

## 19.8: The bigger picture

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Video marketing can form the cornerstone of a great content marketing strategy, linking closely with the other content that you create to engage and provide value to your customers. Videos can also be added to marketing messages such as email newsletters to improve engagement.

Because search engines serve a range of media types on their results pages, video content plays an important role in search engine optimisation. Not only can optimising videos for search increase your search engine ranking, but data show that it increases clickthrough rate from the search engine results pages, and that these visits are longer and more engaged than other search visits and more likely to result in conversions. Social media provides a great tool for spreading your video, and video content can be a strong driver for users to join your social media platforms. Make sure that you provide users with great value.

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