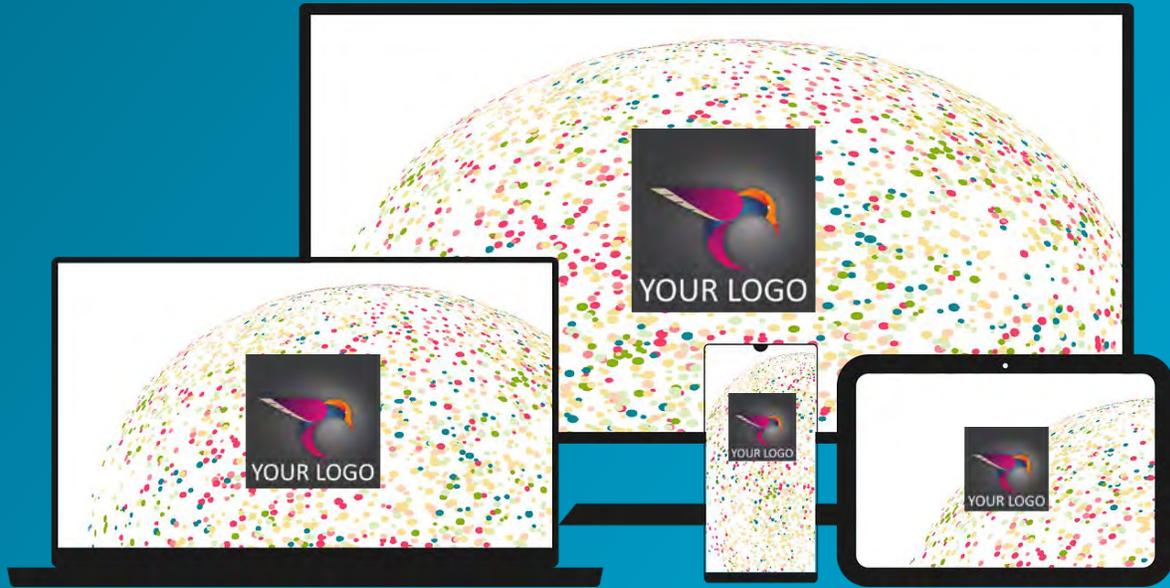


6 Reasons VIDEO MARKETING WORKS



1 SOCIAL PLATFORMS LOVE VIDEO



Regardless of
platform...

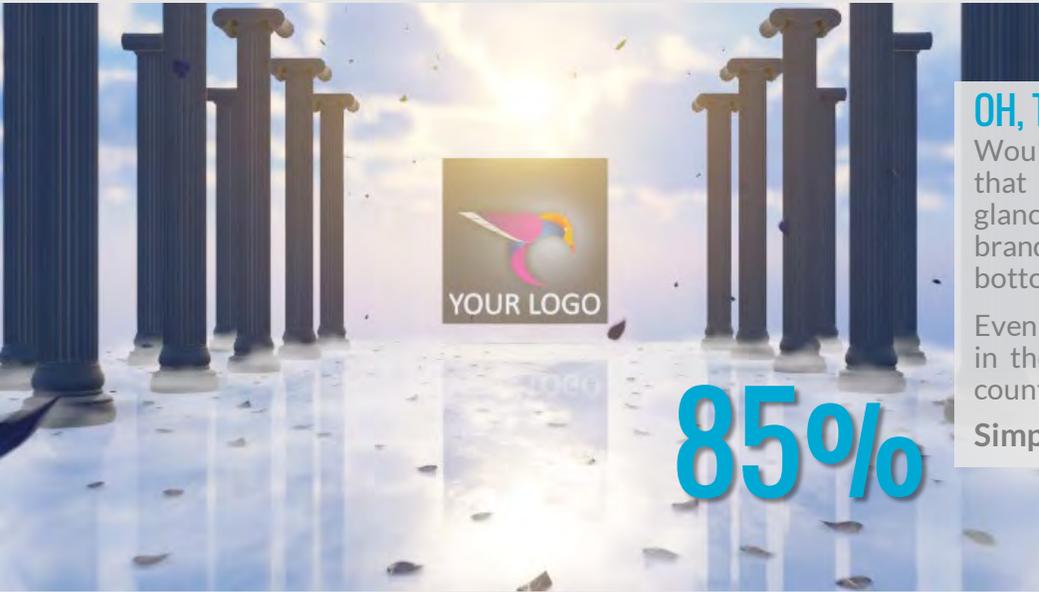


Getting your brand into
the world...



Early and often builds
brand awareness

3 VIDEO COMMANDS MORE ATTENTION



OH, THOSE EYES CAN'T LOOK AWAY!

Would you rather have a billboard ad that gets no more than a one second glance to deliver your brand? How much brand recognition can that add to your bottom line?

Even 2 years ago, 85% of internet users in the US watched online video. Other countries reach 95%.

Simply put, video grows your brand.

Viewers retain **95%** of a message when they watch it,
compared to 10% when reading it.

WordStream, 2020

4 AND BUILDS EMOTIONAL CONNECTIONS TO YOUR BRAND

THIS BOND MAKES THE DIFFERENCE

Because at any moment, ~90% of your potential buyers are not ready, your job is to build a bond with them as they travel on their **buyer's journey**.

Video will do that for you.

Sharing how your product or service will help them get what they wish they had, builds a strong connection to their story.

When they are ready, *they'll only think of your brand.*



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PEOPLE ENGAGE EMOTIONALLY

Videos tell stories. Even a hyper-short “logo stinger” conveys something about your brand.

But it does so below the surface.

Our brains are wired to instantly come up with objections to your products or services...when they see text.

But video connects with a different part of the brain.

You engage them subconsciously.

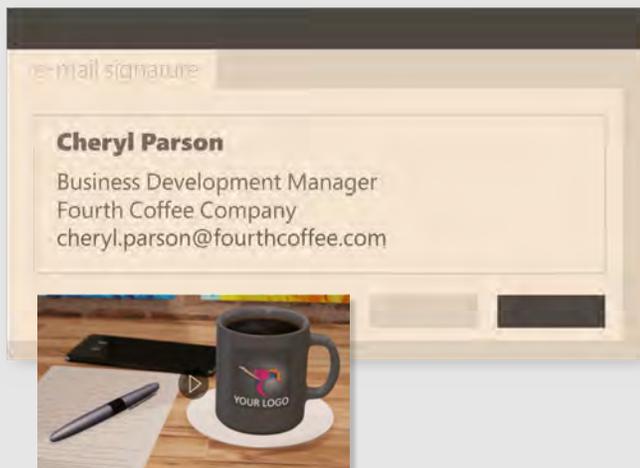
5 VIDEO GROWS YOUR BRAND SUBCONSCIOUSLY

WE HAVE A FREE THANK YOU GIFT FOR YOU!

Send us your logo and we'll create a GIF out of it. Use it anywhere you want. **FOREVER.**



GIFs



ADD VIDEO TO YOUR SIGNATURE BLOCK

Visualize adding your brand—visually—on every email you send out.

Including a picture of your logo is all too common. Having it be animated is not, so it literally jumps off the screen.

A gif is a video that is turned into an image file. It will automatically play wherever you place it in your email. In the body. In the signature block. Wherever you want it.

5 VIDEO GROWS YOUR BRAND ORGANICALLY



Video builds your audience

THE ULTIMATE LEAD-GEN TOOL

Video grows your brand because it will prompt your potential customers to take the actions you want.

- ✓ Want them to call you? **Use video** for your call-to-action.
- ✓ Have an amazing whitepaper to guide them? **Use video** to deliver the url.
- ✓ Need to generate some buzz for an upcoming sale? **Use video** to show them how to get theirs.

Entrepreneurs using video marketing
get **66% more qualified leads per year.**

OptinMonster, 2019



We specialize in empowering



authors, owners & realtors
to exceed their wildest dreams.*

* But we're happy to help anyone with big goals and a tight budget. ☺



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