

Invest in your business



MARKETING VIDEO CONTENT

VIDEO CATEGORIES

- **Product Showcase**
 - **Demo:** How it works / How to use
 - **Feature:** Showcase features & benefits / Who's typical customer
- **Testimonials / Spokesperson**
 - Promote real-life experiences of satisfied customers or influencer use.
- **Internal Company Messaging**
 - Effective way to communicate company updates, training, or other internal information to staff or board member.
 - Q+A w/ Leadership
 - Intro new products / policies
 - Highlight major announcements
- **Social Media**
 - Introduce your company or product & provide an overview of the brand in an informal, engaging manner.
- **Brand Promotion**
 - More than promotion. Let the world know the story behind your company and through emotions shape the audience's perception of your identity, values, and vision.
 - Staff / Customer testimonials
- **Event Promotion**
 - Capture the entire event or focus on only certain aspects through highlight reels.

THE DATA

- 52% of companies create videos to educate their audience (**Wistia**)
- 75% of people watch short form videos on mobile devices (**Inside Intelligence**)
- 91% of people say they have watched explainer videos (**Wyzo!**)
- 69% of consumers say a product demo video helped them make a purchase (**Wyzo!**)



"Online Videos Have an Audience Reach of 92% Worldwide"

-The Social Shepard

BENEFITS OF MARKETING VIDEOS

- **Generate Sales**
- **Increase Engagement Online**
- **Drive Website Traffic**
- **Deliver Emotional Connection**
- **Increase SEO Ranking**



"Audiences retain 95% of video message, but only 10% after reading text"

-Cloudinary.com



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