

Retail sales video marketing creates incredible opportunities

 By [Gordon Barker](#)

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Marketing strategy

I have a client who retails high fashion clothing branded goods in Johannesburg and they have built a database of thousands of people from an online newsletter. The objective is to invite these people at a certain date and time to a preview of the latest fashions. They can order what they see directly off the website. This shows how people have started to use video in their marketing strategies in South Africa.

Just imagine all the ingredients coming together, they have a client base that they can talk to directly and sell online using live video streaming afterhours, when the customer is at home and in a relaxed state of mind.

This is one-on-one marketing that you never thought possible happening right now!

Incredible retail marketing opportunities

As video evolves, there are incredible opportunities in leveraging that content as a communications tool to help guide the customer or buyer's journey through the entire business life-cycle. Video can be used to engage new prospects, as well as your current client base, business partners and more. Video is becoming an increasingly vital part of retail marketers' strategies. Across the board for the next three years, more than three quarters of retailers and manufacturers are planning to increase their video budgets.

Use video on the web for the following:

- Promotion of Specific Products or Services
- Social Engagement
- Education
- Advertising
- Internal Staff Development
- Pure Entertainment
- Customer Service / Support
- Gift Guides
- Leverage video using the following channels

- Own website
- Social Channels
- Email
- In-store
- Advertising on other websites
- Mobile apps

We offer the expertise, production capabilities, and technology businesses need to develop and implement a revenue-driving video strategy.

One key business-to-consumer sector is retail, where we are seeing video used to assist a customer's journey through the sales funnel. Live Video Streaming offers a better view of products, they are one-on-one communication, they promote trends, they express brand culture, and they make a statement that's much bolder than most advertising methods.

ABOUT GORDON BARKER

Gordon's passion and driving force is in Internet technology, building brands and bringing new ideas to the web and has recently launched a live web streaming service.
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