

EMBARK ON VIDEO MARKETING TODAY!

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Did you know? In 2023, more than 9 in 10 marketers are using video as part of their marketing strategy.

Video marketing has grown to become one of the most powerful tools for brands to gain exposure, convey information, engage and build a personal connection with their audience. Want to create a winning video marketing plan today? Read on to find out more.

VIDEOS



Unlocking The Power Of Video Marketing: 3 Key Elements To Keep In Mind

Want to create effective videos that drive results? Watch this video to uncover the 3 key tips to make your videos stand out now!

[Watch Now](#)



VKT'S 7TH Anniversary

Celebrating 7 years of transformation at VK Transformation! We are proud to have helped over 120 businesses navigate the changing landscape of tech and consumer trends, even through the pandemic. Our goal for the next 3 years? To help 500 SMEs future-proof their businesses with data-driven consulting, digital marketing, & training.

Thank you to our clients, partners, and VKT team for their trust and dedication. Let's continue moving forward together!

[Watch Now](#)

ADDITIONAL INSIGHTS



What Is Video Marketing?

More businesses are now shifting towards videos as part of their marketing strategy. Read on to learn how video marketing has evolved and some key trends to take note of!

[Read More](#)



Why You Should Start Video Marketing Now

According to Hubspot, 92% of marketers have reported good ROI from video content. But that's not all, discover some of the interesting benefits that video marketing has to offer for your business.

[Read More](#)

BLOGS



Video Marketing May Not Be Suitable For Your Business, Unless...

Is video marketing really the right fit for your business? This blog explores the potential reasons why it may not be effective for every business. But don't worry, we got you covered with alternative methods to harness the power of video marketing.

[Read More](#)



How To Create An Effective Video Marketing Strategy

Are you looking to create a powerful video marketing strategy? Learn from our 6 key pointers that can help you create an effective video marketing strategy!

[Read More](#)

CASE STUDY



How Livestreaming Propelled Salesforce's Organic Views

Discover the secret to Salesforce's high viewership - where they achieved 600K organic views and 3% LinkedIn stream engagement.

[Read More](#)

Sources:

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READY TO START YOUR DIGITAL MARKETING JOURNEY?

VKT offers Strategic Consulting, a full-fledged 360° Digital Marketing and People Development Programmes focused on accelerating your company's growth. Expect not only solutions in Performance Marketing, but also a variety of other services ranging from Branding to Social Media Management.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate with up to 80% funding. Take action today - contact us for a virtual coffee chat to discover more about how you may start your video marketing journey and leverage our expertise!

FOR MORE DETAILS, CONTACT US TODAY

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For more information reach out to us on our [website](#) and feel free to share our newsletter.

