



# How to use videos in email campaigns

Every day, many emails reach your contact's inbox. Many people decide whether to open an email based on the sender and subject line. After opening the email, they will only pay attention to content that is catchy and easy to consume. This is where including a video in your email content would help. It is lively, quick, and requires little concentration. Let's discuss how Zoho Campaigns enables you to use videos in your email campaigns.

## Why use video in email marketing?

You can include a video in an email campaign for the following reasons:

- **Grab User's Attention** – Nothing catches the attention of users better than a video. While they can choose to skim through your email's text, a video can grab their attention and get them interested. Videos also have the capability to create an emotional impact in the minds of subscribers.
- **Focus on Visual Learners** – Email campaigns with videos have a clear advantage over regular campaigns because they are treats for visual learners. If you have video tutorials for your business, consider using them in your email marketing campaigns.
- **Advent of Mobile Devices** – Marketing revolves around consumer behavior. The surge in mobile device usage has greatly increased access to videos. This is all the more reason to make use of this medium.

## Why add links to videos rather than attach a whole video?

Zoho Campaigns lets you add links to a video file. You cannot attach video files in your email campaigns. This is because,

- Embedded videos are blocked by some internet service providers (ISPs).
- Email service clients such as Outlook and Gmail do not support video playback.

[Learn how to add links to videos in Zoho Campaigns](#)


### An example of how video in email marketing works

Kabul, a new Afghani restaurant specializing in breads, kebabs, and Middle Eastern cuisine, hires Veronica, an email marketing consultant, to boost its online presence. She suggests using email marketing to promote Kabul's monthly food festival showcasing Middle Eastern dishes. Each month, Kabul sends newsletters to its customers, and Veronica enhances these emails by adding a video demonstrating the preparation and presentation of the featured dishes.

## A few best practices

Let's take a look at a few best practices to follow while including videos in your email campaigns:

- Keep the videos short, not longer than 60 seconds, to ensure you have your recipient's attention.
- Avoid using video in two or three column email templates, because it may stretch the email template and spoil the alignment of the email.
- While selecting the play button, make sure it contrasts with the background so that your recipient realizes there is a video they can click on in the email.

 At times, your recipient may choose to skip the video and only look at the other content. They may have a busy schedule, or could be at work with internet restrictions. In addition to a video, your email needs compelling writing, links, and images. Successful email marketing depends on maintaining a clean mailing list and providing compelling content. You shouldn't rely on sending emails that only contain videos, but they are a great way to supplement your campaigns.

 [Learn more about creating and sending customized email campaigns using Zoho Campaigns](#)