



How eCommerce Businesses Can Use Social Media

Posted by [Derek A. Lackey, Editor](#) / February 21, 2018

As a eCommerce business, one of your main concerns is how to attract new customers and grow your business, right?

Have you utilized the power of video marketing to help your start-up?

If not, take a look at how other businesses market themselves.

Many businesses, if not all, use video marketing as part of their strategy. Videos create engaging and original content to attract new customers. And, videos have become one of the least costly marketing strategies.

For your business to compete and connect with new customers, you have to create fascinating and interesting videos. You can do this across different platforms such as YouTube, Facebook, and your website.

You might wonder: How can I use video marketing to help business? Aren't [coupon codes](#) enough?

In this piece, I'll tell you how to utilize the power of video marketing and how it will benefit your start-up business.

Different Ways to Utilize the Power of Video Marketing

There are different ways to use videos to attract new customers and grow your business.

The top three following methods work to help eCommerce businesses.

Utilize the Power of an Introduction Video

Produce a video that explains what you do and how that can help solve your customers problem.

Explaining what your business does in a video is more effective than writing about it in the first paragraph on your websites homepage.

Utilize the Power of a Detailed Video

A detailed video can clarify the specifics of your product and service, or what features your product has that makes you stand out. When a customer has this information, it will help them decide to buy from you.

Utilize the Power of Customer Testimonial Videos

Customers are more likely to buy from you if they read customer reviews or watch customer testimonials.

It gives your product credibility when a third party can share their experience with your product or service.

Now, you know how to utilize video marketing and the benefits to help your eCommerce business.

Spread the clips you create through your social media channels and reap the numerous benefits.

There's no reason to hesitate to plan your first video and make it an integral part of your social media marketing campaign.

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