



Using Video To Grow Your Business

An independent research study released by Cambridge Associates of Stamford, CT confirmed that video advertising produces a bounty of benefits. Five(5) are listed below:

- 1. Response rates averaging three times greater than traditional direct response - with some respondents reporting a 600% improvement.**
- 2. 50-60% greater recall of material on video versus content delivered by print alone.**
- 3. More savings on postage than using catalogues or booklets. The reduced weight of the discs or web ads compared to heavier print mailings resulted in meaningful postal savings.**
- 4. Updates on video can save thousands! Ex: the price on a web page is a lot easier and cheaper to change than changing the price or updating 5000 or 10,000 printed catalogs**
- 5. Video can show your product or service in action, something brochures can't do, offering a more compelling presentation of the product or service, incorporating sound and motion.**

