



Why Use Video?

- One minute of **video** is equal to 1,800,000 words.
- 90% of information transmitted to the brain is **visual**. Visuals are processed 60,000 times faster in the brain than text.
- Pages with **videos** are 53 times more likely to appear on the first page of search results.
- The number of **videos** watched online has increased by over 800%.
- Time on site increases by 100% when **video** is present. Email clickthroughs increase by 300% when video is present.
- Online **video** reaches over 83% of all internet users across all age groups.
- People who view product and service **videos** are 85% more likely to convert.
- If you're not using **video marketing**, you're probably losing potential clients to competitors who do.

Why Hire Us?

- 18 years experience working in television, film and home entertainment
- We will work within your budget and make you look great!
- Our goal is to help businesses use video in positive ways to increase revenue & gain more recognition.

NEW RIVER ENTERTAINMENT *presents*



VIDEOS FOR DENTISTS

Whether you call it content marketing, branded journalism or corporate storytelling, one fact remains:

Video is unmatched in its ability to **engage, raise awareness, educate, build trust, encourage purchase & foster loyalty**. Types of videos (About Us, Tips & Procedures)



You Tube
Dental Marketing



- On **Google**, the keyword **dentist** is searched 8.2 million times per month in North America; that's almost 100 million times a year!

- **Video** increases the chance of a front-page Google results by 53%.

- **Videos** on a web site draw more attention in search engine results than web sites that don't have them.

CALL 818-850-1075 FOR A FREE CONSULTATION

Email us at: chris@nre.tv | www.NewRiverEntertainment.com