

86% of the internet audience is watching online video – that's 183M people.

(Forrester)

# Professional Video for Financial Advisors

We offer independent advisors professionally produced HD Videos optimized for TV, web and mobile viewing.

#### **Advisor Profiles**

Are you seeking to promote your services? Company Profiles are the most versatile videos on the web and they are a great way to introduce personality and a face to you and your firm.

## Scripted Ads

Do you want to deliver a compelling story that grabs attention? Using a professionally written script and recorded voice-over, ads reinforce your message and persuade prospects to take action.

### **News Video**

News Video can easily be shared with media outlets and instantly enhances online campaigns. Video News Releases that work in conjunction with traditional press releases and in-depth Feature News Stories that educate your prospects or add credibility to your services.

## New to video?

Here's a great way to get started:

#### Independent Financial Advisors

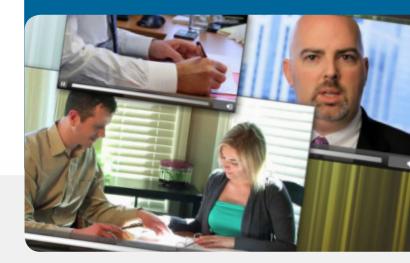
One 60-Second Profile and one 30-Second Ad designed to convert site visitors to clients.

#### Firms

Highlight your advisors with 60-Second Profiles, create a Feature News Story on your firm and a 90-Second Ad to be featured on your website.

# Why Video

Landing pages with video generate 4-7x more response rates than plain text (SearchEngineWatch)



Contact us to experience how impactful adding professional videos to your marketing mix can be.

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