

TURCHETTE
B2B MARKETING & PUBLIC RELATIONS

WHY **VIDEO** WORKS

By Jessica Grassi, Creative Director

If you truly want to connect with your target audience, you need to engage them in a multi-sensory way. You could publish a blog post or share photos on social media, but there is nothing more personal or effective as video. Video content allows your customers the ability to truly immerse themselves and understand your products and services, while building a more exciting, emotional connection to your brand story.

91% of marketers say videos **help increase user understanding** of products and services

81% of businesses and corporations **already use videos** with great success

80% of all internet content **already comes from video**, and it continues to increase annually

78% of people already watch video content **every week**

76% of businesses and corporations say video content **helps them increase sales**

55% of people already watch video content **every day**

Over the years, we've seen video marketing trends evolve. Currently, companies and sales teams are opting for video content, from short video ads to product demo videos and explainer videos. One thing is for sure...video works, and it's here to stay. Recently, we've made it easier and more affordable than ever to create captivating videos to enhance marketing efforts and to help deliver complex brand messaging clearly and simply.

66% of consumers want to **learn about new products** and services by short video content

44% of consumers are **more likely to buy a product or service** after watching a video about it

54% of consumers want to see **more video content** from a brand or business they support

HOW WE **CAN HELP**

- Pre-production
- Creative brief and planning
- Script creation
- Shot list development
- Storyboard development
- Creative consultation
- Prop and scene development
- Video project management
- Professional voiceover
- Music track selection
- Video production (on-site/remote)
- Video editing

If you're looking to develop a highly effective video that will take your marketing efforts to the next level, our video development team can help.

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