



MARKETING VIDEO APPLICATION

Need some **IDEAS** on how to get the most out of your marketing video? We've got you covered!

1. HOMEPAGE VIDEO

Statistics show having a video on your website **INCREASES GOOGLE RANKINGS** by **53%** and **VIEWER RESPONSIVENESS** by **49.5%**

2. LANDING PAGES

Create a dedicated landing page for your video to more specifically **MEASURE ITS EFFECTIVENESS AND IMPACT** on your campaign, promotion, product, or service.

3. EMAIL CAMPAIGNS

Marketers have seen **2-3x MORE CLICK-THROUGH-RATES** when using a video link as a part of their email strategy.

4. VIDEO GATES

Video gates require viewers to enter their email address and the beginning, middle or end of your video. This tactic is commonly used for **LEAD GENERATION** and to **GET A BETTER UNDERSTANDING OF WHO IS INTERESTED** in your product or service.

5. SALES PRESENTATIONS

BRING YOUR PRODUCT OR COMPANY TO LIFE by incorporating an animated video into your sales presentations.

6. SOCIAL MEDIA

Utilize your social media channels such as **FACEBOOK, TWITTER, and YOUTUBE**, or use sections of your video as a **TEASER** on **MOBILE APPS** like **INSTAGRAM** and **VINE**.

7. PUBLIC RELATIONS

Integrate your corporate or product video into a **DIGITAL PRESS KIT**.

8. TRADE FAIRS & EVENTS

Display your animated video during events to **PIQUE AND MAINTAIN CUSTOMER ATTENTION**.