

## Types of Videos

### #1 - ABOUT US

Every website has an About Us page. Imagine bringing that page to life where your potential clients can get to know you and your staff.

### #2 - FAQ's

How great would it be if you could direct your customers to videos that would explain things and for your employees to not have to stop what they're doing.

### #3 - PHOTO SLIDE SHOWS

We could use images along with a voice over to put together an animated montage to describe your product or service.

### #4 - HOW TO VIDEOS

Giving your audience valuable tips will not only show you as a leader in your industry, but they will trust you for giving them free tidbits of advice.

### OTHER TYPES OF VIDEOS:

- #5 - COMMERCIALS
- #6 - CUSTOMER TESTIMONIALS
- #7 - DEMONSTRATIONS
- #8 - MISSION STATEMENT
- #9 - TRAINING
- #10 - BEHIND THE SCENE TOURS
- #11 - INTERNAL COMMUNICATIONS
- #12 - CONFERENCES & TRADE SHOWS
- #13 - IN-STORE/IN-OFFICE LOOPING
- #14 - WAITING ROOM/LOBBY
- #15 - SPECIAL EVENTS

## Why Hire N.R.E.?

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

## Why Use Videos?

### PROVEN STATISTICS

- **1.8 Million Words is the value of one minute of video**
- **100 Million is the number of Internet users who watch online video each day.**
- **90% of online shoppers said they find video helpful in making shopping and buying decisions.**
- **75% of executives told Forbes that they watch work-related videos on business websites at least once a week.**
- **80% of Internet users recall watching a video ad on a website they visited in the past 30 days and 46% took some action after viewing the ad.**
- **64% is how much more likely website visitors are to buy a product/service after watching a video.**
- **Video marketing increases sales and leads... And if you're not using online videos, you're losing customers to those who do. Businesses that incorporate video marketing into their overall marketing strategy see higher engagement rates, higher click-through rates & higher conversion rates.**

IF PEOPLE LIKE YOU, THEY'LL **LISTEN** TO YOU. BUT IF THEY TRUST YOU, THEY'LL DO **BUSINESS** WITH YOU.

Think about it. **People remember...**



**20%**



**30%**



**70%**

**CALL 818-850-1075 FOR A FREE CONSULTATION**

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