

Video Profiles

Promote, demonstrate or inform *in a personal way*

If you are passionate about what you do and your company has a great vibe, then nothing communicates that stronger than a video profile. Seen as more personal and genuine when compared to traditional ads, a video profile introduces personality and a face to you, your company and your products.

Found on homepages to introduce a company or deeper in a website to showcase products or services - profiles are used to raise awareness, generate interest or engage customers who want to know more.



What is a Video Profile?

A profile is an *interview-driven* video that showcases who you are, what you sell, or what you do. It combines spontaneous engaging moments with unscripted authentic interviews and tells a story that is guaranteed to grab attention and connect with your audience.

“People only remember 20% of what they hear and 30% of what they see, but remember 70% of what they hear and see.

- Harvard Business Review

Convert Visitors into Customers and Capture New Business

52% of viewers take action after watching an online video

-comScore

18% of viewers visit a store after watching a video

-Kelsey Group

Businesses experience **16-20%** increase in phone calls with video

-YellowPages

Pages with video are **53%** more likely to appear on the first page of search results

-Forrester

Select the Length that's Right for You!



Perfect for raising awareness and creating a positive first impression.
• 1 interview • 1 round of edits • 1 location



Perfect for generating interest among potential customers.
• 2 interviews • 2 rounds of edits • 1 location



Perfect for engaging potential customers who are researching and want to know more.
• 3 interviews • 2 rounds of edits • 1 location

Every Profile Includes:

- ✓ Unscripted authentic interviews of you & your employees
- ✓ Natural and engaging shots of your business in action
- ✓ Dedicated producer & videographer
- ✓ Music, graphics & award winning post production
- ✓ Web, mobile and TV ready formats (MOV, FLV, MPEG4)
- ✓ 24/7 Customer Service

Profiles are the Most Versatile Videos on the Web

Companies

Bring businesses and corporate messages to life

Example: restaurants, contractors, hair salons, web and IT

Services

Highlight individuals or businesses in the professional services industry

Example: medical, legal, financial, health & beauty, real-estate

Products

Demonstrate how great your products are in real life

Example: retail stores, ecommerce sites, manufacturers, software

Places

Showcase destinations or experience-based businesses

Example: parks, stadiums, neighborhoods, golf courses

Generate interest, drive traffic and differentiate yourself from the competition.

Book your video profile today.