

19.10: Advantages and challenges

Posting regular video content shouldn't result in any push back, provided it is done in a focused, engaging way. Videos are great for engaging viewers and growing your social media community. However, 62% of consumers are more likely to have a negative perception of a brand that published a video they considered poor quality (Adelie Studios, 2016), so that focus and engagement are important.

By studying analytics, platform insights and comments, you can see which videos on your channel are providing users with what they're looking for. You can then choose to advertise your best videos with the various formats YouTube and Google have on offer and optimise future videos using this information.

Starting out with video production can be a bit challenging as you learn the ropes of what makes a viewable, entertaining video. It can also be difficult to come up with constantly new and interesting ideas, but this will become easier with time. Optimising video can also take a while to show results (as with normal SEO).

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