



Five Easy Videos to Create for Your Business

Innovative companies use video to increase customer acquisition, build brand awareness and create new revenues. Video helps these organizations compete for new customer and deliver relevant information.

Benefits of Video in Marketing & Communications

Video is a strategic marketing tool that helps companies achieve their business objectives. It is used to acquire customers, cross-sell products and services, and raise overall brand awareness. To get started with video, choose topics that showcase your expertise and provide value to your customers.



BRAND AWARENESS - Video conveys your brand's core competencies and values like no other medium. Increase your brand awareness with live TV interviews, recruiting videos and expert commentary.



ENGAGEMENT - Engagement is a true measure of how well your story connects with your viewers. Businesses that upload relevant and engaging web videos regularly see an increase in returning site visitors. Video creates an emotional connection that text alone cannot imitate. Drive engagement with interactive webcasts, product overviews and public relations videos.



GROWTH - Grow your business with well-informed customers. Video is a great sales tool to attract and retain customers. It provides a one-on-one connection to prospects when used in lead generation and lead nurturing. Use testimonials, webcasts and bio videos to influence your buyers.

Communicate with your audience using authentic, relevant and engaging content. Create videos that deliver valuable information and an emotional connection.

EXPERT COMMENTARY

Video commentary helps distill complex information into easy to consume sound bites, making it easier for your audience to understand. Showcasing your experts through video demonstrates their knowledge and personality, while keeping your customers engaged.

PUBLIC RELATIONS

Stand out from the crowd by highlighting key aspects of your news and press releases with video. It humanizes your story and attracts the attention of reporters, journalists and key influencers.

PRODUCT OVERVIEWS

Prospective customers seek out video before making a purchase because it's fastest and most comprehensive way to learn about a product or service. You can show your product, demonstrate how it works and illustrate key features that are difficult to communicate through text.

TESTIMONIALS

Testimonials validate your brand and your products and services. Authentic endorsements engage viewers and often lead to more sales. Include them in emails to increase open rates and strategically use them on your website to promote your products.

EXECUTIVE BIOS

Brand your executives in their own words with video profiles. Have them discuss company issues and personal endeavors to show their personality through leadership. This format allows your audience to learn more about the faces behind your brand and provides an emotional connection to your team.