

3 WAYS



VIDEO EMAIL MARKETING

CAN PROPEL YOUR BRAND?

Video Email Marketing plays on one of the most important aspects of basic human nature:

THE ART OF STORYTELLING



PERSONAL VIDEOS
Are all about connections and conversations



VIRAL VIDEOS
Are all about numbers

Here are three ways Video Email Marketing can be good for your business.

1

EMOTIONAL CONNECTIONS DRIVE BRAND LOYALTY

BUILD LOYALTY



Emotional connections



and influence purchasing decisions



Some areas of the brain light up in scans when people make purchasing decisions

2

EMOTIONAL CONNECTIONS DRIVE BRAND LOYALTY



Keep emotional response to a maximum level



Keep branding to a minimum

OVERUSED



Viewers take it as spam

3

EMOTIONAL CONNECTIONS PROPEL CONVERSATION



Growing your agency is the main goal of using video emails



People relate to personal driven messages



When a deeper impact is made people share it with their friends

CONCLUSION



You don't have to have a major brand to benefit from the power of video emails. Now is the time to authentically tie your brand into making a deeper impact by connecting with clients through the use of videos that can help propel your business.