

VIDEO CONTENT AS A TREND IN DIGITAL MARKETING

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Abstract: Businesses' marketing techniques have changed as a result of the evolution of the internet and social media, which has altered customer expectations. Digital marketing deployment has become essential. Businesses are using video marketing more and more to stay up with environmental developments. A very common way to communicate and engage with target audiences is through user-generated video content. It gives brands fresh chances to interact creatively and dynamically with their audience. This article tries to emphasize the potential of video marketing, given the widespread usage of video in marketing and its ability to reach target audiences. The goal of the paper is to point out the importance of using video content in digital marketing based on the analyzed reference sources. The findings of this paper indicate that video content is a necessary tool for the successful implementation of a marketing strategy.

Key words: Digital Marketing, Video Marketing, Video Platform, Social Networks, Trends

1. INTRODUCTION

One of the trends that is expanding the fastest in the digital age is digital marketing. It is currently one of the most important and crucial instruments for improving a business and acquiring a competitive edge because it is growing quickly and doesn't appear to be slowing down. However, marketing innovation is always needed. People are looking for innovative ways to build and sustain relationships with customers in an era where there is a lot of information available and their attention is short.

Because it can engage, educate, entertain, and impress like no other form of communication, video content stands out among the numerous other media utilized in digital marketing. Since video footage appeals to the viewer's senses of sight and hearing, marketers can use it to better communicate their message and build stronger relationships with their target audience by employing visual storytelling strategies. Presenting concepts in a way that grabs the target audience's attention and achieves the business's marketing objectives is made feasible by video marketing.

In the 20th century, traditional advertising and television were tightly linked to the use of video material in marketing. Mass communication and the placement of advertising campaigns served as the foundation of the company's marketing strategy. However, the introduction of the Internet and the development of digital communications have caused video content to go online and given rise to numerous new video marketing strategies. Some of these are user-generated videos and brief videos used for advertising. Since user-generated video material originates from actual individuals rather than brands, it is frequently regarded as more genuine and trustworthy. This is because consumers are more likely to believe suggestions from others than from brands. Prospective buyers are more likely to trust and decide to buy goods or services when they witness actual people using and promoting them.

The theoretical framework that will be presented in this article will explain how short video content is changing the landscape of digital marketing and provide fresh perspectives and tactics for companies looking to prosper in a changing environment. With an emphasis on social networking sites that encourage audience engagement, the revolutionary influence of brief videos on content marketing tactics will be illustrated.

2. VIDEO CONTENT AS A TREND

Video content is among the most widely used and successful kinds of marketing and communication in the digital age. The first television ads, which at the time marked a revolution in

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marketing, marked the beginning of the creation of video content. Today, video content is widely promoted through digital platforms like YouTube, Facebook, Instagram, TikTok, and many more, in addition to traditional media, thanks to the growth of the Internet. Improved recording and editing techniques made possible by digital technologies have led to a rise in the production and dissemination of video content via digital platforms.

Given the current digital era and the issue of diminishing user attention, video content has emerged as a crucial trend in digital marketing. Through a variety of digital platforms, people are exposed to a vast amount of information and content every day, which causes overstimulation and shortens their attention span. For marketing professionals, this situation poses a significant issue. In this regard, video material seems to be a good way to grab and hold consumers' attention while providing a very practical communication tool that produces better outcomes.

3. VIDEO CONTENT AS A KEY FORM OF CONTENT IN DIGITAL MARKETING

Many authors have studied the term "digital marketing," which has a wide definition. Digital marketing, according to Chaffey (2013), is the application of technology that support marketing initiatives in order to enhance customer knowledge by matching their demands.

In today's business world, where digital technology and the Internet have transformed how businesses interact with their customers, digital marketing is an essential tool. Digital marketing is a marketing strategy that promotes goods and services through the use of digital technologies. Targeting particular client segments, tracking campaign outcomes, and communicating with customers are all made possible by this kind of marketing [1].

Digital marketing is the practice of promoting products or companies using a variety of technological technologies. "Online marketing" and "internet marketing" are other terms that are frequently used to describe digital marketing [2]. There is a distinction between online and digital marketing, despite the fact that they are frequently used interchangeably.

Using the Internet to promote a product or service is known as e-marketing or Internet marketing. E-marketing encompasses not only online marketing but also marketing via wireless media and electronic mail. E-marketing is the practice of firms using electronic communication to make sure that two objectives are met: increasing customer satisfaction and revenues [3].

On the other hand, digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display ads and any other digital media. Digital marketing channels are internet-based systems that can create, accelerate and transfer product value from the producer to the end consumer through digital networks [3].

The application of digital marketing allows companies to be flexible and adaptable to changes in the external environment, to build effective relationships with their customers and to respond more quickly to their needs and understandings. This is achieved through the following key advantages of digital marketing: high level of interactivity, overcoming geographical barriers, faster and more flexible response to user needs, high degree of measurability of results, facilitating segmentation and targeting of clients, high degree of personalization of messages, increasing convenience for consumers, development of virtual businesses, greater reach through social networks, increase in website visits, easier communication and interaction with users, monitoring of competitors' activities, increased control in marketing activities, reduction of time for marketing research, smaller investments compared to traditional channels, suitability for startups and small businesses and the development of new business models and strategies [4].

In the modern business environment, the key to success lies in the effective application of digital marketing. Digital marketing allows companies to reach a wider audience through digital platforms, creating a stronger presence and increasing brand recognition. The integration of digital marketing strategies enables a deeper understanding of consumer needs and tailoring the offer according to their preferences. Digital marketing provides an opportunity for continuous communication with the target audience, personalized communication, as well as building long-term relationships with customers and

increasing their loyalty. Digital marketing is not just a tool for promotion, but a powerful resource for business transformation and achieving success in the digital environment.

3.1. Analysis of different content in digital marketing with a special focus on video contents

The main benefits of digital marketing are demonstrated by its broad use in the corporate world and the variety of material that can be promoted via various platforms.

According to Holliman and Rowley, published information can take several forms, including blogs, notes, case studies, films, photographs, and articles. Text messages, news stories, and other types of content are frequently utilized by businesses, non-profit organizations, and institutions of higher learning to advertise their endeavors, accomplishments, and successes. When the objective is to provide the target audience with comprehensive information, textual material is a crucial communication tool. The most common form of communication through textual content is through blogs, where today almost every company, organization or institution has its own blog page on the website with different stories. Blog posts not only attract attention and have the function of educating the target group, but also form the basis of an SEO strategy in order to better position the page in the digital environment [5].

The next form of content that is often used in practice are photos, infographics, illustrations and other graphic content that has the role of visual representation of important information and data. Graphical content is important because users are visual beings who remember longer in their memory the content that they had the opportunity to see visually. Many companies, organizations and institutions use a combination of textual and visual content to convey the right information to the target group of users.

In addition to visual, audio content also generates additional value for users. Audio content such as podcasts, audiobooks, and music is gaining popularity among users due to its mobility and ability to be consumed in daily activities. Today, audio content is often marketed through digital channels, websites and social networks, in order to increase the visibility of the content in the digital environment as well.

In digital marketing, video content plays a significantly more important role than text, visual and audio content. Video content is particularly effective because it provides a visual and audio experience at the same time, making it a much more powerful tool for conveying messages and emotions.

Primarily, video content engages the target audience more deeply because it provides the opportunity to convey the message simultaneously through body language, tone of voice and textual content, which increases the relevance of the message and the trust of the target group. Video content is also an effective means of demonstrating products or services in real time, providing consumers with a deeper understanding of the user experience. Video content often has greater potential for viral success on social media than text or audio formats. The ability to share video content among users can significantly increase the number of views and reach new audiences who have not previously interacted with a brand, product or service.

Although text, visual and audio content have their clear advantages and applications in digital marketing, video content stands out as a powerful tool that combines different aspects of communication in the most effective way.

3.2. Channels used for marketing video content

The importance of video content is also reflected in the variety of channels through which it is possible to market content to the target group of users. The most popular channel for marketing video content today is social networks, which enable a wider reach and a high level of interaction with the audience. Instagram, Facebook, TikTok and other platforms offer unique advantages that companies and individuals can use to influence different market segments [2].

Instagram is a platform that is primarily known for sharing photos, but also for many other features such as IGTV (Instagram TV), Instagram Stories, and Instagram Reels formats that allow users to share short and long video content.

Facebook, on the other hand, is the social network with the largest number of users in the world. In addition to sharing text statuses and photos, Facebook provides users with the opportunity to share video content, as well as a live streaming option.

TikTok, as a relatively new but very fast growing social network, especially popular among the young audience, has reached incredible popularity in recent years. The main feature of TikTok is short video clips of 15 to 60 seconds in length, with the option of adding music, which makes the TikTok platform particularly important for marketing user-generated content. TikTok allows users to easily create and share content that has great potential to go viral. Also, this kind of video content often incorporates musical or humorous elements. TikTok allows creators to easily produce and spread viral content through innovative editing and sharing features.

Another way to market content is with the PPC method (Pay-Per-Click), which is a model of Internet advertising in which advertisers pay for each click on their ad. Paid ads are usually found above or to the right of "organic" search results and can be quite cost effective. The main advantage of the PPC method is reflected in the payment only when the user clicks on the ad and therefore it is possible to control the advertising costs according to the available budget[2].

TV advertising is also one of the channels for marketing video content. Television, as a channel of communication, has great value, which is reflected in the large number of daily viewers, which enables mass communication to the target audience. Advertising and marketing of video content through video combines audio, text and visual elements, which together influence the creation of a complete experience and a special reaction among viewers. Televisions, especially those with a national frequency, cover large geographical areas at different times of the day, which additionally contributes to increasing the visibility of video content in the region.

Digital billboards also make an effective channel for video content placement because they use eye-catching LED lights that can be controlled with the help of a computer. Digital billboards are particularly attractive because of their options for multimedia advertising through text, images, video animations – digital billboards can offer all of that in one place. One of the key advantages is the flexibility of management, especially since digital billboards can be managed flexibly, from any location. Video content promoted through digital billboards attracts attention and is better remembered by consumers.

Email marketing is a digital marketing strategy that uses electronic mail as a channel of communication with the target audience. With the help of using email marketing, you can send personalized messages, notifications, offers and various contents that reach the user directly. Different types of content include video content that can be marketed through email marketing. Video content can be marketed through personalized video messages for the purpose of demonstrating products or services, persuading and inviting the target group to action or purchase. This approach provides more detailed information and increases user satisfaction.

4. CONCLUSION

Video content has transformed digital marketing and provided new opportunities for companies to engage consumers, better storytelling and more successful brand building. The future of video content in marketing has enormous potential. Video as a tool can have different formats. Product introduction video, explainer video, promotional video, social media video, podcast or documentary. According to the Content Marketing Institute, videos represent one of the three best types of marketing strategies, so the key to companies' success lies in embracing video content as a core component of their marketing strategy.

In this paper, a literature search indicated new possibilities for implementing strategies in digital marketing. The findings of this paper indicate that video content is one of the primary tools in the implementation of a marketing strategy. The limitations of the work are reflected in the fact that video content in marketing is "living matter" that changes and grows every day and that its future can only be guessed at.

5. REFERENCES

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