

Video helps put a face on your local business

Please understand that more and more local customers are using the Internet to make buying decisions on a local level. This means that you cannot neglect the power of video. Whether you're selling real estate, specialized types of services on a local basis, you can use video to create an instant personal connection.

The best part is that video enables you or a professional speaker to become a spokesperson for your business. You can make these videos fairly cheaply and easily. You just need to have a webcam. Many personal computers come equipped with these, and you just need to have the right recording equipment. This can take the form of a clip-on mic or an actual big mic in front of you.

Regardless, when you shoot this video, you create a person-to-person, one-to-one interaction with your prospective customer. You get to highlight your business' value proposition in a human, person-to-person, face-to-face way.

This enables you to persuade the person better. Sales persuasion is really all about making a human connection. People are always thinking at the best of their heads, "Can I trust this person? What makes this business any different from the other businesses in that same industry or same line of business?"

When you attract people's attention and you get them to look at you on a face-to-face basis, they are more engaged. They are more likely to give you the benefit of the doubt. You can give them the information they need so you can look more credible and authoritative.

All these lead to one place: trust. Once you get people to trust you, it's become so much easier for them to do what you want them to do. In this case, you want them to buy from you. You want them to get into their cars and drive to your physical location or to find your website on the Internet. It all boils down to building trust and, believe me, when it comes down to trust-building between two human beings, face-to-face interaction definitely goes a long way.

Too many marketers struggle because they either assume they already have their audience's trust or they don't work enough to fine tune and hone the trust they were able to build. Sadly, too many marketers think that if people aren't converting on their offer, it must be somebody else's fault. Don't be too quick to jump to conclusions. You might not be reaching out clearly enough to build the right level of trust.