



Video Reigns Supreme

The world is always changing, but the one thing that looks to be here to stay and only destined to grow is social media. However, the way we use social media is everchanging and as we fully dive into 2020, it looks like video is still king.

Back in October of last year, [MarketingCharts.com](https://www.marketingcharts.com) estimated that people will spend more daily minutes watching video over the next few years than ever before. This will result in more advertisers and marketers focusing their time and budgets on video for their campaigns.

While some companies and marketing teams are built for producing videos, others might find it a bit more challenging. However, companies like iStock by Getty Images makes it easy to benefit from this rising trend with millions of hand-picked [premium videos](#) available on their site.

Here are a few ideas on what to use and/or promote:

Blogging

When writing on a topic, promote your blog article on social media with captivating videos. These videos are more likely to capture the audience's attention and want them to click through to learn more than your standard image.

For example, if you're an adventure blog and you're writing about destinations to visit, find a video showcasing one of your destinations.

Marketing

Marketers will be happy to know that iStock offers a variety of collections for their video selection to help find exactly what you need. No matter the vertical your business is in, you'll be able to find relevant videos that can be added to your company's website and social channels.

Some collections are:

- [Sports and Recreation](#)
- [Food and Drink](#)
- [Fitness and Wellness](#)

Stay ahead of the competition and browse [iStock](#) today to find quality videos that work for you and your audience at [affordable pricing](#).