



## **22 ADVANTAGES OF USING VIDEO AS A COMMUNICATIONS TOOL**

1. Convenience: Video doesn't infringe on a prospect's time. She can watch at her own pace, wherever and whenever she wants - including at home.
2. Cost-effectiveness: Sales videos often cost less to produce than four-color brochures. A seven minute Video Brochure can cost as little as \$4 to mail, including duplication costs. And, new video technologies have made video affordable even to small businesses.
3. Image: Using video can help an organization project a progressive image.
4. Standardization: Video presents standardized information for every viewer, every time. This is especially important in training applications.
5. Uniqueness: With video, you can expect close to 100% viewership. People will watch a sales video because it's still relatively unique. Market studies show that nearly everyone given a promotional video will play it in its entirety.
6. Versatility: The same video can be used at sales meetings, trade shows, point-of-purchase displays, for customer training, and as a Video Brochure.
7. Video saves travel costs. For companies who do business with distant customers, it's an ideal medium because the average sales call is estimated to cost \$300, including travel and lodging.
8. Video can show a product in action, something brochures can't do. It can bring a products' features and benefits to life.
9. A professionally produced video will engage and hold the viewer's attention better than any other medium. People watch the whole message from start to finish, unlike printed material, which most people thumb through.
10. Video can reach viewers with both visual and auditory learning styles.
11. Video can help a sales force sell better by freeing them to concentrate on what they do best: sell.
12. Video gets results. Using video to promote your products or services will give your company a competitive edge. For example, Soloflex Inc. once offered a free video demonstrating its \$1,000 exercise system. Each tape cost the company \$6.50, but almost half of those who view the Video Brochure later order a system.

13. For companies doing business overseas, video is a cost-effective way to demonstrate products and communicate with prospects and customers.
14. You may not be able to get every prospect to come and see your manufacturing facility, but with video you can. Video will take a viewer right inside a manufacturing plant to see the entire production process, including the quality of materials and workmanship that goes into a company's products.
15. Video doesn't replace an organizations print materials; instead, a video can be designed to complement them.
16. Video can be a highly personal medium. You can introduce your company or organization in a personal way, including messages from the executive and key staff. For your prospects or customers, you can also add a personalized title to the beginning of the presentation.
17. Today's "visually literate" society gets most of its information from television: 9 out of 10 Americans say TV is their primary news source. Marketers are realizing that video is a medium of choice.
18. One of the reasons why video is such a powerful medium is because it involves the viewer emotionally. And, even for businesses, buying decisions are often made at an emotional level. The ability to reach a prospect with images and sound can be incredibly persuasive.
19. Video brochures save time because the message can be presented more quickly. (A Wharton School of Business study showed that video speeded up buying decisions by 72%.)
20. With video, you have complete control of the message. Viewers are presented just the information you want, in the exact order you want.
21. Video Brochures fit perfectly with the strategy of target marketing because a disc can be produced and mailed to a specific audience, unlike broadcast TV.
22. Video never has a bad day. A sales person can't always be at his or her best, but with a video your sales points are presented with the same professionalism and enthusiasm every time.

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