

# 5 Exciting Things an Explainer Video Can Do for Your Startup

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Video marketing is one recent content marketing trend that seems to show no signs of slowing down. Regardless of the business or industry, video marketing brings with it significant benefits. 😎

And while many of these benefits are immediately visible, for startups, the costs of creating an explainer video must be weighed against other expenses. Despite having limited capital, there are many reasons why small businesses should consider creating a budget for a good quality explainer video.

## What is an explainer video?

Before we start looking at the key reasons why your startup should reserve some of its marketing budget for video content, let's first look at what an explainer video is.

For startups new to video marketing, an explainer video is a short online marketing video. Its primary objective is to **explain a business idea, product, or service**, in a clear and concise manner.

**Recommended read: [Cracking the Video Marketing Code Infographic](#)**

Explainer videos are usually formatted as animated explainer videos due to their appealing and attractive visuals.

They are usually **one to two minutes long**. Any longer and the average views of the video will drop significantly.



Now that we've clearly defined what an explainer video is, let's look at the **great things that this kind of video can do for your startup**, proving that it would be an excellent investment for any company.

## 1. Explainer videos increase conversions and sales.

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Without a doubt, one of the biggest reasons to invest in an explainer video is its return on investment (ROI). Whether it's placed on a product or service page or your website's home page, an animated explainer video can **greatly influence the behavior of online shoppers**.

Online shoppers who watch a brand's animated explainer video are 1.6 times more likely to make a purchase.

**Video ads** are examples of other viable tools for startups looking to capture more conversions and sales through video. Statistics show that 40% of users who view a video ad will take some kind of action. And with 4.6 billion video ads watched online every year, that is a significant ROI opportunity.

## 2. They expand your audience reach.

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A website explainer video can **grab the attention of a consumer much faster than any text-based media**. Video, like any other content platform, is creative work. The content found in an explainer video can be creatively formatted to fit any type of brand or industry.

One advantage that an explainer video has over text-based media is that it can be hosted on multiple-sharing sites that are inaccessible by text. This includes several video-sharing sites such as YouTube and Vimeo.

## 3. They allow easier product or service demonstration.

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Explainer videos address one of the key challenges of being a startup: **clarifying the objective of your product or service.**

Text-based informational posts can be interpreted in numerous ways. Whether it's a complicated idea or product, the best way to simplify its difficult concept is with an explainer video.

A quick 60-second video can help customers more effectively visualize your product or service. Consumers would rather watch a quick explainer video than have to navigate through a large chunk of text.

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#### 4. They cultivate greater social media engagement.

Explainer videos deliver quick, consumable content that users will love to share with their network of friends and family. Animated explainer videos, in particular, include a fun element that hooks in viewers from start to finish.

Integrating explainer videos into your social media marketing strategy will allow your business to better connect with its audience. This will generate **increased interest and drive greater opportunities** for your videos to gain more popularity.

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#### 5. They boost your startup's presence in search engines.

Search engine optimization (SEO) is crucial for any online business looking to grow and meet their business objectives. Optimizing SEO can greatly **improve your website's overall searchability.** This will have a great effect on website traffic, engagement, and conversions.

There are several SEO strategies a business can employ to enhance their search engine presence. Video content is a significant one. As an influential communication medium, **explainer videos are primed for social sharing.** Social shares gain your website backlinks that increase its overall authority.

**Recommended read: [Digital Marketing Jobs, Skills & Experts in High Demand 2019](#)**

The more backlinks your explainer video generates from authoritative websites, the higher your website will appear in search results.

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### Video Marketing: A Startup Necessity

Building your startup into an enterprise is a process. But it all begins with investing in the right tools that deliver great ROI. Every fledgling startup looking to gain more market share in their industry should not overlook the importance of budgeting for video content.

Explainer videos will jumpstart your marketing campaign in a way that no other marketing process can. 😊

