



Mike Marko Publishes Post about IGTV for Business

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Mike Marko with IM Consultant Services in Cincinnati, Ohio has just announced the publication of his new post about video ideas that business owners can use on IGTV for business. Marko notifies readers that IGTV is an online video platform that business owners can use to promote their businesses. He explains that videos on this platform are in a vertical format and they are simpler than those of YouTube.

With that knowledge in mind, Marko urges readers and business owners to use a unique strategy on IGTV and learn how to get more engagement on Instagram. In other words, they need to engage their audience with videos targeting smartphone users who also use the Instagram platform. In his blog post, he teaches business owners how to make simple but engaging videos using IGTV. He says that the first thing that they need to know is that the target audience is only those who are using smartphones. That means ultra high-definition videos are not necessary on IGTV since small screens don't need a very high resolution for videos to look good on them. Thus, Marko claims that getting audience attention is just a matter of being creative.

In this article, Marko discusses the best way to market on IGTV and all about IGTV video ideas for business. He commences the topic by explaining IGTV, which is a video content hub that allows users of Instagram to post a 60-minute video. It is a feature of Instagram and also called Instagram TV. He goes on to say that

though IGTV only allows vertical videos, it still offers a lot of features that are functional for social media influencers as well as business owners. For one, IGTV users can link their videos to Instagram stories. At the same time, they can check the analytics or insights they have for their video on IGTV.

Marko claims that IGTV is one of the most functional tools for gaining Instagram followers for business, especially when using videos for marketing campaign. He says that IGTV is now becoming part of every marketer's strategy in using Instagram for their businesses. Furthermore, Marko enlightens readers that using IGTV for their business marketing can increase their reach and brand awareness. He says that most people spend their time watching videos when they are online. Additionally, most video content posted online is being watched using mobile phones.

That's why there's a big chance that marketers' IGTV content will be viewed -- IGTV is designed specifically for mobile phones, Marko asserts. He adds that another reason a lot of online marketers are using IGTV for business now is that posting a video on this platform is inexpensive. A marketer does not need to use costly equipment to create content on IGTV and since it only shows vertical videos, the main devices for their video capture can just be smartphones.

Marko provides further information about using IGTV for marketing. He says that videos on this platform do not need to be formal as long as they're relevant and appropriate. Aside from that, Marko suggests to make sure that the video content is related to the business. He urges business owners to think first about what prospective customers want to see before creating the actual video. By doing this, business marketers will be more likely to get engagement from target audiences.

Marko also talks about a few IGTV video ideas that business owners can use for their businesses. The first one that he mentions is doing a video greeting or introduction. He says that this video greeting or introduction can help increase brand awareness and reach. A considerable number of business owners are doing videos of this kind since it helps introduce their brand to potential customers. It also gives potential customers an idea of what they can expect from a certain business.

Another video idea that Marko talks about is that of conducting interviews. A video that contains interviews with people in the same niche or a certain type of Q & A video can surely get engagement. Several people like watching interviews or Q & A videos since it gives them information. Marko also notes that since long videos are allowed on IGTV, business owners can make the most of the interview. In addition, Marko urges them to ask questions that will make their videos distinctive from other interviews of their guests.

After scrutinizing the advantages of IGTV as a tool for business marketing, Marko explains that it can help to boost engagement rate and connect with the business's target audience. He believes this is why marketers need to make use of it wherever possible.

Those who need the assistance of an expert in using IGTV or Instagram TV for business can contact Mike Marko or IM Consultant Services. Marko and his team have helped many businesses market themselves online, and currently offer consultations for those in need of marketing assistance. Those who want more information about Marko's services can visit the IM Consultant Services website, email them, or call them by phone.

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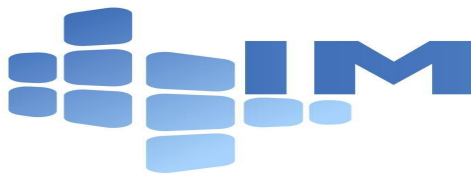
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