

Live Videos Vs Animated Videos: Which Types of Marketing Videos Attains More Traffic

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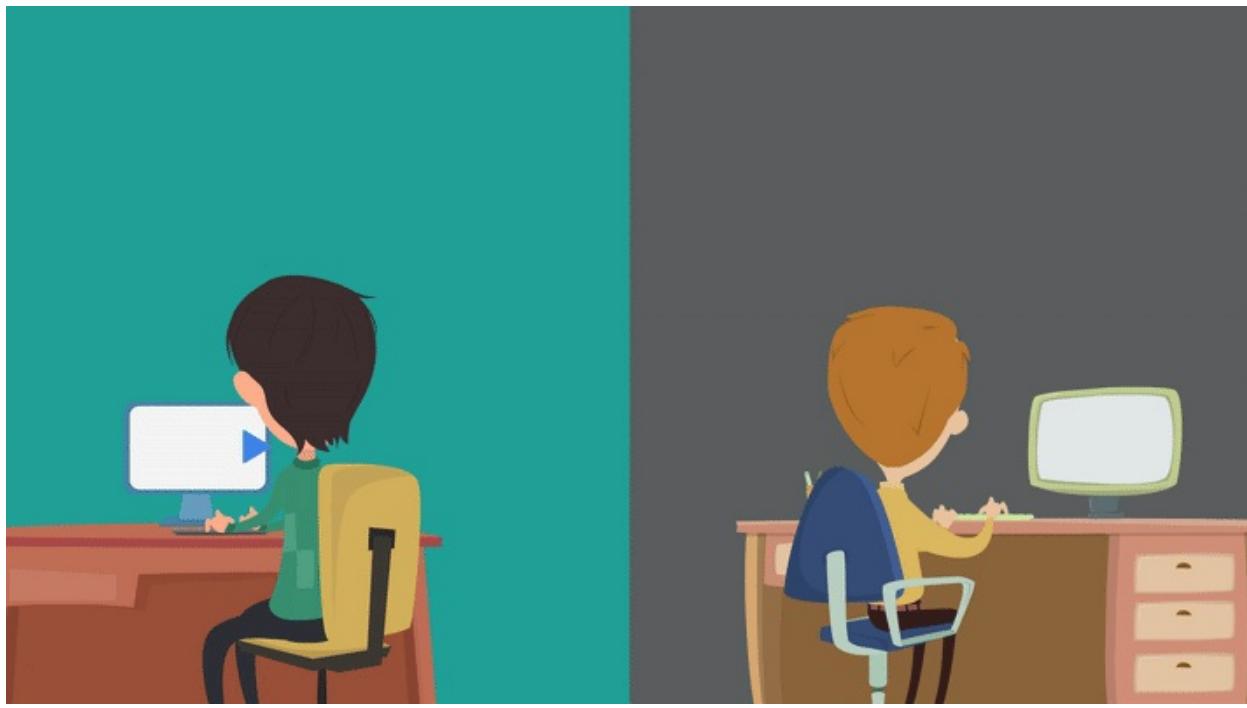
Whether we talk about animated videos, explainer videos, whiteboard videos, live videos, etc., marketers are fond of using different types of marketing videos to develop a sense of trust in their brands. 😊

Using videos as part of a marketing campaign is no more a trend nowadays but has become a practice to bring a brand into the limelight.

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It's all about delivering your message to a target audience while presenting your products and services as solutions to the pain points of viewers. [The end goal of a marketing video](#) is to make viewers acknowledge, understand and rely on your services.



Psychologically, visual learning is more impactful rather than verbal learning. A [human](#) tends to learn more when [explained with graphics along with curated content](#) and a native voice over. This idea has boomed the [video](#) industry worldwide with a high number of organizations interested in using videos to market their products and services to their target audiences.

Take a look at the following stats!

- The brain processes videos 60,000 times faster than text
- A video is worth 1.8 million words
- A single video has the reach of 100 marketing executives

Though organizations have a number of options when it comes to the types of videos, explainer videos and live videos are often preferred above others. Both types of videos have their pros in generating higher engagement in different ways, but explainer videos are a way better at storytelling as you can include, explain and customize everything in few seconds which is usually tough when dealing with live videos.

Related articles: [Embed Videos on Website: 7 Reasons Why Your Website Should Have Video](#)

This post explains the power of explainer videos in boosting the customer retention rate, driving revenue, building brand proposition while giving examples of companies which have gained huge success by making them part of their [Digital Marketing](#).

No need of location, crew, and set

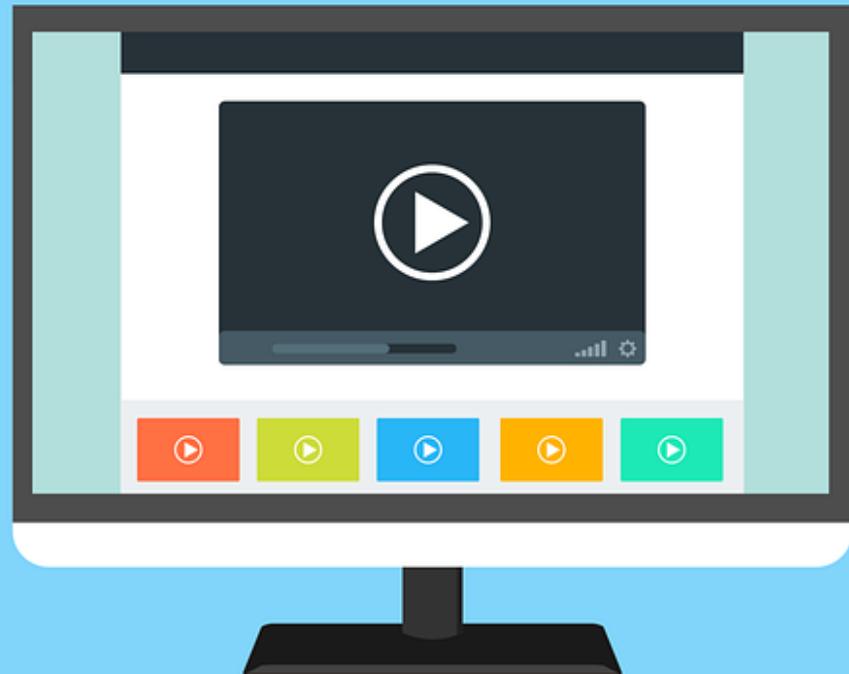
One of the major benefits of animated videos is that they don't need actors or expensive locations. Live videos are usually expensive as they require sets to build or locations to find, and temperamental actors to coddle while taking 4 to 5 days to get completed. On the

other hand, animated explainer videos save your time, money, and energy. What makes explainer videos better than live videos is their capability in describing abstract products and services which is hard to do with live videos.

Graphics are critical in explainer videos as they can explain about anything with the help of condensed content, nurturing the connection between brands and target audiences

Animated videos also work best for abstract products or services. They represent a way to simplify complex topics and bring them to life, by engaging with the audience.

Live Action Videos aren't budget friendly



A high cost of live action videos is a major drawback. Higher the complexity and quality of videos, the more expensive it becomes.

Moreover, you can only edit once the footage has been recorded. The problem arises when you miss a scene or want to add in a few extra words.

Related articles: [5 Applications That Will Make Easier Your Video Marketing Strategy](#)

You would have to call the crew back, location and setup back together to add the scenes you have missed. But animated videos allow you customize anytime and the procedure to make changes is straightforward. Don't forget that live videos require the location, camera, sound gear, and talent to produce realistic footage.

Final words about Marketing Videos:

Animated Explainer videos are perfect to pitch your prospects. You can turn your vision out with the help graphics and to the point content. No matter what your idea is, your audience is likely to understand it while taking actions regarding the purchase.

