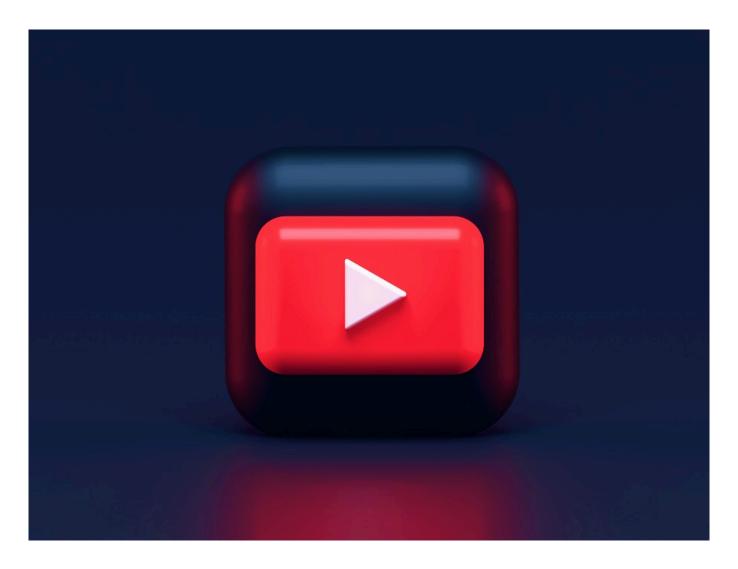# Native Video Advertising: How to Make Your Brand More Engaging



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When most people think of advertising, they think of TV commercials. But in today's digital world, there are a variety of different ways to reach your target audience.

One such way is through native video advertising. Native video ads can be extremely engaging for your customers, and it can help you build a stronger relationship with them.

In this blog post, we'll explain what native video advertising is and how you can use it to improve your brand's visibility and engagement.

## What is Native Video Advertising?

Native Video Advertising is a form of online video advertising that is integrated into the design of a website or app.

Unlike pre-roll or post-roll ads, native video ads are not intrusive and do not interrupt the user experience. Instead, they are contextually relevant and appear in a format that blends in with the surrounding content.

Native video ads are often used to promote products or services within the content environment where they appear.

For example, a native video ad for a new car might appear on a YouTube channel that specializes in car reviews. By appearing in a relevant and non-intrusive way, native video ads can be an effective way to reach potential customers.

## How Does Native Video Advertising Differ from Traditional Online Video Advertising?

There are a number of key ways in which native video advertising differs from traditional online video advertising.

Perhaps the most obvious difference is that native video ads are designed to blend in with the surrounding content, while online video ads are typically more obtrusive. This means that native video ads are less likely to be skipped or ignored by viewers.

Another key difference is that native video ads are often

delivered through social platforms, like Facebook and Twitter, which have highly engaged user bases. This gives advertisers the opportunity to reach a large audience with their message.

Finally, native video ads are typically shorter than other online video ads, making them more effective at holding viewers' attention. Taken together, these factors make native video advertising a powerful tool for marketing campaigns.

# Why Should You Consider Using Native Video Advertising as Part of Your Marketing Toolbox?

Video advertising is becoming an increasingly popular and effective marketing tool, and using native video ads is a great way to reach your target audience. Native ads are designed to blend in with the content of their surrounding environment, making them less disruptive and more likely to catch the attention of viewers.

In addition, native ads leverage many of the same social media platforms that people already use every day, making it easier for them to connect with potential customers in an organic, conversational way.

And because native ads are accompanied by interactive features such as transcripts or linkable landing pages, they can also help you gather important data and analytics about your target audience.

In short, if you want to boost your marketing results, then adding native video advertising to your toolbox is a must!

- **Important**: Before you start, make sure you know the proper social media video ad specs for your preferred platform!

# How Can You Create Engaging Native Video Ad Campaigns?

Here are some tips to get you started with native video advertising.

## Keep It Short and Sweet

The attention span of most internet users is notoriously short, so you'll need to hook them in quickly with an engaging opening. Brevity is key when it comes to native video ads.

## Make It Relevant

Relevance is essential for all types of advertising, but it's especially important for native video ads. Your ad should be carefully targeted to the audience you're trying to reach, and it should offer something that they're actually interested in seeing.

## Use Attractive Visuals

Video is a highly visual medium, so it's important to make sure that your ad is visually appealing. Use high-quality images and video footage, and consider using animation to add interest.

## Tell a Story

A well-told story can be incredibly engaging, so try to incorporate one into your native video ad campaign. Your story doesn't need to be complicated — it could be as simple as highlighting how your product or service has helped a customer achieve their goals.

## Use CTAs Sparingly

Video ads are not always well-received by viewers, as they can be intrusive and disruptive. One way to minimize this negative response is to use call-to-actions (CTAs) sparingly in native video ads.

CTAs are typically used to encourage the viewer to take some kind of action, such as visiting a website or making a purchase. However, too many CTAs can be off-putting and may even cause the viewer to skip the ad entirely. When used judiciously, however, CTAs can help to guide the viewer towards taking the desired action.

In native video ads, it is often best to use a single CTA at the end of the ad, rather than peppering them throughout the spot.

# Best Practices for Creating and Publishing Effective Native Video Ads

When creating and publishing online video ads, there are a number of best practices that should be followed in order to ensure maximum impact. One key area is choosing the right platform for distribution.

Since different video platforms cater to different audiences, it is important to choose one that is likely to resonate with your target demographic. Additionally, it is essential to optimize your ads for viewing on mobile devices, as this is where most consumers will be accessing them.

Of course, you also need to make sure you develop a compelling narrative. That way, you can break through all the other noise in today's overcrowded advertising landscape — and capture your viewer's attention from the start.

Native video advertising is a great way to make your brand more engaging and interesting to potential customers. By following the simple tips we've outlined in this blog post, you can create videos that are both creative and informative, driving more leads and sales through your website or landing page.

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