



# How Animation Videos Are Going To Change Your Business

Animation videos have evolved into one of the most powerful tools for meeting business and product objectives. They simplify difficult information about your product and services for your target audience by creating a short, engaging video with appealing visuals.

We can use these videos for various commercial purposes, including brand promotion, social media, website landing pages, internal communication, and a variety of additional ways to boost your company's conversion rates.

Traditional marketing strategies may not guarantee success any longer. With people becoming more fast-paced and new emerging trends virtually every day, marketers must seek out innovative approaches to draw customers' attention to their products and services in a short period.

Animation videos come in multiple income styles, and each type has its unique way of rejuvenating your company.

1- An [explainer video](#) is a short-form video that highlights a company's product, service, or business idea compellingly and efficiently.

Reference - <https://www.youtube.com/watch?v=NhKGF-wYGcU&t=5s>

2 - [Corporate Videos](#) typically discuss a company's unique selling features and core values.

Reference - <https://www.youtube.com/watch?v=Wbn28cftV8c&t=6s>

3- [E-Learning Videos](#) combine camera footage, Animation, graphics, text, and audio to create a multisensory learning experience.

Reference - <https://www.youtube.com/watch?v=bqNGXRFGoCQ>

4 - [3D Animation Videos](#) Provide a better comprehension of products or business concepts and add the wow factor to customers

Reference - <https://www.youtube.com/watch?v=tNTbXkbiMQ8>

5 - [2D Animation Videos](#) are usually produced with two-dimensional motion images in a digital environment and are the most widely used style for explainer videos.

Reference - <https://www.youtube.com/watch?v=cusOfAv8cg8>

Animation videos of any style, which have performed wonders for businesses worldwide, precisely followed the classic marketing formula AIDA (Attention, Interest, Desire, Action).

According to a recent study,

A company that employed Animation to promote its product saw a 40% increase in sales.

93% of marketers use animation videos for internet marketing, sales, and communication.

In the upcoming years, 96% of B2B organizations want to employ video in their content marketing.

81% of people put these videos on their company's website.

As a result, it is high time for brands worldwide to incorporate Animation into their marketing strategies to reach a bigger audience while overcoming country and language barriers.



