



12 Ways to Leverage Your Video

Autodemo makes it simple to develop professional marketing videos. But it's hard for great videos to work their magic if nobody sees them. Getting more eyes on your video helps drive awareness, generate leads, and turn browsers into buyers.

Here are some sure-fire ways for your video to make a big impact:

-  1. Include videos in email marketing for higher open and click rates
-  2. Bookmark videos on desktop and mobile for easy sharing
-  3. Ignite analyst and investor interest on roadshows
-  4. Create a tradeshow version to attract booth visitors
-  5. Post and share on social media (ie. YouTube, Facebook, LinkedIn)
-  6. Use as visual training to onboard new employees
-  7. Train your sales team to use consistent, branded messaging
-  8. Embed videos across your website for better SEO
-  9. Localize for international expansion
-  10. Customize for video ads on Twitter and Facebook
-  11. Embed on landing pages to generate more leads
-  12. Fire up crowds at sales meetings and user conferences

