



# READY, SET, ENGAGE!



## Connect to consumers with video marketing.

Video increases email click-through rates by up to **300 %** and consumer purchase intent by **97%**. These are numbers no business can afford to ignore.

How exactly should you be using video marketing? Here are a few actionable tips for getting started:



### USE VIDEO AS A SALES TOOL

Explaining what your product does isn't nearly as powerful as showing it through video. Research from Wyzowl shows consumers are 11x more likely to watch a video to learn about a new product than read the manual. Make sure your sales team is outfitted with this important tool.



### CONNECT WITH YOUNGER CUSTOMERS

Using video to market to millennials is a strong strategy, but reaching the generation behind them – Generation Z – will almost certainly require video. Generation Z includes ages ranging from 13-24, a generation born into an era where there is an app and video for everything. If the same cannot be said for your product, don't expect them to pay attention.



### OPTIMIZE FACEBOOK VIDEO

If your business already has a Facebook page, you should be capitalizing on this video opportunity. Research shows Facebook mobile users watch more than 100 million hours of video each day.



### SUPPORT EMAIL WITH VIDEO

How do you get prospects to not only open your email but engage with it? Video can help deliver content in a more appealing way. Embed a video in your email messaging or keep the email itself short and succinct, using it to direct consumers to an onsite video for more information. You'll enjoy higher reception rates and better website traffic because of it.



### SHOWCASE THE UNIQUENESS OF YOUR BRAND

These days, brand loyalty is about more than outstanding products—it's also about making a personal connection. Use live video to show our customers behind-the-scenes snapshots of your business operations and introduce them to your employees. The more the public sees you as a collection of people and not just a company, the more they'll relate.



### MAKE VIDEO A CRUCIAL COMPONENT OF WEB DESIGN

Video should be an integral part of your website design plans. Include an informational video on a content page or place an eye-catching video on your main page to grab the attention of visitors. You'll find that they stay on your page longer, which benefits your SEO.

**If you haven't begun incorporating video into your marketing efforts, now is the time to start.**

Don't have the time or resources to create video? That's where we come in.

With ASI® Video, we'll work with you to build compelling custom videos to showcase what's special about your brand and products.

**Contact your account executive about ASI Video.**