

7 Reasons Why Explainer Videos Can Boost Your Website Visitor's Experience!



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By Copywriter/Voice-Over Artist Peter Fogel

As you can hopefully tell, Explainer videos are a versatile marketing tool. Of course, it would be impossible to list every possible use for them in a single article. Here is a shortlist of ideas and the benefits of using explainer videos for your business:

1. Building engagement. Off-line or on-line, you want to build rapport a connection with your viewer/prospect with the hopes of creating a longer relationship. To do that, you want your brand to connect with your customer. Studies show that potential customers who interact with your brand are the ones most likely to buy.



An explainer video can strategically interact with your future customer, so it's best to encourage your prospects (who identify with your brand) to share your Explainer Videos, leave comments, and click on your calls to action. Nothing is guaranteed, of course, when it comes to conversion – but at least it shows a keen interest.

2. Onboarding and retention. Unfortunately, after making the sale, some brands and companies don't continue to nurture the relationships they've built with customers. It is so much easier to get a present customer to buy more than to get a new customer. Explainer Videos can come to the rescue to create a fun and engaging customer experience (and loyalty) for more purchases down the road. Again, it's always about engagement with your customers, so they remain loyal to your brand.



3. Increasing brand awareness. As you know, customers don't always buy or ask for more information on your website, do they? With one click, like a puff of smoke, they click away. I am sure you know the Usual Suspects of Buyers.



There are the tire kickers... comparison shoppers who just look for the best deal. Then there's the buyer who doesn't know what he or she wants. And many times, it has nothing to do with the price—but more about how your brand will deliver value to them. So when they come to your website, what captures their imagination? What can your brand do to create trust, so they come back and

purchase? The right Explainer Video(s) that resonate with your viewer can help bring them back repeatedly! An Explainer Video that uses “Edutainment” as its base.

4. **Increasing visit time.** Living in the ADD world of the Internet, most of your potential customers will come to your website, and before you know it, they’ve closed the tab and moved on. An explainer video (whether it’s an animation of talking heads version) lets you capture their attention quickly and hold it for longer. Naturally, you want your visitor to visit and stay engaged at your website so you can present your offer with a strong call to action.



5. **Boosting conversions.** Using video on your landing pages can increase your conversion rates by 20 percent or more. The same goes for click-through rates on your social media posts, emails, and any other interactions your customers have with your brand. Always use captivating visuals to make your website stand out from your competition that’s offering the same content!



6. **Convincing undecided customers.** And speaking of decisions, you should never assume that your product or service is your customers’ first and only choice. Most prospects will consider several alternatives before they commit to buying from you. Again, an Explainer Video is an excellent way to persuade undecided customers to choose your product or service over your competition.



7. **Driving traffic.** *In a nutshell, video content is more attention-grabbing, and when it is, it is shared more.* Remember, data shows that videos convert better than text, images, or audio. Want more website traffic? Of course, you do. Then craft an engaging Explainer Video that can magnetize your targeted audience from your competition to your brand!



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