

Phillips MediaSource WhitePaper

Leverage Video in Your Marketing Strategy

There is nothing stronger than the power of visuals. Using video to tell your sales story or brand value are drivers for customer acquisition (74%) and brand awareness (79%). What's more, 85% of people are more likely to buy when video is used.

There are 5 elements of the video mechanics.

- Awareness
- Engagement
- Conversion
- Purchase
- Loyalty

There are 5 mistakes to Avoid When Producing Your Videos

1. Not thinking Like a TV channel (media company)

Reallocate resources to video production

2. Understanding mobile

People spend 2 hours and 38 minutes per day on mobile

Online video consumption is +30% year over year

Mobile is +300% year over year

3. Forgetting what happens next

Utilize a call-to-action (CTA)

4. Video platform islands

Integrate into your social media strategy

5. The wrong tools for the job

Poor quality videos

Production value matters

Let's talk.

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