

Why is video so popular?

It's estimated that every minute, 600 hours of video content is uploaded to YouTube!

Video can be produced quickly and cheaply. Anyone with access to a smartphone and an internet connection can produce and share video content.

Videos are so engaging. We tend to retain more of a message when it's watched in a video rather than just read as text.

Video content can communicate messages that transcend language and other barriers, and captions can be used so that your audience can understand what's happening in the video, even if they can't hear the audio.

Internet search engines love video! Having video content on your website improves search rankings in Google: making it more likely that your organisation will be found via Google search if you have more video content on your website.

Content marketing

Content marketing is a dominant form of marketing which involves producing valuable, free content for potential clients. The idea is that by sharing content that's of value to people, they will see you as a person or organisation who is knowledgeable in your field and in time, they'll become a paying client. Video is a key part of content marketing strategy, and many organisations use it for this purpose. This is another reason why we see so much video being produced.

Coupled with the fact that video content ranks more highly on Google, video is therefore a key part of many organisation's marketing strategies.

What about video consumption in the future?

All signs point to an increase in video consumption in the future. According to Cisco, "[i]nternet video streaming and downloads are beginning to take a larger share of bandwidth and will grow to more than 82 percent of all consumer Internet traffic by 2022."

There are no signs of video content slowing in popularity, so it's worth learning more about it so you can harness it and use it to share your knowledge with more people.

Section 1.2: Video is an effective communication tool (2 mins)

Video is the communication of information

Consider how we access news, information and education. Video is becoming an increasingly popular medium for information sourcing and sharing. Video is itself a form of communication, and a very effective one.

We consume video in many ways and on many platforms. It's shared on vlogs, blogs and websites, it's streamed on Netflix, and it's shared on social media.

With over 500 million people watching video on Facebook every day, how can you create a video that will help you rise above the noise and get noticed? In this course, we will teach you how.

Why video is an effective communication tool

Video is unique. It engages us through both sight and sound, it can be used to tell a story, and it's easy to create, access and share. Storytelling itself is an age-old technique that we humans have used very successfully, and according to author and historian Yuval Noah Harari, our success as a species is largely thanks to our ability to tell stories.

Visual communication can be a very effective way to break down and explain complex information, which is another reason why video is such an effective communication tool. For example, a process can be explained with a diagram, and that diagram can appear in a video to help the audience understand the process. Complex information can be difficult to communicate using words alone.

By conveying information visually, video can cross language and other barriers, too.

Video is therefore a powerful tool for sharing information and spreading knowledge.