# Three Reasons You Need Video On Your Sales Page

The video revolution has taken over the internet. More and more smart marketers are using video as a way of selling their products online. Many gurus say it’s a complicated process but that’s only because they don’t want the competition. If you’re looking for reasons why, as an internet marketer, you should use video on your sales pages then you’ve stumbled upon the right article. Today I’m going to reveal three solid reasons why YOU need video on your sales page.

With a video you can actually demonstrate your product rather than write about it. This makes the process easier for you to show, not only what your product does, but, the benefits it offers your prospects. Many written sales letters tend to tell people what to do and that puts a lot of people off buying. Most folks prefer to be shown how to do something rather than be told and seeing a visual demonstration of your product in action can be a lot more engaging for your prospect.

Video is huge and Youtube.com is a huge part of our internet culture. Ask anyone that has access to the internet if they’ve heard of youtube.com and you can guarantee their answer will be in the affirmative. Increasing amounts of people are getting used to being sold to by videos. By definition they are becoming visual buyers. They buy something because they like what they see. We’re almost getting to the stage where we’re disappointed if a sales letter doesn’t have an embedded video selling the product.

Traffic is the lifeblood of any business. Ask any online business owner. And a great way to drive traffic to your video sales letter is using Video Sharing Sites. The more popular video sharing sites are becoming authority sites and getting increased Pagerank with Google. This means they are getting higher organic rankings in the search engines so more browsers are visiting them and checking out the videos being shared. As you can see it makes good business sense to submit your sales letters videos to these sites. Imagine the increased exposure your video sales letter will receive.

Hopefully after reading this you can see the importance of incorporating video on your sales letter. It makes it easier to demonstrate your product, identifies with the youtube.com generation and is a great way of getting increased exposure by leveraging the increasing popularity of video sharing sites.

YOUR RESOURCE BOX : To discover how you can get started integrating video selling into your overall marketing strategy then check out my brand new guide ‘Video Sales Revealed’. **[YOUR LINK HERE]**