



NEW RIVER ENTERTAINMENT *presents*



# VIDEOS FOR ACCOUNTANTS

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.**

## Why Use Video?

- Online video has many advantages over other media. It can highlight an accounting firm & provide an opportunity to demonstrate your expertise.
- Through the combination of visuals and sound, video delivers ideas & positions with more authority and emotional impact.
- People like videos, and the statistics back it up. The average web user spends 48 seconds on a website, while the same user spends close to 6 minutes on a website that has video. It's time to stand out from the rest!
- **KINDS OF VIDEOS WE CAN MAKE:**
  - About Us, company profile
  - Personal profiles for each accountant
  - FAQ and Testimonials
  - Free tidbits of informational tips
  - Areas of your services
  - Industries you work with
- If you're not using video marketing, you're probably losing potential clients to competitors who do.



## EVERYONE IS A POTENTIAL CLIENT!

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%

20% of what they hear



### 30%

30% of what they see



### 70%

An amazing 70% of what they see & hear!

## Why Hire N.R.E.?

- 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.

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

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