



Transparency. Engagement. Differentiation. **Video gets you there.**

Video is the fastest way to make a lasting impression with your customers, investors, employees and potential new clients.

WHY VIDEO?

Video helps simplify complex topics such as regulations, market moves and public policy changes. It helps visitors understand who you are and what you do. Video delivers transparency, engagement and differentiation unlike any other medium. To be competitive, you need video. VideoLink can help get you started.



TRANSPARENCY - a critical component to creating trust and building relationships. Visual mediums eliminate barriers to communication. Viewers both see and hear your message, connecting them on two dimensions. Innovative ways to communicate transparency include corporate overviews, advisor bios, and testimonials.



ENGAGEMENT - a real measurement of how well you connect with your audiences. Video helps deliver complex information and humanize your organization. It helps build a loyal site audience who comes back regularly for information. Creative ways to promote engagement include product demonstrations, news releases, thought leadership and corporate 'roadshows.'



DIFFERENTIATION - the only way to stay ahead in a competitive market. In the fast-paced world of finance, timeliness and relevancy are important and can separate your firm from your peers. The ability to deliver quick and concise market analysis, regulatory updates and investor meetings is priceless. New ways to use video for differentiation include live TV appearances, streaming webcasts, analyst calls and thought leadership.

Connect and communicate with your audiences using authentic, relevant and engaging visual content. It is the fastest way to make a lasting impression with your customers, investors, employees and potential new clients.

LIVE TV INTERVIEWS

Deliver expert commentary to a broad audience through live TV. Media exposure increases brand awareness, enhances credibility and showcases company expertise.

MARKET UPDATES

Transform complex financial concepts into small sound bites. Create short two-to-five minute videos that highlight why certain concepts are important to your customers financial health.

RECRUITING

Talent is hard to find, and it is harder to keep. Produce employee testimonials and corporate videos that illustrate your personality, culture and experiences.

THOUGHT LEADERSHIP

Share the views of your senior management team on the market your company and events. Relevant and timely content increases credibility and humanizes the firm.