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Creating An Effective Video E-mail For Your Business

Using video e-mail is growing in popularity because it is showing results that ordinary e-mails do not. People have a fascination with watching videos so are more likely to watch your message than read your message.

Because it can be a strong element of your overall marketing campaign, it's important not to jump in without a clear idea of what you want your video to accomplish. Following are some tips:

- * The video should entice people to go to your website. The content on the video should not be so complete that customers see no need to visit the website. Say you're a realtor. Your video shouldn't contain all your listings, for example, but tease house hunters with recent sales so they'll be more likely to visit your website.

- * The e-mail and video should have one goal-to get people to the website. Neither should contain so much information that the recipient feels no need to take the next step, such as signing up for something, obtaining coupons, clicking on a link, etc.

- * Make certain to get data. As a business owner, you're going to want to know if the money you've spent has been well spent. You should have access to data that shows how many e-mails were opened, how many videos were watched, and how many customers clicked through to your website. Companies that create video e-mails should be able to provide you with an analysis of the campaign.

- * When things go wrong. Some email services block some content from e-mails. If your video e-mail doesn't contain compelling text, few customers will bother to unblock the video and watch it. The text should entice customers enough to click through to your website.

Video marketing can be incredibly successful, but it can also be expensive, so keep an eye on your budget and weigh your options so you can make the best decision for your company.

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