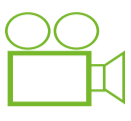


Video is an agile, multi platform marketing tool which delivers great results for firms like yours



87%

of businesses have used video as part of their digital strategy in 2019



90%

of consumers say videos help with their buying decisions



80%

increase in conversions when you have a video on your landing page



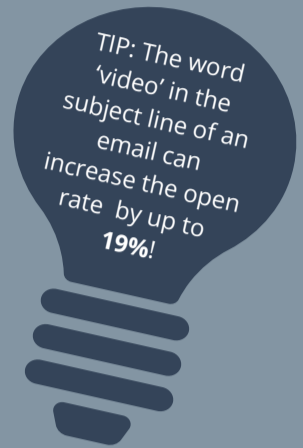
76%

of companies use video to increase their brand awareness



68%

of customers say they prefer to learn about products and services using short videos



With stats like these, can you really afford not to have a video marketing strategy?



The benefits of creating a video...



Utilise **expertise** from our specialised Mercia video team to complement internal knowledge, saving time and money



Demonstrate your expertise in a **visually accessible** format, widening your reach and audience, and increase conversions by **80%**



Raises your profile as a modern accountancy company using digital platforms to communicate and enhance your brand



Achieve a **higher ranking** in search engines such as Google and drive more visitors to your website



Generate good **returns on investment** from uploading your video across multiple channels



A **low-cost** strategy with long term **growth** potential



Have you gone viral yet?



16

hours per week is how long the average person spends watching online video



82%

of all internet traffic is expected to be made up of video by 2021



85%

of consumers want to see more video content from brands

Multi-channel platforms to showcase your video



You Tube



Twitter



Facebook



TV



Instagram

To find out more about the production of a video:

📞 call our friendly Sales team on **0330 058 7141**

✉️ email **sales@mercia-group.com**

📶 or visit **mercia-group.com/promote**

If a video isn't for you, we can still help...

Our expert content team and graphic designers can handle everything for you, so you can get on with running your business and communicate with your clients in a way that works best for you.

Whether you are looking for technical content, including regular news and client letters, or looking to stand out with a new website or printed material, you can pick and choose tools to help you promote your firm.