

# Phillips MediaSource E-Newsletter

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## CUSTOMERS EXPECT VIDEO CONTENT

### There's No Better Time To Be Using Video In Your Marketing Mix

#### Take a look at the stats:

- 65% of executives have visited a vendor's site after watching a video.
- The brain processes visual data 600,000 times faster than text.
- Visitors who watch a video are reported to stay on sites twice as long.
- 52% of consumers say that watching product videos makes them more confident in their purchase decisions.

We're naturally drawn to video. We're physically hard-wired to respond to movement, the intonation and pitch of voices, and body language, all of which create strong emotional connections.

There's a part of the brain, the Fusiform face area, which cues us to look at faces to gather information and determine someone's credibility. This is why we're so intrigued by live action videos featuring people.

Get a regular dose of video goodness at [vidyard.com/blog](http://vidyard.com/blog) and [phillipsmediasource.com](http://phillipsmediasource.com)

## FEATURED CLIENT



A Mueller metal roof offers extraordinary beauty – and so much more. Like greater protection from the elements. Big energy savings. And durability that lasts. No other type of roofing gives you a better combination of attractive appearance and enduring strength.

Whether you need a small storage building for your backyard or a large new facility for your business, Mueller is the answer. They offer a wide range of steel buildings, from "bolt-together" buildings to custom-designed structures.



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Online and Offline Marketing | HD Video Production | Content Development

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