



# Why explainer videos are more important than you think

Explainer videos are being used by the world's most well-known mega-corporations active in entrepreneurship and business to market and present their products and services to audiences that are unfamiliar with their brand.

The immense popularity and demand for explainer videos are because of the tremendous benefits it brings to the table. These short videos help to illustrate complex ideas in simple, engaging, and meaningful ways and have become the primary resource for content marketers today.

They make these videos in such a way that it describes your company's products or services in a way that resonates with your target audience's pain points and introduces your solution as the best solution.

As the popularity of watching short videos on Instagram, YouTube, Facebook and every other major social media platform is on the rise hence adding your company explainer videos on these platforms is an optimal way to promote your brand and can help you boost your marketing campaign.

The practicality and straightforwardness of these videos can generate leads, reduce bounce rates, foster brand awareness, generate more revenue and skyrocket your conversion rates.

In the modern-day, there are some top-class explainer video companies like [3DTRIXS](#) that provide you with some of the best explainer videos for your product or business.

Their unique way of animation and explainer video creation helps brands to educate customers, promote products and reach greater heights through their explainer video services.

Companies all around the world have trusted their service and they have helped them succeed.

