



Lodestone Consulting Services Releases Their Highly Sought After Video Marketing Services To The Public

June 06, 2015

June 06, 2015 - PRESSADVANTAGE -

Lodestone Consulting Services, a California-based digital marketing agency, is now offering video marketing services as part of their traffic generation packages.

The addition of video marketing to Lodestone's host of services is in lieu of the rising popularity of video content in the Internet. Lodestone has packaged this with their services to further increase website traffic with video for their customers.

Video marketing is a form of digital marketing and advertising that utilizes short videos covering a range of topics. The length is usually as short as 1 minute to as long as 20 minutes. The videos are uploaded to YouTube, Vimeo, or the company's website for distribution.

The marked increase in the usage of video marketing in the past years is attributed to the wide usage of YouTube and other video-sharing niches. Recent updates to technology have also made it easier for the audience to view and share video marketing content via their mobile gadgets. Recent statistics show that mobile makes up almost 40% of global watch time on YouTube.

Video marketing is used in conjunction or as an alternative to content marketing via articles due to its convenience and higher reach to a wider audience. A 2015 study by Marketing Profs revealed that 70% of marketing professionals report that video converts better than any other medium. Unbounce, also a leading digital marketing agency, also reports that using video on landing pages can increase conversion by 80%.

Lara Fabans, founder of Lodestone Consulting Services, is currently personally performing the duties of video marketing consultant to make sure new clients are on boarding with the highest degree of success possible. Fabans is an online marketing expert with over 20 years of experience in digital marketing and advertising.

On the topic about driving traffic to your website and branding, Faban states "In today's high tech world, your brand could be seen on the television, in a magazine and at the same time, in social media channels. There are various studies done by scientists as to how many times it takes someone to see something before it becomes a recognizable brand."

Further, Fabans said, "I find keywords and ads that pop--and gets results. I've spent the last 5 years honing my content 'packaging' skills: The stand-out headline, interesting ad, the effective landing page. And I know how to research and optimize it for the most searched keywords in Google as well as long tail keywords that pull more converting customers. I know how to generate traffic to your website with pre-qualified candidates. I know how to find out what your competition is using for their ads and keywords, and how effective it has been. Plus I'm Google Partners AdWords Certified. So you can be certain your content gets attention from the right audience, with the best results."

Lodestone also provides a myriad of digital marketing packages, such as SEO, SEM, PPC, media buying, keyword research, competitive analysis, press releases, website optimization, and analytics.

###

For more information about Lodestone Consulting Services, LLC, contact the company here: Lodestone Consulting Services, LLC
Lara Fabans 888-323-0134
info@lcs2.com
101 Campanula Place
Los Gatos, CA 95032

Lodestone Consulting Services, LLC

Lodestone Consulting Services is a boutique online marketing consulting firm specializing in driving traffic to your website.

Website: <http://www.lodestone-cs.com>

Email: info@lcs2.com

Phone: 888-323-0134



