



# BENEFITS OF CORPORATE VIDEOS FOR YOUR BUSINESS

**Corporate video marketing** is now an essential part of any business. It has many benefits that can propel your brand towards success. A corporate video that is created with intriguing **motion graphics** helps a brand to promote itself perfectly within the target audience. For making a great video, a good corporate video maker is needed. If you are searching for a good **[corporate video maker in Pune](#)**, Kaizen Design Studio, a **[video production company in Pune](#)** is where you should end your search!

A corporate video is basically a video produced for a company, brand or organization to showcase its capabilities and the list of products and services it has. There are a plethora of advantages to corporate video production. Here are some of the major benefits.



## Improved SEO rankings

Page ranking is a major constituent responsible for the success of any business. If your business is featured in the top-ranking searches, congratulations! You have started your journey towards success in terms of leads and conversions! For improving your rankings, Corporate videos play an important role in making your website crawl on the top page results. Make sure that you post corporate videos constantly on your site for increasing your rankings

## Maximum client attraction

According to recent research, 80% of clients are likely to get converted if you have a corporate video on your landing page. A corporate video is a powerful tool for letting the viewer understand the product or services you offer. If your video is made by an experienced motion graphics designer, it is sure to attract maximum traffic. If you want your video to attract maximum viewers, opt-in for Kaizen Design Studio! A renowned name for top [Corporate video production in Pune](#), Kaizen Design Studio has an expert team of motion graphics designers that create perfect corporate videos according to the industry of your business.

## A better understanding of the products and services

Corporate videos serve as an engagement tool for the audience due to its powerful explanatory nature and enthralling graphics to support the explanation. Instead of reading, a majority of people prefer to watch a video for understanding a product or service. If your brand has explainer videos for letting the customers get an insight into your product or services, they are more likely to be converted into prospective buyers! You can contact Kaizen Design Studio, an **explainer video company in Pune** for creating the best explainer videos.

## Increase in traffic, in a positive way!

Recent studies show that there is a 75% chance of an increase in traffic on your website if you have a corporate video displayed on your website. Videos account for two-thirds of the traffic on the internet. The more traffic on your website, the more sales you are going to get for sure!

With such fantastic benefits for your business or brand, it is vital that you incorporate corporate videos. They can really prove a boon for your business and is sure to attract the maximum audience towards your brand. For a great corporate video strategy, get in touch with Kaizen Design Studio, a [video production company in Pune](#) now!