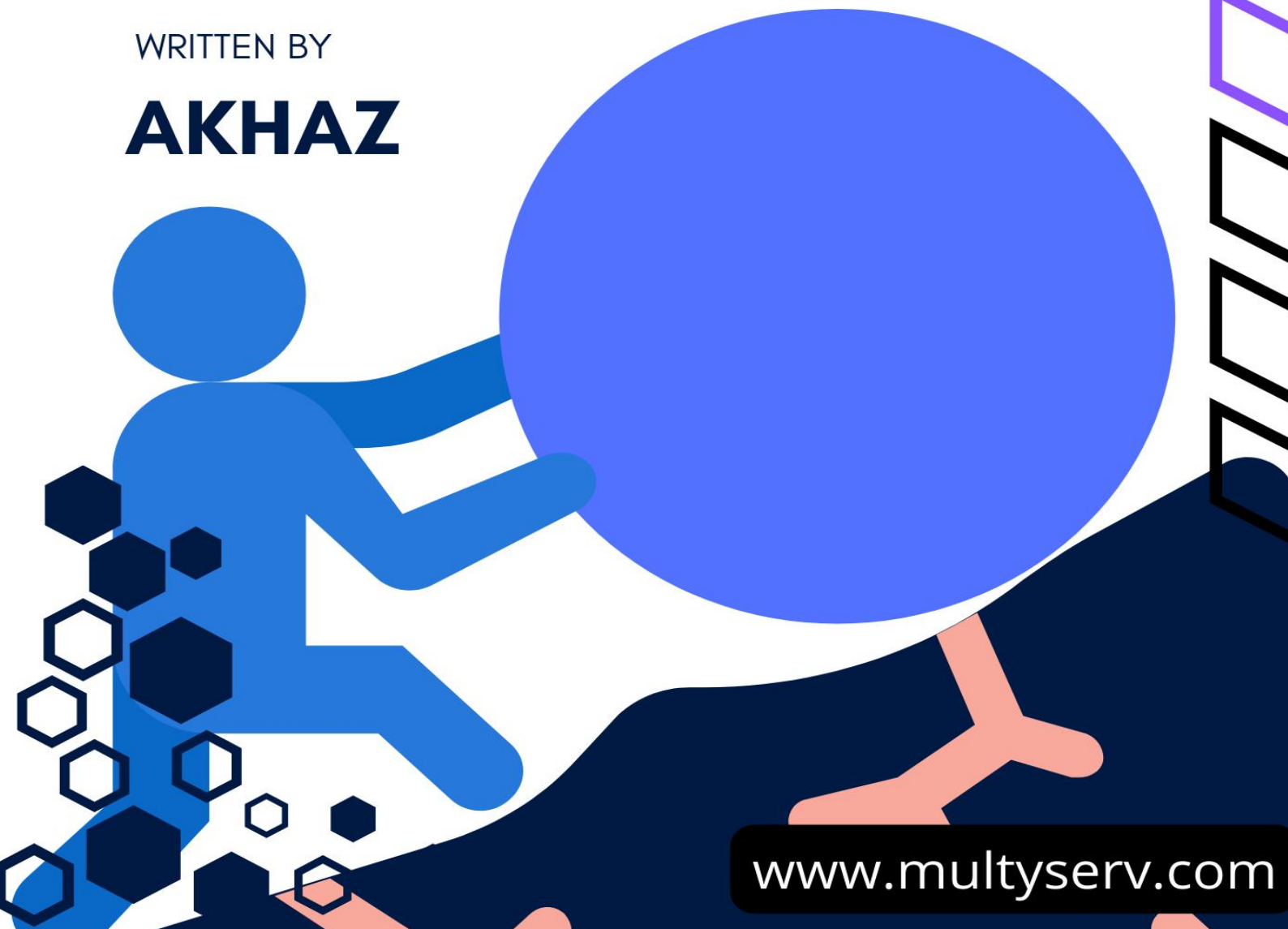




# THE BUSINESS BOOST: HARNESSING THE POWER OF VIDEO MARKETING

WRITTEN BY

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**THE BUSINESS BOOST:  
HARNESSING THE POWER OF  
VIDEO MARKETING**

You wake up each morning to a flood of inquiries, emails, and phone calls from potential customers eager to learn more about your products or services. Your calendar is booked solid with meetings, demos, and sales calls. Your revenue is soaring, and your business is thriving like never before. You are above all your competitors, which makes their jaw drop with amazement. It's the aura of confidence that surrounds you, the knowledge that you are at the top of your game, leading your business with vision and purpose. This isn't just a dream – it's the power of effective lead generation at work. And I believe that this is the life that you want to live, where you have financial freedom. Where you don't have to worry about facing failure anymore. Effective lead generation extends beyond just today's success. It's the foundation upon which your business thrives and grows. It's the peace of mind knowing that your sales pipeline is robust, your revenue is predictable, and your business is poised for long-term success in a competitive market. Lead generation is the single most important thing to do for a business. Without leads there is no business.

But, the problem is that business owners find it hard to find leads. Business owners know all too well the frustration of trying to find leads in a sea of competition. It's not for lack of trying or lack of passion – it's simply a matter of knowing where to look and how to stand out in a crowded marketplace. The challenge of lead generation can feel like an insurmountable obstacle, holding your business back from reaching its full potential.

But how others doing it and you are still looking ways to do it? What if there's a way that you don't know yet?

Leads are not hard to find. Leads are everywhere. Every person that you met in your life is a lead. Every person buys something at some point in his or her life. But not every lead is your lead. You need to filter out the leads that are valuable to you. Generating leads is not a one step process. There are hundreds of ways you can outreach and find high quality leads. But finding all leads are not valuable to you. You have to find leads that are interested in your product or service.

And the process you need to generate leads is called marketing. We all know businesses do marketing, pretty much all businesses do marketing. The ones that don't know how to market, they have 99.99 % chances of failure. All the businesses on this planet use marketing to run their business. If you can't market you can't grow your business. Marketing strategies are designed to attract potential customers, generate leads, and convert those leads into sales. This is vital for the growth and sustainability of a business. Leads come through marketing.



Evidence of marketing practices can be traced back to ancient civilizations such as Mesopotamia, Greece, and Rome, where traders and merchants advertised their goods through signage and word of mouth. Markets and fairs were common in medieval Europe, where traders used various techniques to attract customers.

The theory is simple if people don't know that you exist, how will they buy from you? How will they know what you are selling? Back then, they used simple word of mouth marketing to sell their products. Which used to work so well. The marketing evolved throughout the years. Now there are hundreds of ways, how you use marketing. And it matters that how you market your product or service. Because some marketing techniques are more effective than the others.

In Early 20th Century, the concept of modern marketing began to take shape with the development of marketing theories and the establishment of marketing departments in companies. Advertising agencies also emerged during this time.

The 21st century has seen an explosion in digital marketing, with the rise of social media platforms, search engine marketing, content marketing, and influencer marketing. Data analytics and artificial intelligence have also become integral to modern marketing strategies.

Overall, while the basic principles of marketing—understanding customer needs and communicating value—have been around for centuries, the methods and sophistication of marketing have evolved dramatically over time. I mean it works like this;

1. Do marketing (and marketing will generate leads for you).
2. Convert your leads (tell them you have exactly what they need).
3. Sell your product and make money.

No matter where you go, you will find every business is using the same method and structure to make Millions and even Billions of dollars. The more you market your product the more leads you will generate for your business. The businesses that make billions of dollars, market their product to millions of people. There is nothing further from the truth. If someone tell you that you can grow your business without marketing, you are getting stung by the lies they spread to get your attention. And I'm afraid that a lot of small business owners put a very little focus on marketing.

Think about it, if your product is not even expensive. Let's say your product is worth \$1, and you market your product to 5 million people, even if only one million people buy your product you still get \$1 million. Now let's say, your product is worth \$10, you will get \$10 million. And how you can achieve this, of course by doing effective marketing. That's how big companies make millions of dollars.



We know that marketing works. But the problem is that people find easy ways to consume information, and their attention spans are so low in this modern world. People don't get attention if they don't find fun in your information or if your information doesn't have value in it. That's why people find marketing hard. They don't know how to get the attention. Attention is everything, marketing is all about getting attention. If you fail to get the attention it means you fail to do the marketing. Right attention at the right time can make you millions in no time.

And trust me, it's not your fault that marketing doesn't work the way you want it to work. It doesn't work because you haven't applied the right strategies in your marketing. The problem is in the evolution;

Ancient people were used to give attention more easily because back then there wasn't a lot of noise. (attention spans were high)

Ancient people use to trust more quickly because back then there wasn't a lot of scams and fraudulence.

Back then, they weren't aware of the term "marketing" and its techniques and strategies. (so they were comfortable with it)

Back then, there wasn't too many solutions to a single problem. (there wasn't too many choices)

But, now the people have changed and so is the marketing strategies. That's where the video marketing comes in. A very simple definition of video marketing is, "to market your product or service through videos". It sounds like you already know it, Am I right? I know you have a lot of questions in your head about videos, don't worry I will answer all of those. And I will tell you how video marketing makes your life easier.

# Why video marketing works?

Our attention spans are shrinking faster than ever. Studies show that the average person's attention span dipped to a mere 3 seconds in 2024, it used to be 8 seconds according to the studies of 2022. We're bombarded with information overload, constantly bombarded with emails, social media posts, and ads.

Studies consistently show that video excels at grabbing attention. Our brains are wired to process visuals and motion faster than text. A University of Maryland study found viewers retain 95% of a message from video compared to 10% from text.

The idea of the brain having an instinct to capture everything that moves is a bit of an oversimplification. While there is an evolutionary basis for our brains to be attentive to movement, it's more nuanced than simply capturing everything.

Here's a breakdown: Our brains have a visual processing pathway specifically tuned to detect motion. This is thought to be an evolutionary adaptation for survival. Being able to quickly identify a moving object could mean the difference between spotting prey or a predator. This "motion detection" system is located in the superior colliculus, a part of the midbrain. It helps us react quickly to potential threats or opportunities in our environment. However, the brain doesn't capture and store everything that moves. Several factors influence what gets our attention and is stored in memory:

Our brains are more likely to pay attention to something new or unexpected in our environment. A sudden movement against a static background will likely grab our attention more than a leaf blowing in the wind. Things that stand out visually or are relevant to our current needs will be more likely to capture our attention. A bright red ball rolling on the ground might be more noticeable than a brown twig. The context in which we see movement plays a role. A bird flying in the sky is less alarming than a shadow moving across our bedroom floor at night. This selective attention to movement served an evolutionary purpose.

It allowed our ancestors to prioritize information that could be critical for survival: finding food, avoiding danger, or identifying potential mates. This evolutionary trait still plays a role in our modern lives. That's why the Art of making captivating videos is very important. Marketers utilize it to grab our attention with moving visuals in advertisements. Motion graphics and animation can be more engaging than static images.



With countless videos flooding the internet, how will mine stand out in the chaos?

There are videos all over the internet because videos work. Did you know that nearly 9 out of 10 online marketers leverage video content? Video marketing has become an essential tool for businesses of all sizes. You don't need to find a way to be better than others, you just need to be like others. If videos are working for others, then it will work for you either.

Our brains are wired to be attentive to movement, but it's not a simple capture-everything system. We prioritize what's novel, salient, and relevant to our current needs. This ability served an important role in our evolutionary past and continues to influence how we interact with the world around us. That's why videos never fail to capture attention, and in the marketing that's what everyone needs.

You walk around in real life you don't see people's images in the street, you see them moving around in the street. People perceive videos as they perceive real world. People don't want to see lifeless static ads; they want something that feels close to real life. It's about relatability. It's in their DNA, if they find something relatable they will give their attention to it.

Let me tell you how relatability works....

Let's say, you are so in love with cats, and you always wanted to have a cat as a pet in your home. One day you sit in a bus to go to work. And on your way to your destination, you find a lady holding a beautiful kitten in her hands next to you. What will you do? Will you just look at the kitten and turn away your face. Never! Even if you don't decide to talk to the lady, you will look at the kitten over and over again. You might not be able to look away. You will give your attention to the kitten. Why? because it relates to your desire. When you see something that relates to you, you always give attention to it.

Let me ask you another question...

What will grab your attention more? If the lady holds a picture of a beautiful kitten next to you or, if she holds an actual beautiful soft kitten that is moving around in her lap and says meow to you?  
You answer!



## Did you know people cry at movies?

This phenomenon is surprisingly common and speaks to the profound emotional impact that films can have on their audiences. When viewers become deeply invested in the characters and plot, they often experience the emotions being portrayed on screen as if they were their own. This empathetic connection can lead to tears, whether from sadness, joy, or a cathartic release of built-up emotions.

For example: In a movie you see a 7 years old lost child crying, and trying to find his mother.

This scene will impact mostly the mothers sitting there watching the movie, and will cause them to burst into tears. Especially if a mother has a child similar to that age.

Again relatability. Relatability is what makes people burst into tears, they feel connection with the characters being portrayed on the screen. And relatability is very important while doing marketing. And again what makes relatability work so well? Is it a still picture of a crying man that makes them cry as well? Or is it a well-crafted video that shows the story that relates to the audience that make them burst into tears?

Movies are videos, well-crafted videos. Movies are designed to hit the audience on a deeper emotional level. And emotions are responsible for making decisions, Research suggests most decisions involve both reason and emotion, with emotions likely having a stronger influence than reason. It means if you hit a person hard emotionally, he will more likely to make decision quickly. And that's how marketers sell their prospects their products, by hitting them emotionally which causes them to make decisions faster.

If videos are so effective than why it takes too much time to grow YouTube channel and other social media platforms?

Let me give you a quick answer to this question. The answer is “Audience”. Videos work if your audience and your video has relatability. If your video goes to the wrong audience, they will not find relatability and will not find your video interesting.

For example: If you sell toys for kids and your highly customizable marketing video is being presented to gym freaks who wants to put on as much as muscles they can, then your video will not work because the audience is wrong.

For example: If you sell toys for kids and your highly customizable marketing video is being presented to gym freaks who want to put on as much as muscles they can, then your video will not work because the audience is wrong.

You might want to hit the parents of the babies emotionally to make them feel that by purchasing your toy their baby will feel happier.

The same thing happens with YouTube channel and other social media platforms. When you post a video on YouTube, YouTube doesn't know your audience yet and platforms like these take time to find out which audience is best for you. Because these platforms still operate on algorithms, these algorithms never promote your videos if your videos are not being watched. And your videos are not being watched because your video is not getting the right audience. That's why you need a lot of consistency to succeed on these platforms.

In solution to this, advertising is the best solution. In advertising you have the control to target specific audience according to your service. It means you can present your video to the right audience. And that's why advertising works all the time. All the big companies use advertising to market. And all the big companies use video marketing to leverage their profits, making marketing 10X more effective.

Companies like Apple, Nike, Coca-Cola, Google and Samsung all use video marketing.



## DROPBOX video marketing case study....

The video that significantly contributed to Dropbox's success and helped generate \$48 million revenue in sales is a classic example of effective video marketing.

In its early stages, Dropbox faced a significant challenge: explaining a relatively new concept of cloud storage and file synchronization to potential users. The idea of storing and accessing files from any device via the cloud was not yet mainstream, and the company needed a clear, engaging way to communicate this value proposition.

The video was a simple, animated explainer that lasted about two minutes. It walked viewers through a relatable scenario where traditional methods of file sharing (like emailing files to oneself) were inefficient and cumbersome. The video then introduced Dropbox as the solution, showing how easy it was to use the service for storing, accessing, and sharing files seamlessly across different devices. The video used a straightforward, conversational tone and charming animations to make the concept easy to understand. It focused on demonstrating the product's benefits rather than delving into technical details.

The video was prominently placed on Dropbox's homepage. When potential users visited the site, the video was one of the first things they saw. The video dramatically improved Dropbox's conversion rate. Viewers who watched the explainer video were much more likely to sign up for the service.

The video was instrumental in driving the company's early growth, ultimately contributing to \$48 million in sales. This success showcased the power of clear, effective communication in product marketing.



# Why people are so afraid of making videos?

If videos are so effective, then why people are so afraid of making videos? There are 100% chances that if you use video marketing to grow your business even from the scratch, you will never fail. This is the point where if you use the potential of video marketing, you don't have to worry about failing. Can you imagine the comfort where you know that every time you will try this strategy it will work for you 100% of the time? Do you know how that feels when you know you have total control over your marketing strategy? There is nothing wrong with video marketing, it works and it works every time. The problem is that people don't do it. Here are the reasons people don't do it....

1. It takes a lot of technical skills to do it.
2. It takes more powerful equipment to do it.
3. It takes a lot of brain power to do it.
4. It takes more time to do it.

## It takes a lot of technical skills to do it.

People find it hard to make videos because it takes a lot of technical skills to make what you want to make. Making videos doesn't take only one skill, it takes multiple skills to create one effective video. You got to know about basic editing, color grading, motion graphics, animation and sound design to make a video that works. In this digital world more businesses are using explainer videos, promotional videos etc. which takes the skills of animation and motion graphics more. You also need copywriting skills to make your videos effective. All these skills are required to make a great video that never stops thriving.

## It takes more powerful equipment to do it.

Creating videos, especially high-quality ones, often demands more powerful equipment compared to other digital media forms due to the intensive nature of video production. High-definition video files require significant storage space and substantial processing power to edit and render. Especially animation videos require more powerful equipment. Animating involves generating numerous frames per second, which necessitates substantial computational power for rendering each frame with high precision & detail.

Advanced workstations with potent CPUs, ample RAM, and dedicated GPUs are critical for handling the rendering processes efficiently. Most companies invest in their equipment to get better results but some small companies don't have the budget to invest in such things. That's why they escape to easier marketing strategies generating less results.

## It takes a lot of brain power to do it.

Creating animated videos requires a significant amount of brain power due to the complexity and creativity involved in the process. Animators must possess a deep understanding of various principles of animation, such as timing, spacing, and movement, to bring characters and scenes to life realistically and engagingly. They need to be proficient in specialized software tools and possess strong technical skills to navigate intricate workflows. Storyboarding, character design, and scene composition demand a high level of creativity and artistic talent. It also requires high level of visualization to create something out of nowhere, thinking new ideas and bring them to life.

## It takes more time to do it.

Creating animated videos typically requires significantly more time compared to other forms of video production due to the meticulous and multifaceted nature of the work involved. Every second of animation can consist of 24 to 30 individual frames, each requiring careful crafting and attention to detail. Animators must design characters, backgrounds, and props, often from scratch, and then meticulously animate each movement to ensure fluidity and consistency. Additionally, the process involves multiple stages, including storyboarding, creating animatics, rendering, and post-production editing. These steps are time-consuming and demand precision to achieve the desired quality.



Now you know there is nothing wrong with video marketing, video marketing works, and it works better than other types of marketing. That's why every successful company is using video marketing to achieve even more results, going from millions to billions. In 2024 more businesses are using video marketing to level up their game. Video marketing is getting way more attention than ever before. The research shows that from 2024 to 2031, the scope of video marketing will increase more. In this time, more and more businesses will use video marketing as their main strategy to grow their business. There are only two things you need to do to grow your business, it doesn't matter if you are just starting out or making already millions of dollars.

## What you actually need to do to grow your business?

There are only two things you need to do to grow your business.

1. Do advertising.
2. Use videos to advertise.

### Do advertising.

Have you seen any business that is successful and is not advertising? I didn't. Businesses do advertising because advertising works. You can blindly trust on advertising to get you leads. Because advertising is the only way to present your product out to millions of people in no time. You already know that business grows with marketing, and that's how you're going to market your product, through advertising.

**Advertising breaks the competition:** Advertising is the only way to break the competition. No matter how much competition is out there, if you advertise your product or service you will get what you want. You will generate leads. You will find your customers. Can you think of a single business that is advertising and not being successful? if you think you are not moving forward because of the competition then advertising is the solution to that.

**Advertising gives you the right audience:** With advertising you can target specific audience it means you can filter out the leads that you don't want or the ones that are not valuable to you. For instance, social media platforms like Facebook, Instagram, and LinkedIn offer sophisticated targeting options that enable advertisers to reach users based on their age, gender, job title, hobbies, and even online behaviors. Similarly, search engines like Google use search history and browsing patterns to serve highly relevant ads to users. This level of customization ensures that the advertising message resonates more deeply with the intended audience, leading to higher click-through rates and better return on investment.



## Use videos to advertise

You already know why videos work so well. Now you will use videos to make your advertising so effective that it will never fail. This is the step where magic happens, if you get it right then you can have that feeling, where you will solve the problem of lead generation for good. You don't need to take 10 steps to do that you only need to know two things that will make your videos so effective that your videos will thrive.

**Make engaging videos:** You need to make videos engaging enough that people will find it hard to look away. Motion graphics and sound design are must have skills that helps a lot in making captivating videos that thrive. Once you get the attention you can just suck them in like a black hole, so they won't be able to get out. Animated videos are visually more appealing than other videos. Animated videos are vibrant and visually stimulating, which naturally draws viewers' eyes. The use of colors, characters, smooth movements and creative graphics can make content more appealing, memorable and satisfying. Here, the 12 principles of animation can help you a lot.

**Find relatability:** Early I told you a lot about relatability. You will use the relatability while making videos to advertise. People will go where they find relatability. Use relatability to lure audience to your videos. You need to connect the passion of the audience to your product.

For example: If you have a garments company, and your audience are gym lovers. You need to show your audience the benefits of your shirt when you use it in the gym while working out.

## Crafting an ad that never fails

Use these four steps two craft an amazing add that never fails...

**1. Show Them Their Dream:** When crafting an ad your first step is to show them their dream goal. Just show them that you've already achieved, what they always wanted to achieve. By doing this you will get their attention. It's very tempting to ignore something that you have desire to achieve.

**For example:** If your target audience loves to write books then, tell them how you've become best-selling author in no time.

Just tell them that you had the same problem that they have now, but you've already overcome it and they are still struggling with it.

**2. How They Will Achieve Their Goal:** You need to show them that your service can solve their problem. You have to make them believe that your service is perfect for them. You need to convey the message in a way that if they don't buy your product, they will never going to achieve the results they want.

**For example:** Tell your audience about the hassles and pain they have to endure if they don't take your solution.

**3. How Fast and Easy Your Solution Is:** You need to show them through your ad that how fast they can achieve the results and how easy it would be for them to achieve the results they want, if they buy your solution.

**For example:** Show them that there is no effort and sacrifice is required from their side, your solution will take care of all things.

**4. Show Them What It Feels Like:** Show them the glimpse of that life that they always wanted to live. Show them how solving their problem will increase their status among their family, friends, relatives, colleagues and their loved ones.

**For example:** If you sell a weight loss program, tell them how after using your weight loss program they will find more people starring at them because of their attractive look.



Okay that's enough. I told you everything you need to grow your business. If you know how to do these two things properly that I just showed you. You are already at the point where you don't have to worry about failure. Because it works and it will work for you as well. But the problem is that this work requires not just one skill but a lot of skills to do it. And that's where people give up, because it takes a lot of time to learn those skills. The courses are also expensive especially the ones that have value in it. There are also a lot of free stuff online to learn these video making skills.

There's also a less painful way to do this, which I'm gonna show you in a minute. But before I show you, I need you to know this, if anyone tells you that there is easier way to grow your business than what I've just showed you, trust me there isn't one. You need to do something to grow your business and advertising is the easiest way to do it. Hence, there are countless more difficult ways I can show you. People also grow their businesses with those methods as well but those are not the quick methods. Those methods take a long time to get you what you want.

Now it's time for less painful way... Use Multyserv to do all your work!

## **What is Multyserv (who we are)?**

Multyserv is the team of highly expert professionals which includes Copywriters, Motion Designers, Graphics Designers, Voiceover Artists and Digital Marketers. Each having more than 12 years of experience in his or her field. Making them a valuable choice for our company. They have worked with huge companies like PayPal, GoPro, Slack and Squarespace.

## **What we do?**

We specialize in assisting small businesses experiencing low revenue by enhancing their revenue generation through targeted digital video advertising campaigns.



## What we offer?

• **Making videos**→ **Providing marketing videos fast, easy, cheaply** → **Thriving Video Production System . . . that'll generate thousands of leads per month with you not having to do anything to make it work (\$7000 value)**

1. A clear script for the video written by highly expert Copywriters...
2. Storyboarding done for you
3. A great Voiceover prepared by expert Voiceover artists.
4. Finding Relatability to make a thriving video.
5. Sound Designing
6. Specific Visuals designed for your product or service.
7. Balanced pacing to keep the viewers engaged
8. A proper research is included about your product or service.
9. A strong call-to-action is also included.
10. The use of Storytelling to get the viewers immersed in the video.

▪ **Advertising**→ **Highly Targeted Audience Method . . . Running a highly effective campaign that will launch your business into the stratosphere ( Cost \$30 per day, can add value worth of \$1 million)**

1. Targeting the right audience for your product and service.
2. Making more videos to reduce the ad fatigue.
3. High Quality performance tracking
4. Reducing the competition by targeting very specific audience for your product or service.
5. A/B Testing
6. Highly Effective Timing and Scheduling
7. Mobile optimization

▪ **Conversions**→ **A personalized Explainer Video . . . so good that it will help you to convert your leads even if you are not very good at selling . (\$20,000 value)**

1. A Script for Explainer Video written by expert Copywriters...
2. Specifically Designed to boost sales.
3. Clear and concise way of conveying the message
4. Separate Storyboarding for Explainer Video
5. Finding Relatability to boost sales
6. 100% Engagement rate
7. Finding a Story that sells.
8. Clear Voiceover that keeps people engaged.

This offer consists of 3 small offers, if you ever need only one offer of the following then always feel free to order any single offer you need.

Total value: \$27000 (!) All for Only \$10,000

After all this all you need to do is sit back relax and watch the magic happen to your business. Because soon, you will wake up each morning to a flood of inquiries, emails, and phone calls from potential customers eager to learn more about your products or services.

Unlock greater revenue streams effortlessly, without any sacrifice on your part!

Remember, never settle for less, if you can make more than you are already making, always step up. All you need to do is ask for what you need.

[Click Here](#) to increase you revenue.

I hope you find it valuable, do exactly what i just told you and you will never see failure.

Thanks!