out big-time is attractive marketing media that looks, feels, and sounds significantly more appealing than traditional strategies.

Metaphorically, video brochures are like a spotlight on a dark stage—especially if there's someone singing your favorite music in it.

As humans, our five senses are sight, hearing, touch, smell, and taste. They're all powerful avenues into our minds. Coincidentally, video brochures engage three of them, and their video content helps arouse emotions, feelings, and memories.

Not only is that one of the main reasons they're so appealing, but it also makes companies and their messages more memorable. And the fact that they're easy for decision-makers to share with others who influence their decisions produces huge benefits as well.

Mental Impact of Video Brochures

By engaging viewers on both an emotional and cognitive level, videos have the power to convey messages in a way that motionless content simply cannot.

- When we watch a video, our brains process the visual and auditory information simultaneously, which helps create a more immersive experience.
- An immersive experience makes companies and their messages more memorable.
- Videos outlast the average attention span in humans, which is currently about eight seconds.
- Visual and auditory experiences create a more personal connection between viewers and presenters.
- Body language says a lot.
- By combining sight, sound, and motion, videos build trust easier between companies and consumers than written content.
- Videos present a lot of information in a short period of time.
- Videos arouse strong emotional responses, which motivate viewers to respond to calls-to-action.

Based on these reasons, it's easy to understand why videos often outperform traditional sales and marketing strategies.

At the same time, sending them in emails or posting them on websites rarely ever works well. Why? Because fear of viruses and the desire to avoid clickbait is real. Plus, videos on websites don't get watched nearly as reliably as ones sent in hand-held video marketing products.

After reading this, if you'd like to learn more about video brochures, please contact us for a free consultation.

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