An aerial view of a city skyline with a river in the foreground. The sky is clear and blue. The city features several tall skyscrapers and modern buildings. The river is calm, reflecting the buildings and the sky. There are green trees and parks along the riverbank.

7 ways to use video to grow your business

UNDERSTANDING HOW HIGH QUALITY VIDEO CAN HELP GROW YOUR PRACTICE

Whether it's coupling it with your existing marketing or venturing of into new opportunities, we'll show you how your video will be the the silver bullet of your marketing.

MOSAIC  MEDIA FILMS



Put your video on your home page

STRATEGY NUMBER ONE

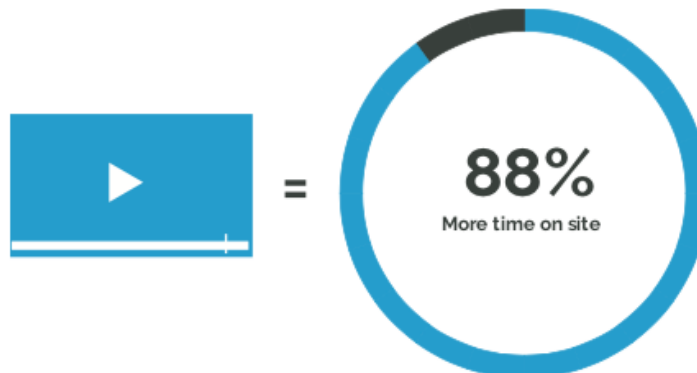
Video front & center on your home page

Whether you're running Google ads, on Google local, or are found in search; your home page is what's going to get the most views. Having your video front and center distills all the info on your site to just 1-2 min.



88% more time on site

The average user spends 88% more time on your website when you have a high-quality video. That means they are learning more about you and spending less time on other competitor sites. (*virutets.com*)



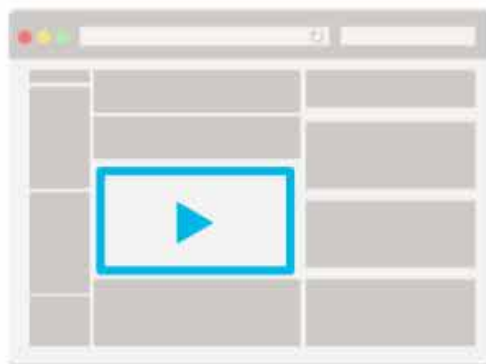


Post your video on social media

STRATEGY NUMBER TWO

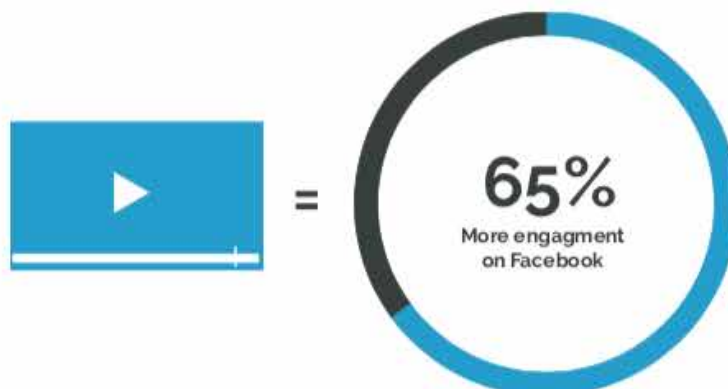
Social Media

Make sure to post your video on social media and optimize the size for each of your platforms. It's a great differentiator and an ideal way to create more engagement.



65% more engagement on Facebook

Upload your video directly to Facebook's timeline using a square format and captions. According to *simplymeasured.com*, Facebook videos had a 65% increase when originally introduced to the timeline.



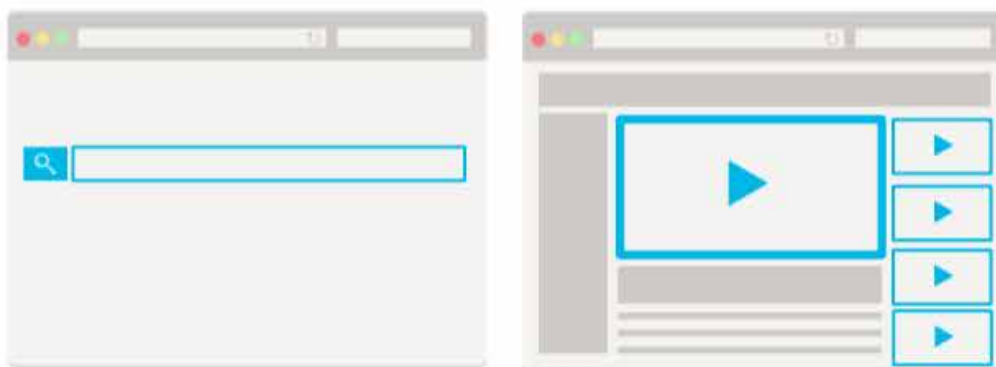


Optimize for search + YouTube

STRATEGY NUMBER THREE

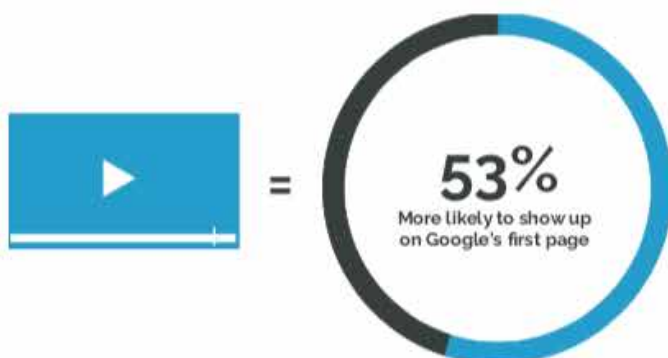
Search + YouTube

Optimize your video for search by creating a keyword rich title, tagging it properly, creating back links, and providing the full html website address in the video description.



53% times more likely to show up on Google's 1st page

Everyone has a site with text, making showing up on Google a competitive challenge. However, having an optimized video is 53% more likely to show up on Google's first page because there is drastically less competition. (*virtutes.com*)



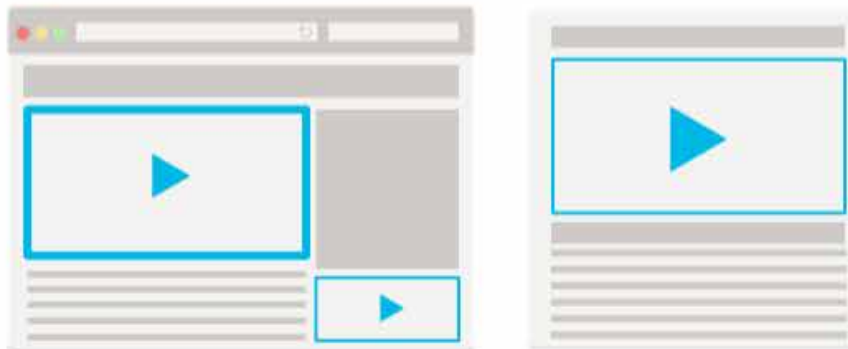


Put your video on your blog & emails

STRATEGY NUMBER FOUR

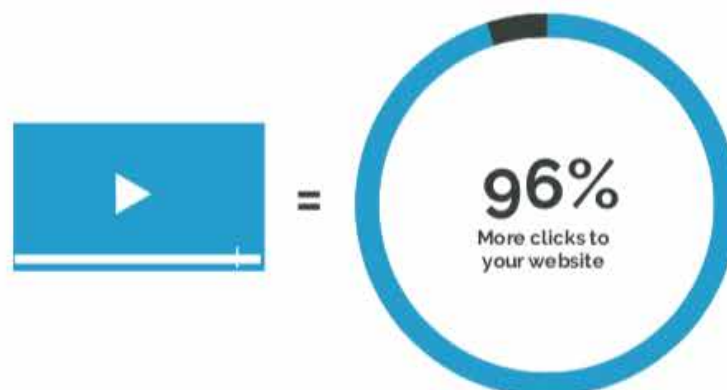
Blog & Emails

Not everyone goes to your home page first, so make sure to write a blog post and promote your video on the sidebar of your website. If you have an email list, reference and promote it there as well.



96% higher open rates

Getting people to click on your emails can be challenging enough, but having video can be super powerful. Email provider *Get Response* found that having a video in your emails increases people clicking to watch it by 96%.





Use your video to solidify a referral

STRATEGY NUMBER FIVE

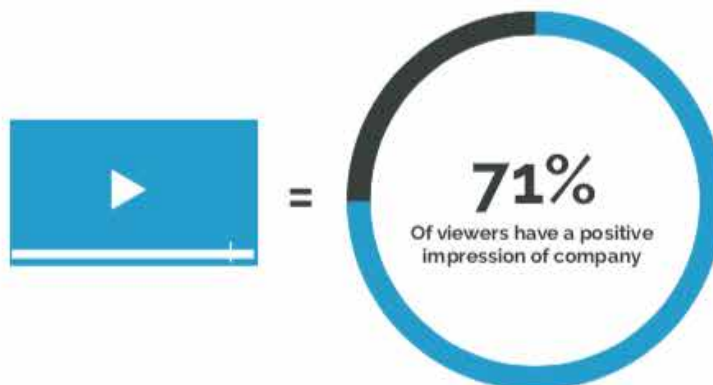
Solidify a referral

Getting referrals is extremely powerful. However, are customers just calling without going to your site to get your number? Having a well-crafted video helps increase the speed of trust and fully solidify your referral.



71% have a positive impression

Having a high-quality video increases the speed of trust. In fact, 71% of viewers say that videos leave a positive impression of the company. (*quicksprout.com*)





Send out a press release on your video

STRATEGY NUMBER SIX

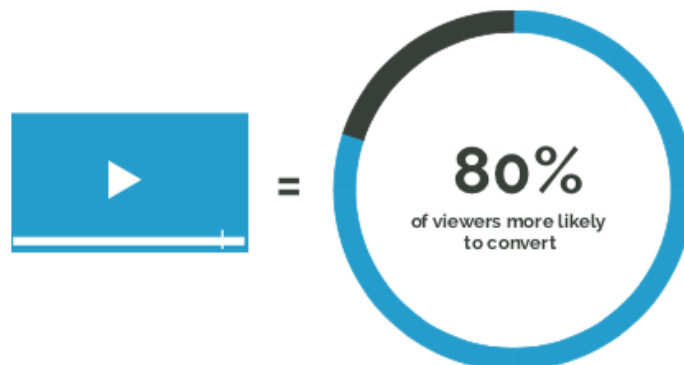
Press release

Creating and syndicating a press release can be a great way to get additional search traffic and formally introduce your business and video to new customers.



80% of consumers are more likely to convert

Video has a 80% more likelihood of taking a casual user to "convert" or to take actions such as call, email, fill out a form, or request more information. When this happens, it gives you and your staff more opportunity to sell and grow your practice. (*reelseo.com*)





Promote your video on mailers

STRATEGY NUMBER FIVE

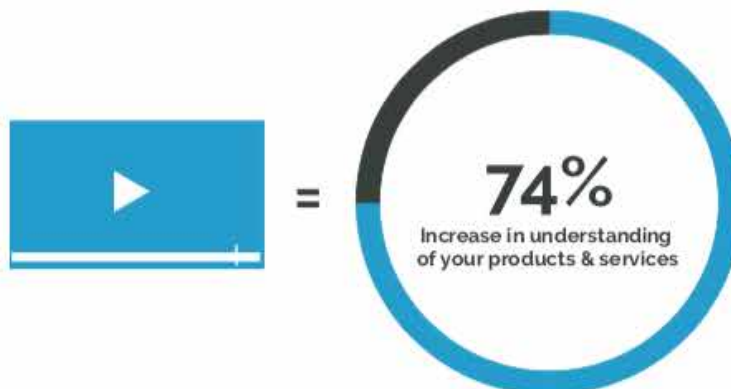
Direct mailers

Do you send out direct mailers or print advertising to the local community? If so, mentioning that you have a video is a great way to help with conversion. Simply put a QR code and/or a video graphic on the design to encourage video views.



74% of viewers understand you better with video

Whether it's online or offline, you have a short time to captivate the viewer's attention and get your message across. With video, you'll increase your viewer's understanding of your product and services by 74% (*visual.ly*).



Is Video Right For Your Business?

Give us a call or email us to set up a FREE video strategy session. Where we'll:

- Review your current marketing strategy
- Reveal potential missing opportunities
- Discuss potential video options
- Determine the ROI on video when leveraged with your marketing

mosaicmediafilms.com/contact | 512-607-5533

