

Identification of Trends in Business Promotion and Marketing Using Video-Based Content on Social Media

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ABSTRACT

Purpose: There are many ways to promote a business in the technology era. One of them is promotion and marketing using video content based on social media. Many studies have reported the importance of social media in supporting business marketing. However, few have studied the effectiveness of video content on social media to become increasingly modern applications in recent years. For this reason, we have identified what trends have inspired business people to promote their businesses using videos through social media content.

Design/Methodology/Approach: This research uses a qualitative method with a literature study approach. After collecting the data and analyzing it involving the data coding system, the core of the data, and concluding, the point is to get answers that answer the problems and enlarged studies with high validity.

Findings: This study concluded that social media applications, especially videos, have become a very advanced trend to drive business, especially marketing and promotion because video applications are easy to prepare and attractive to the audience. Thus these results become reference material for further studies.

Keywords: Identification; Business Trends; Promotions; Marketing; Use of Videos; Social Media

INTRODUCTION

Social media's emergence, including video presentations, has attracted the attention of many netizens, academics, and business people (Xiang, 2019). Videos displayed on social media are a breakthrough in that they can be used to present themselves professionally or personally. Creative business people see videos on social media as an opportunity to expand their work network because social media is suitable for displaying videos. It is also easy to reach audiences with all ideas and business desires to carry out business activities such as marketing and promotion (Su et al., 2020). With all

the videos displayed, social media has awakened parties, especially business people, to change how they communicate and share various information, including their company's marketing content. Social media can exploit many opportunities that reach not only local readers or viewers but also material for the community to watch worldwide. This is what makes business people make social media with their video tools to support the process of both sales advertising and other promotions because today's social media is a very flexible application and is favored by young people and also other potential buyers where the existence of social media is very private and able to change all perceptions about the attractiveness of business activity for profit and sustainability in this millennial era (Karriker & Hartman, 2018).

In order to make it look trendy, how many businesses use new technology, namely social media, to connect customers with their business life as well as personal and professional where social media supports videos, provides positive value, connects the buyer community online, and disseminates various information content that consumers urgently need (Agnihotri, 2020). Thus, this trend can undoubtedly be utilized in a business plan by every company to expand its network regarding operations and how to recruit many customers. As a result, the goal of all efforts made by business people is to utilize social media, which is supported by videos -where various studies have been conducted to gain benefits from using social media in supporting all business activities. Thus the impact resulting from social media-based business models, especially in this video, allows various companies and individuals to promote their business through social media supported by videos as well as businesses that certainly want to make a profit and consider customers and business opponents so that they can continue to run businesses socialize with social media, of course, for the benefit of promoting and marketing the products and services they sell (Campbell & Valera, 2020).

Given how important it is to market a product in the current era, the use of digital applications in the form of social media is believed to be able to provide more value in marketing products to consumers so that advertising, which was previously considered expensive, will now be cheap due to the involvement of computer technology, which we rely on video with expenses, which is very cheap for the sake of making a profit following business principles (Lamberton & Stephen, 2016). Previously, promotional costs were prohibitive, but in the internet era, everything became cheap when social media, such as Facebook, Tik Tok, and other media, became a part of consumers' lives (Meral, 2021). The consequence is that businesses certainly need an approach to build their company brand in order to get a place in the eyes of buyers by convincingly through the creation of video content such as graphics in the form of films and also other promotions to leave an excellent impression on consumers who are potential buyers. Applications on computers that use social media that are believed to

be able to provide additional benefits to this company are very profitable practices, which besides having advantages and also conflicts, this is an application that provides videos that pay very cheaply and only require a computer device and the ability to create videos and produce optimal services. So even though, in theory, applications and promotions using media are very expensive, embedding them on social media is a solution that is indeed cheap also; the process is straightforward, with the ability to edit different content using applications that are now also increasingly mushrooming in various application products that help to create videos for promotions and more (Ashley & Tuten, 2015).

Rapid technological advancements familiarize us with advanced advertising and its capabilities. Digital marketing has been shown to have a promotional effect that can attract many customers. One of the promotional methods utilized in digital marketing is video. This piece will examine exciting ideas for video materials to market the brand. Video content refers to subjects or tactics in videos that try to lure viewers or convey information about the company. As a result, selecting the video content is critical for further progress. To find out how to keep reading this post! Videos Increase Conversions and Sales. First, people should know how videos can help the company (Nezamova & Olentsova, 2021).

Writers can also improve conversion rates by including product videos on the website's landing page or main page. Plus, videos increase sales. 74% of people who watch a video review of a product are more likely to buy it, according to a survey. Finally, promotional videos will draw us in because the human eye is the essential sense. Most data processed by the human brain is visual (Crane et al., 2019). Therefore, if images alone can significantly increase engagement, consider the benefits videos will bring to the company. Social Media Video Marketing are we planning to introduce a new service or product soon? Create a video explaining how the service or product works. Most Internet users prefer to watch videos to learn about products and services. Fascinating brief video topics will uphold this advertising methodology. Does the business support have an idea that is sufficiently hard to make sense of straight away? We can make a video with animation. Non-animated text or live video cannot convey what animation can. Videos with animation offer the ideal balance of simplicity, nostalgia, and entertainment (Arnold., 2020).

According to Suryani et al., (2021), marketing is the evaluation of marketing strategies, services, functions, and outcomes. Entrepreneurs already know marketing is crucial to a company's success, mainly when marketing its products. Every business will try to determine if there is a new philosophical approach to marketing, known as the marketing concept, that can effectively match supply and demand and achieve societal goals by bringing goods and services

from producers to consumers. In their book *Marketing Principles*, Kotler and Armstrong say that marketing is a social management process in which people or businesses create and exchange value with other people to get what they want and need. Marketing, specifically online video marketing, takes place online. Video marketing is a fresh approach to online marketing that uses video content (Istanti et al., 2020).

The best method of online marketing is video marketing. Because in addition to being intriguing and conceptual, video marketing can simultaneously display images and audio and positively affect viewers (Isnawati et al., 2021). Videos can also be uploaded to Facebook, Instagram, and YouTube, among other social media platforms. A new approach to online marketing using video media is called video marketing. In today's digital age, video marketing is the best business and brand strategy. Because if video marketing has been thought of and the results are interesting, this video can simultaneously display images and audio that the audience can easily understand and turn into customers. Video Editing According to Tamagola & Salsabila (2022), editing is the process of putting together production files according to the scenarios and storylines created. A few point-by-point stages made sense in the accompanying segments: 1) Roughcut, interpreted as combining scenes from the script and footage from the film's production process. People and the director must discuss several things during this process, including the best visualization. 2) The response includes the sound director, the draft editor, and the sound lock process. At this stage, the image and sound have been locked. 3) ADR, or automatic dialogue replacement, is the process of thickening or replacing dialogue that actors make during filming that is unclear so that there are some parts of the sound that need to be clarified when we get to the editing stage and need to be fixed (Lin et al., 2021).

METHODS

In the following, we describe the methods and materials we applied in carrying out the study to identify trends in the use of social media, especially videos, in promoting business recently (Susanto et al., 2021). We conduct normative data searches for several applications that address the issue of profitable and profitable video media platforms and business promotions. After data collection, analysis involves a data evaluation coding system, concluding is valid for answering problems (Hennink & Kaiser, 2022). Electronic search is devoted to complications released in the last five years in innovative social media applications and is changing quickly. After the discussion and in-depth knowledge, we finally designed the data in a descriptive qualitative report. The word of this study is entirely derived from application data from various sources, such as the

procedure for carrying out the study method. We begin by identifying the problem of searching for final reporting data (Mezmir, 2020).

RESULTS

Truthful video marketing

Conversions and sales are built on trust. On the other hand, building client trust should be objective. The foundation of content marketing is trust and building long-term connections. It is time to start providing exciting and valuable information to consumers (Li, 2020). Viewers may become emotionally involved and aroused by the video material. In terms of audience, YouTubers have become the most accessible people to promote the company on social media. Why do the majority of YouTube marketing videos increase conversions? Because the promotional films they produce have the potential to generate trust. Ideas for entertaining YouTube material will help. Live Video on social media. The main reason for using video marketing is that videos can increase conversions (Mowat, 2018). The research found that 71% of marketers say that video converts better than content for other marketing activities. Usually, videos that are made will be more easily viral and reach a wider community. Therefore, creating Video Marketing content will be very effective in unlimited marketing. Besides being practical, the costs incurred are also practically minimal. Brands or brands marketed through video content get higher appreciation from customers' eyes. The level of customer trust becomes higher when the brand is marketed through video content. Video marketing is a marketing strategy that can strengthen a brand's identity (Fahmi et al., 2022).

Marketing through video content is the most attractive strategy today because of its ability to serve many customers. According to the 2022 global report, video content will account for as much as 80% of internet data services (Wibawa et al., 2022). Where video content fans provide 80% of revenue to internet providers, which has increased significantly in the last five years, this means that internet users make the video platform the most attractive solution or application where with the convenience of quickly providing information through technology which can be said to be today's digital trend. This is an efficient application when the business is being marketed; how do other fisheries application industries today change their style to video applications, both video streaming and others, which continue to grow? In addition, to live videos, many business people pinned marketing snow on social media. The fact that live video reached 80% of all internet users in 2021 is a unique platform that Facebook, YouTube, Instagram Tik tok media, and other social media applications apply. The car business copies the number Dominica in real-time America. Live video provides not only a secular experience but also an exciting experience, as entertaining online can also benefit

clients. This is following a New York magazine report that 80% of their buyers choose the live video version with various applications with very dynamic and exciting content (Fraenkel & Cho, 2020).

The proof of the superiority of video embedded on social media is that media viewers miss seeing exciting video content, and it is common for video content to be watched by billions of people both on Facebook and other social media (Belanche et al., 2020). On this phenomenal basis, it is said that many businesses realize the impact of a live video where their companies that are developing, such as companies selling technology to politicians in a country on the rise as well as governments, are now continuing to use videos on social media to get clients and followers. Those who, by action on live video, create action plans, like digital marketing companies, are increasingly getting the public's sympathy (Quesenberry & Coolsen, 2019). Many advertisements on YouTube videos and Instagram posts on various media are easily trimmed according to needs, which are reactive and can be edited and displayed in real time. This allows businesses to meet their customers at both a trim level and a significant level where they learn the manager aspects of a process that are hindered when they want to watch various social media-based business marketing videos. Likewise, social media users are increasing, with their posts promoting various social and business activities. This is very authentic content because it is broadcast directly by netizens without having to get an edition time process that has to be postponed; in other words, media heaters will be like the journalists who cover and share this information and see the potential for video-based marketing through social media as something very innovative (Shutsko., 2020).

Videos as marketing content do have a few advantages in the business world. Video, for instance, is content that aims to convey better the message the brand wants by combining images, sounds, and even dialogue with heading text or other effects (Haenlein et al., 2020). The audience can then see the functions, outcomes, and capabilities of a product or service in real terms, ultimately influencing the audience's decision to buy the product. In addition to attracting attention, videos can provide a clearer picture of presenting something. Why does social media use video content? According to a consumer insight survey for the year 2020, the distribution of video content on social media helps 93% of brands acquire new customers, and it appears that 58% of consumers visit the brand's social media first before visiting the official website. According to the Content Marketing Institute (CMI), the following five types of video marketing can be considered if you are considering using video content, particularly for running a social media campaign or social media marketing, in general, targeting your target market (Baltes, 2015).

Live video content has been discussed a few times, one of which is discussed in our current article. The demand for people to stay at home

and the availability of live video increased dramatically during the COVID-19 pandemic (Brown & Greenfield, 2021). Brands are aware of situations like these, so they want to continue educating and entertaining their target market and carry out direct promotions through this live video. According to Cisco, live video will account for 17% of all online video content by 2022. CMI says that brands who want to make announcements, show behind-the-scenes processes, or give detailed product presentations should use live video as their content. In addition, brands looking to hold educational talks, product launches, or mini-concerts can benefit from live video content. Even though live videos are pretty long, people have more chances to keep the audience interested (Nguyen, 2020). This is because one of the advantages of live video over uploaded video content, in general, is that people can interact directly with the audience in real time through Q&A sessions or direct chat. With one of Indonesia's most well-known makeup artists, Bubah Alfian, the Instagram live event at the beginning of Ramadan 2021 discussed how to use the Nivea product line for skin care during the fasting month and shared eye makeup tutorials for Eid. Savvy move from Alfamart fit content for live video (Angginani et al., 2021).

Boosting business with video on social media

Social media users are interested in audio-visual content, so video formats are becoming increasingly popular. Hubspot discovered that video was the second most engaging type of content at the beginning of 2020. Video formats are becoming increasingly popular as content formats in today's trends (Firman & Putra, 2020). This is clear from the fact that short videos made with video-specific apps like TikTok and Instagram, which also pay much attention to the Reels feature, are viral. Because it is emotional, the video makes it easier for users to enjoy the content. It is important to remember to follow the best practices of each platform before creating content, such as duration, display ratio, resolution, and others. The combination of authentic content and influencers Social media users use it to connect with friends and follow influencer accounts and other accounts that interest them. Influencers, or accounts with many devoted followers, play a significant role in marketing. Since they rely on influencer recommendations, many customers say they make purchases (Kichloo et al., 2020).

Tragically, this strategy needs refreshing. At the moment, more than merely referring to many followers and overly general content is required. People must focus on authentic content quality and level of engagement (Riley et al., 2020). Because of this, micro-influencers are becoming an increasingly important alternative option. The valid substance contains images and is advanced by powerhouses with high degrees of commitment since explicit crowd portions are viewed as more compelling. Utilization of social commerce Users will find it

simpler to search for product information and buy it directly from a single application. This is another aspect of the social media trend that continues to expand. Facebook and Instagram have introduced the Shop feature; TikTok, in partnership with Shopify, the largest shopping platform, is the next platform to invest in social commerce. Content and sales can help people build the brand to its full potential. UGC is appealing because user behavior changes constantly. The old strategy of "forcing" your audience to view your promotional content is no longer an option. Remember that ads are making users immune. When choosing a brand, they prefer genuine content. This is where User-Generated Content (UGC), also known as advertisements incorporated into customer-generated content, comes into play (Duggan, 2022).

This method is better because it makes people more aware of the brand and builds trust, encouraging people to purchase. 84% of customers rely on recommendations from others. Therefore, encourage customers to create UGC. Use hashtag-based campaigns to pique their interest and attract attention (Sohn & Kim, 2020). To motivate them to complete this task, create a challenge with a reward. Maximize stories Instagram recently updated the link sticker on Instastory, making it available to all users. Previously, only accounts with at least ten thousand followers were permitted to use the swipe-up referral feature for this link. This modification demonstrates that the story feature's continued high demand is supported. Stories have also begun to appear on several platforms, including LinkedIn. After reading about the product in the story, most of the audience indicated that they were interested in it. Marketers can upload posts in various formats using stories with appealing tools like filters, stickers, etc. Stories also give the brand more chances to interact with its audience. People can conduct a survey to determine their response or opinion regarding the product using the poll or ask-question feature (Martínez-López et al., 2022).

Social media as customer service Changes in consumer behavior go hand in hand with the increasingly rapid development of digital technologies (Mróz, 2021). In addition to serving as a medium for customer service and enhancing service quality, social media is now more than just a platform for brands to demonstrate their identity and attract audience attention. The marketing process will be much more successful with full service. It is essential to make a point of listening to customers. Respond to feedback that comes in the form of comments or messages, even if it is criticism. Vital collaborations are a valuable chance to build their fulfillment so that brand devotion focuses increment. To make it easier for customers to get in touch with customer service, most CRMs use social media integration (Méndez, 2020). Since the pandemic, most content production has taken place at home. As long as the content continues to have value in the eyes of the audience, the more optimal production quality is

needed to reduce engagement significantly. Brands can keep collaborating with the crowd by introducing intriguing data or amusement. The tone should emphasize understanding the target's pain points and developing solutions for them. In short, people need to be more sympathetic to have more valuable discussions (Bohr & Memarzadeh, 2020).

Evidence from experts

In marketing on social media for energy efficiency, collective video storytelling is very effective in inviting people to live healthy environmental management. Through stories on YouTube videos, parties can contribute to discussions about using narratives in environmental management and socio-technical perspectives (Pera & Viglia, 2016). Their videos show how ordinary and extraordinary stories can be retold in the social promotion of energy productivity. We present a methodological framework known as communal video storytelling. They argue that communal video storytelling can greatly enhance healthy environmental management projects. Despite calls for more socio-technical energy research, there needs to be a practical direction on how qualitative research narratives can be linked to technical information from physical disciplines, such as engineering, and then used in social action initiatives to improve energy efficiency. In essence, video has become a source of energy in campaigns for a healthy environment by creating videos embedded in various social media platforms (Love & Cooper, 2015).

Dian and Purba et al., (2021) discovered this by creating promotional movies for MSMEs and making social media the most accessible digital marketing tool. Before a company has a website, we often discover that they have begun to engage the virtual world through social media, especially in areas like Indonesia. This can be a catalyst for the growth of entrepreneurship and the long-term viability of MSMEs. This can be a catalyst for the growth of entrepreneurship and the long-term viability of MSMEs. In addition to being low-cost and requiring no special knowledge to get started, social media is said to be capable of immediately engaging potential clients (Mandviwalla & Flanagan, 2021). As a result, businesspeople are expected to prioritize using social media above establishing a website. These MSME players encounter challenges because they need to gain expertise in digital marketing and electronic commerce (e-commerce). The potential application of digital marketing necessitates technological literacy. As a result, sociability and information and communication technology training are required. Digital marketing community service activities are designed to impart knowledge and insight. They can motivate MSMEs to use internet technology and social networking as business tools (Joseph, 2019).

Next, Tafesse (2020) explores how marketers' video optimization strategies affect video views through YouTube marketing. According

to this study, the intensity of negative emotional sentiments in the video title is positively associated with video views. The availability of information in the video title, on the other hand, is inversely associated with video views. In addition, video viewing is well connected with information more readily available in the video description. Ultimately, the number of video tags and views was inverted U shape. Up to 17 video tags can increase the number of video views; however, after 17 tags, the connection becomes negative. Due to internet video marketing, Saudi Arabian customers are likelier to buy beauty and health care products online. So, in the impact of promotion and marketing through video and social media, the business is very advanced and trendy (Geels, 2022).

DISCUSSION

Trust in Video Marketing

The text emphasizes the importance of trust in video marketing, suggesting that building client trust should be a primary objective. Trust is considered the foundation of content marketing, and long-term connections are established through trustworthy interactions. The argument aligns with the idea that trust is crucial for conversions and sales in any marketing strategy.

Effectiveness of YouTube Marketing

The discussion points out that YouTube marketing videos have a high potential for increasing conversions due to the trust generated by promotional films. It attributes this success to the emotional involvement and arousal experienced by viewers. YouTube is highlighted as an accessible platform for promoting businesses, particularly through engaging and valuable content.

Live Video on Social Media

The effectiveness of live video on social media is highlighted, with statistics indicating that 71% of marketers believe video converts better than other marketing activities. Live video's ability to provide a real-time and exciting experience is emphasized, particularly on platforms like Facebook, YouTube, Instagram, TikTok, and others. The text suggests that the car business in America has successfully utilized live video for promotions.

Rise of Video Content on Social Media

The discussion underscores the growing significance of video content on social media, projecting that video content will account for 80% of internet data services. This shift is attributed to the popularity of video platforms and the ease with which information can be disseminated through technology. The text notes the increasing use of video

applications by various industries and businesses for marketing purposes.

Advantages of Video Content in Marketing

The advantages of video content in the business world are discussed, highlighting its ability to convey messages effectively through a combination of visuals, sounds, and dialogue. The text argues that video content, by providing a clearer picture of products or services, influences the audience's decision to make a purchase.

Role of Social Media Influencers

The text emphasizes the role of influencers in marketing, noting that influencers with authentic content and high engagement levels are becoming increasingly important. Micro-influencers are mentioned as an alternative option, and the importance of focusing on content quality is highlighted.

Social Commerce and User-Generated Content (UGC)

The discussion explores the trend of social commerce, where users find it easier to search for product information and make purchases directly from social media platforms. The text advocates for the use of User-Generated Content (UGC) as an effective strategy, as it builds brand awareness and trust, with 84% of customers relying on recommendations from others.

Utilization of Stories on Social Media

The importance of utilizing stories on platforms like Instagram is discussed, emphasizing the recent update that makes the link sticker available to all users. Stories are seen as a powerful tool for engagement, interaction, and conducting surveys to understand the audience's response or opinion regarding a product.

Social Media as Customer Service

The text recognizes the evolving role of social media beyond being a platform for brand identity and audience attraction. It suggests that social media now plays a crucial role in customer service, where brands need to listen to customer feedback, respond to comments or messages, and collaborate with customers for mutual satisfaction.

Expert Insights and Research Findings

The discussion presents evidence from expert studies, highlighting the effectiveness of collective video storytelling in promoting healthy environmental management. Additionally, research findings on video

optimization strategies on YouTube are discussed, indicating the impact of emotional sentiments, information availability, and the number of tags on video views.

CONCLUSION

We repeat this study to discuss the results of identifying business marketing trends using content-based videos on social media. We have reviewed the search results for various sources, and the use of social media, especially video applications, has received wide acceptance from a broad audience, especially consumers, so businesses can more easily promote and provide services. This is because videos embedded on social media are more accessible and cheaper than conventional marketing systems. As described above, many features have made videos even more trendy among business people. Furthermore, the reason for using videos on social media to make it easier for business is that this video is easy to prepare with a few steps that do not require an in-depth expert. Besides that, we also present some scientific evidence of how videos embedded on social media have given recognition from various aspects in the field of video and social media, which make it easy for business promotion and marketing. We realize this has weaknesses, so criticism and suggestions can be addressed for future improvements.

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