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THE POWER OF VIDEO MARKETING IN 2025



MARKETING TIPS
By Julie Huff, Copywriter,
beMarketing

Video content isn't just popular — it's taking over. Platforms like Instagram, TikTok, and YouTube prioritize video because it drives the most engagement. In 2023, 91 percent of businesses were already using video marketing, and that number keeps rising. If your brand isn't using video, you're missing out on higher engagement, stronger brand recall, and more conversions.

Why Video Marketing is a Must in 2025

A strong **video marketing strategy** isn't optional anymore—it's essential. Here's why:

- **People remember video** – 95 percent of a message is retained through video, compared to just 10 percent from text.
- **Video boosts conversions** – Adding a video to your landing page can increase conversions by 80 percent.
- **SEO loves video** – Websites with video content are 53 times more likely to rank on Google's first page.

And consumers? 96 percent of them use videos to research products before

buying. If you're not leveraging video, you're losing potential customers.

The Rise of Short-Form Video

Short-form video is dominating social media. 93 percent of marketers say it's effective for brand awareness and lead generation because:

- People want quick, engaging content.
- Social algorithms prioritize video, expanding your reach
- It's cost-effective—you don't need a huge budget to create impactful videos.

How to Make Video Work for You

- **Know your audience** – High production quality isn't always necessary. Some brands do best with casual, behind-the-scenes clips.
- **Think mobile-first** – Most people watch videos on their phones. Keep them vertical, short, and captioned.
- **Optimize for SEO** – Use keywords, thumbnails, and clear descriptions to boost rankings.

Ready to Elevate Your Marketing?

Video isn't the future—it's **right now**. If you're not using it, you're leaving engagement, reach, and revenue on the table.

At beMarketing, we help brands create high-impact video strategies that drive results. Let's talk about how video can transform your brand. Get in touch today!

be Marketing

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Because Average
Isn't an Option.**

**Better Leads. Better Results.
Better Growth.**



Ready to Level Up? Let's Chat!

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