

I Keep Hearing I Need Videos for My Practice. Do I Really?

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Video is one of the biggest topics we talk to clients about. It is also one of the biggest hurdles our clients face. A handful love the idea, a larger group would rather avoid it, and many just don't see the point. They ask, "How does having videos actually help my practice?" We'd like to share some data to show just how relevant video is to ANY marketing strategy.

Alphabet, the parent company of Google and YouTube, released some telling figures for 2018. Almost 5 billion videos are watched on YouTube every single day, and YouTube gets over 30 million visitors per day.

Those are HUGE numbers. Here's how video (on your site and on YouTube) translates from those to engagement (aka patients):

- Video keeps them on your site longer. The average user spends 88% more time on a website with video. (Source: Mist Media)
- Video sparks interest. About 46% of people say they'd be more likely to seek out information about a service after seeing it in an online video. (Source: Eloqua)
- Video improves your ranking. Having a video on the landing page of your site makes it 53% more likely to show up on page 1 of Google SEO. (Source: Mist Media)
- 20% of the people who start your video will leave after the first 10 seconds, so create a damn good intro. (Source: Alphabet – opinion by WorkingCat)

Tackling your first videos may seem daunting, but you don't need to do it alone. You can certainly shoot some video on your phone and post it to YouTube. Many people and businesses do. Just make sure you are titling and tagging your videos so they are searchable. This is not Field of Dreams – you can't just build it and hope they come.

If you need help with your marketing or more information about how to handle producing, posting and tagging your videos, contact us at WorkingCat: <https://workingcat.pro/talk-to-us/>.

If you'd like to have a professional film and produce your videos, WorkingCat has you covered there too. We have a nationwide video production company ready to come to your practice and make you famous.

Are you ready for your closeup?

