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What's Changed in Video Content Marketing - and What Hasn't

What's changed:

- 1. A new minimum standard** - With so much content out there vying for attention, quality counts. You need to look good, sound good, and deliver good content to attract and retain an audience.
- 2. A broader acceptance of podcasts** - Podcasts are a part of today's culture, so much so that cars come equipped to access them. Related to number one, with such a huge market and such an immense number of shows, you need quality to make an impact.
- 3. Video is now the norm for podcasts** - Time was, podcasts were audio only. Not so now - video has become a given for new podcasts, enabling greater scope or marketing.
- 4. Short video content as a means of engagement and promotion** - Beside longer form content like podcasts, shorter videos in the form of reels, YouTube shorts, TikTok videos and the like are the rage. They attract an audience as both standalones and as samplers to encourage people to watch longer content. And in line with that, it's now okay on YouTube to showcase short video content on the same channel as your longer videos without negatively affecting view time.
- 5. AI** - AI tools are changing the way content is made, from the text to the audio to the visuals. And it's not going away soon, so best to educate yourself on using the technology.

What hasn't changed

- 1. You need to differentiate** - With millions of shows out there, you need to stand out. What will make you unique and different enough that people will consume your content?
- 2. Controlling your assets** - Market on social media, but have a website and an email list that you control. Social media platforms are prone to change, and you don't want that change negatively affecting your business.
- 3. Email remains powerful** - Email still works to nurture an audience; used with, say, a podcast, it's an intimate way to build loyalty and keep your audience updated.
- 4. Downloadable resources** - These help build your email list. And you can make them doubly useful by relating them to your show, say demonstrating on your podcast how to get the most out of a tracker you offer.
- 5. A human connection** - Despite the impact AI is having, people still want to connect with humans through stories and through the personalities behind a topic.

Up your video marketing game - look up Charley at [ValherMedia.com](https://valhermedia.com)