

7 Powerful Types of Video to Improve Website Conversion

Did you know that adding video to pages on your website can increase both **ENGAGEMENT** and **CONVERSION**?

Better **engagement** means that potential patients who visit your website are staying on your site longer and doing more—clicking buttons, navigating to additional pages.

Better **conversion** means that you're actually getting contact information from potential patients who want to hear from you—your ultimate goal!

So if video can get you more engaged visitors and more contact information, what are you waiting for? If you're just not sure what kind of video to do, check out these powerful video ideas that really get website visitors engaged. Each can be used in a different way to tell your story and convince potential patients that you're the right podiatrist for them.

1. Custom bio video

Shoot a video for your website's bio page, and have a video for each doctor in your practice. Answering a mix of personal and professional questions is an excellent way to get patients comfortable with you. Doctor-patient relationships can be very personal. Providing your users with a brief bio video is a great way to earn their trust and make them feel like they already know you before you've met in person.

2. Answer a question on video

Answering a frequently asked question on video is a great way to start the conversation with prospective patients. They will get a taste of what it's like to work with you, and they will see that you are an expert in your medical field. These are great videos to put on YouTube, the #2 search engine!

3. Testimonials

Let your patients speak for you! Nobody is going to believe you when you brag about how great you are. Let your own happy patients do the talking! As part of your checkout process, you could ask happy patients if they'd consider saying a few kind words about their experience with you on camera. All you need is some decent lighting and an iPhone to do this. No need to get fancy. Upload these to your website and YouTube with a transcript of what the patient had to say.

4. Compelling marketing videos

We call these our “why to buy” videos. They present a service, and explain why you are the best doctor to provide that service. You can also give examples of what you would do in the office for people needing that service. Allowing potential patients to see the process behind a service can put them at ease, and lets them see your experience and compassion as a medical professional.

5. Tour of your office

This is a great way to familiarize patients with your office layout. We even had one practice do this because the entrance to their building was so hard to find! If you do this kind of video, you can put it on your office landing page and have your intake folks send it to new clients so they feel comfortable and familiar when they arrive.

6. Job posting videos

Want to find the best and brightest in your area? Allow potential job candidates to get a feel for the office environment before they apply. These videos can generate excitement and entice serious applicants, as well as ward off those who may not be the right fit. After all, having the right team in your office is critical to happy clients and a successful practice!

7. Voiceover and powerful images

Even if you can't be in the studio, you can still use your voice and powerful images to communicate with potential patients. Using diagrams and images to explain a procedure may make the process easier to digest, and allow potential patients to understand your services and the procedures you use. Again, video is all about building trust and familiarity.

Ready to Harness the Power of Video?

Many of these videos you can easily shoot yourself from the comfort of your office. However, if you're ready to take it to the next level with a professional video shoot, look no further than Foster Web Marketing. We have a 1,000 square foot green screen studio, an Emmy-Award winning production team, and we're trusted by Rem Jackson and the Top Practices team themselves! We can also travel to your office to shoot on-location videos. Call us at **888-886-0939** and let's get started on your video project right away!

