



HOW TO BOOST E-COMMERCE CONVERSIONS WITH VIDEO

In the eCommerce space, it's becoming increasingly difficult to capture consumers' attention and influence them to buy. Between social media notifications, text alerts, endless amounts of written and visual content, and countless other distractions, it's a miracle our attention spans can tolerate even a few seconds of absorbing real information.

As you probably know all too well, those few seconds are crucial when it comes to driving conversions online. So, when you only have a fleeting moment to capture your audience's attention, how do you do it? **The answer: video.**

Video content has been proven to lead to [all kinds of benefits](#). It has a positive impact on virtually every component of your sales cycle. If you regularly reach more consumers at every stage of the buyer's journey, those touchpoints will add up over time. For you, that means more leads, more conversions, more sales, and more delighted customers. What more could you ask for?

This guide will walk you through the most effective ways to capture those benefits, from video brainstorming to execution and distribution. Let's dive in!

WHY VIDEO WORKS

First, let's take a look at why video is so effective for eCommerce in the first place. Two major challenges for eCommerce brands are grabbing consumers' attention and then providing them with enough information to convince them of the benefits of your product or service.



Video mitigates both of these challenges.

In one [study](#), 85% of marketers shared that video is effective in gaining consumer attention online. Over 80% of marketers in a different [study](#) report that video has helped them increase web traffic, generate leads, and increase dwell time on their website pages.

As an eCommerce professional, you know that these results are hard to come by. Your teams have probably spent hours upon hours trying to come up with new and innovative ways to reach your prospective customers and captivate them with your messaging. Thankfully, you can save some of those hours in the future by developing video content.

Once you have a captive audience, the next challenge is making sure prospective customers are fully absorbing your product offering. Again, video is a critical tool. There are so many statistics to support this claim that it's hard to even pick the most important ones, but here are a couple:

- Viewers claim that they retain 95% of a message when obtained via video. ([Source](#))
- 94% of video marketers claim that video has helped increase user understanding of their product or service. ([Source](#))
- 96% of people say they have watched an explainer video to learn more about a product or service. ([Source](#))
- 68% of people say they would most like to learn about a new product or service by watching a short video. ([Source](#))

If video can both generate a captive audience and effectively convey your brand's message to that audience, why not utilize it to the fullest extent? Video should have a place on your website, social media feeds, and especially your eCommerce pages. Anywhere your prospective customers are spending time online, your videos should be readily available for their consumption.

WHAT TYPES OF VIDEOS TO USE

So, you're ready to include video content in your eCommerce strategy. But what kind of video should you start with? There are a few options, but the most popular option for eCommerce pages is a product video.

A product video is a video that highlights your product's key features and points of differentiation and shows potential applications for clients. It's a chance to demonstrate your product in action and summarize all of the great design elements that solve problems for your target audience.

For eCommerce sales, the absence of a physical product to inspect and test out can be a real roadblock for customers. Product videos help bridge this gap, making the experience of shopping online as immersive and true-to-life as possible. [One online retailer](#) tested this concept by adding product videos to its website and found that a consumer who watches a product video is 144% more likely to add the product to their cart.

With today's technology, product videos can even take this process one step further by including 360-degree video or AR/VR components. In some cases, the difference between inter-



acting with this type of dynamic content and experiencing the physical product in person is almost nonexistent, pointing to the success of this technology and the opportunity it offers for eCommerce brands.

In addition to product videos, other common videos for eCommerce brands are client testimonials and brand videos.

Testimonials are effective in adding an element of [social proof](#) to the eCommerce process, making your brand seem more trustworthy. This is especially relevant to online retailers, where the opportunity to personally see or test the product before buying is often impossible. Giving prospective customers the opportunity to hear from others who are satisfied with their purchases can lower their perception of the risk involved in making an online order.

Finally, brand videos tell your story. They're often successful in inserting some personality into your eCommerce pages and putting a face behind the corporate identity. People like to purchase from brands they can identify with, so telling your startup story can help you resonate with your audience on a more personal, authentic level.

HOW TO EXECUTE VIDEOS ON PRODUCT PAGES

So, we've established that your product pages need video. How do you actually create the perfect video? First, the strategy. Visitors come to your product pages when they're in the purchase consideration stage, so you want to do everything you can to nurture that mindset and convince your visitor to go through with the sale.

That being said, think about your customers and the challenges they face in your online shopping journey. For example, forty-nine percent of online shoppers say their least favorite part of shopping online is not being able to physically touch the product. Your video should take away some of that unease, presenting a full view of the product itself and how someone would interact with it.

Remember—because these visitors are curious about your product(s), you don't want your video to be too long or distracting. Focus on converting your visitor and make sure your video adds value rather than detracting from it.



Keep these tips in mind when creating a video for your product store pages.

- **Keep it concise.** Show off your product, give any necessary product details, and show it in action, but try to avoid going much longer than 30 seconds.
- **No sound, no problem.** Users are unlikely to unmute your video, so make sure everything you communicate is done so without audio. Use captions if necessary.
- **Include a human touch.** How would your product be used? Provide an example so visitors can relate to the video more personally.
- **It's all in the details.** Include physical specifications, like size, weight, capacity, color, and more.
- **Be natural.** Show your product in its natural environment. This will give visitors a better idea of what their experience with your product will be like.

Once you have the perfect video for your product pages, Magento's platforms make it possible to incorporate this rich media directly into your eCommerce pipeline. The same benefits that drew you to Magento in the first place can be amplified with video content, so the combination is a win-win.



[Contact us here](#) for more information on developing videos that will boost your conversions and drive revenue for your company. Our Producers are experts in the digital video space, and can guide your strategy from start to finish to ensure that your videos are generating the maximum impact on your sales. You can also view our Magento partners page [here](#) to get started. We can't wait to see the impact video can have for you!

