

Today's MARKETPLACE



Why would a company want to participate in more media opportunities?

Media companies have the attention of targeted audiences nationwide on TV, OTT, and the web. Participating in credible coverage can result in exponential earned media. Getting national pickup of a story is always a challenge but when the opportunity is presented, companies should utilize a multi-channel approach for optimal coverage. Earned, shared, and owned media should all be part of the media strategy.

3 KEY BENEFITS OF VIDEO CONTENT

AUDIENCE ENGAGEMENT

Research shows that viewers retain 95% of a video's message compared to 10% when reading the text. Social media is increasingly popular, and many sources have cited that videos have a 1200% share rate compared to combined video and text. People are likely to share a story that they feel the recipient will value and have time to consume.

TIME

Time is money! Video succeeds when it saves time and delivers value for your viewers. That's exactly what TMP videos do. Short videos are the king of content because people can easily squeeze 3-7 minutes into their schedule. Print articles are a much bigger time commitment, which is why video has become so incredibly important in today's busy world.

SEO RANKING

Search Engine Optimization is incredibly important. Not only are users more likely to stay on a page that contains video content, but the page will likely appear higher in search results if video content is present. For an added boost, if the video transcript is made available on your site it will provide accessibility and context for Google web crawlers to better index your site. This improves organic search rankings.

