



**REUBEN RINK**

HANDCRAFTED MARKETING  
— YOUR WAY —

THE POWER OF VIDEO



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{video has always been a powerful medium}



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{important idea: video works}

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{business POV}

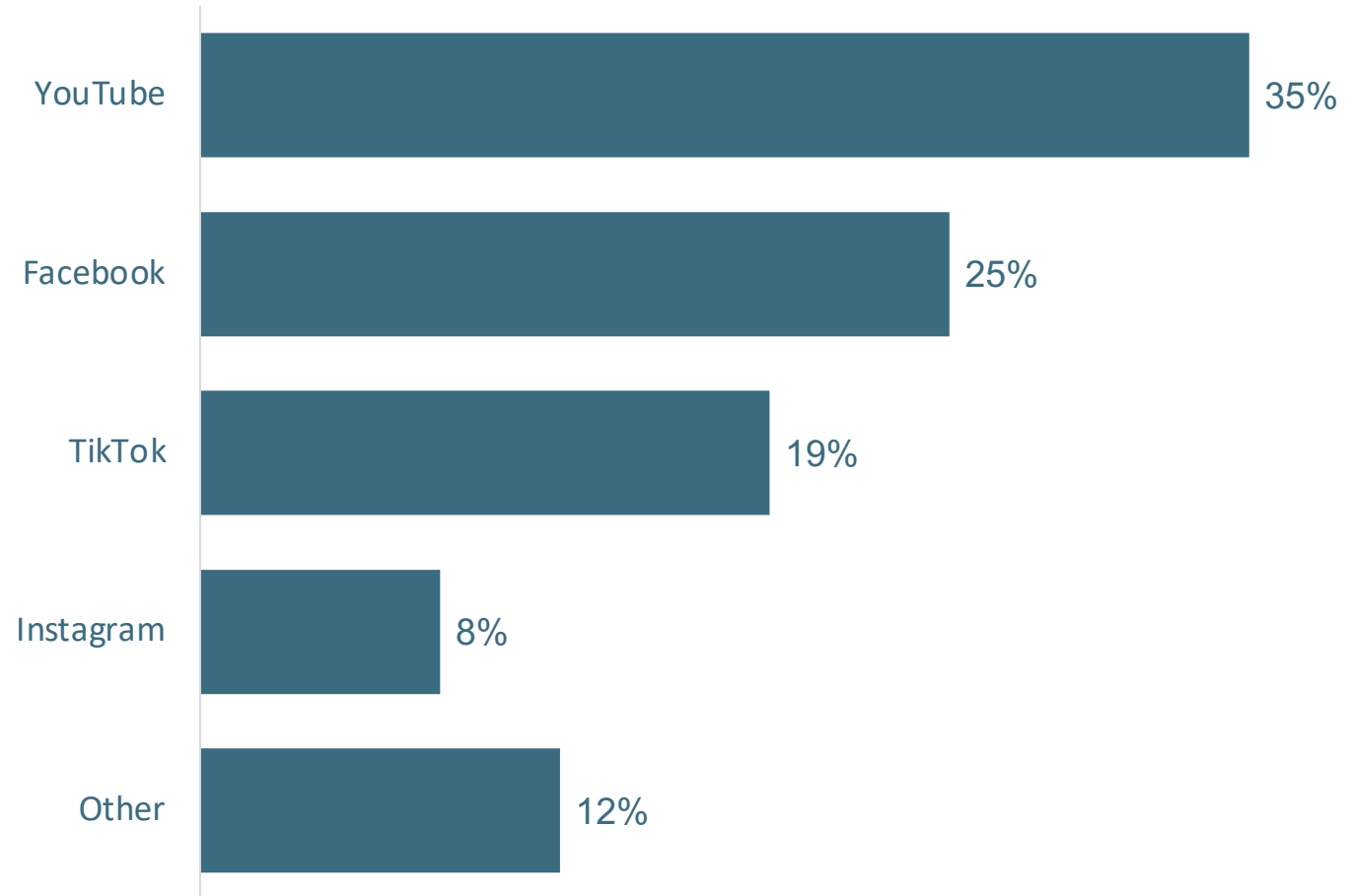
- B2B (71%), B2C (66%)
- 97% say video content is a priority
- Top KPIs: Engagement (63%), reach (58%), leads & clicks (55%)
- Video represents good ROI (89%), generates leads (83%), helps increase sales (80%)
- Would create more video if it was more affordable (56%), took less time (31%) or less effort (13%)

{consumer POV}

- Video convinced 84% to buy a product or service
- 69% want to learn about a new product by watching a video—only 18% want to read about it
- 55% watch video while shopping in stores
- Video is shared with friends 2X as much as other media
- 85% want more video from brands



{where video is consumed}



Source: HubSpot

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{ingredients of an engaging video}

- tell a compelling story
- make wise use of time
- use sound but don't rely on it
- include calls to action, in the right spots
- don't overlook distribution and findability

{tell a compelling story}



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{make wise use of time}





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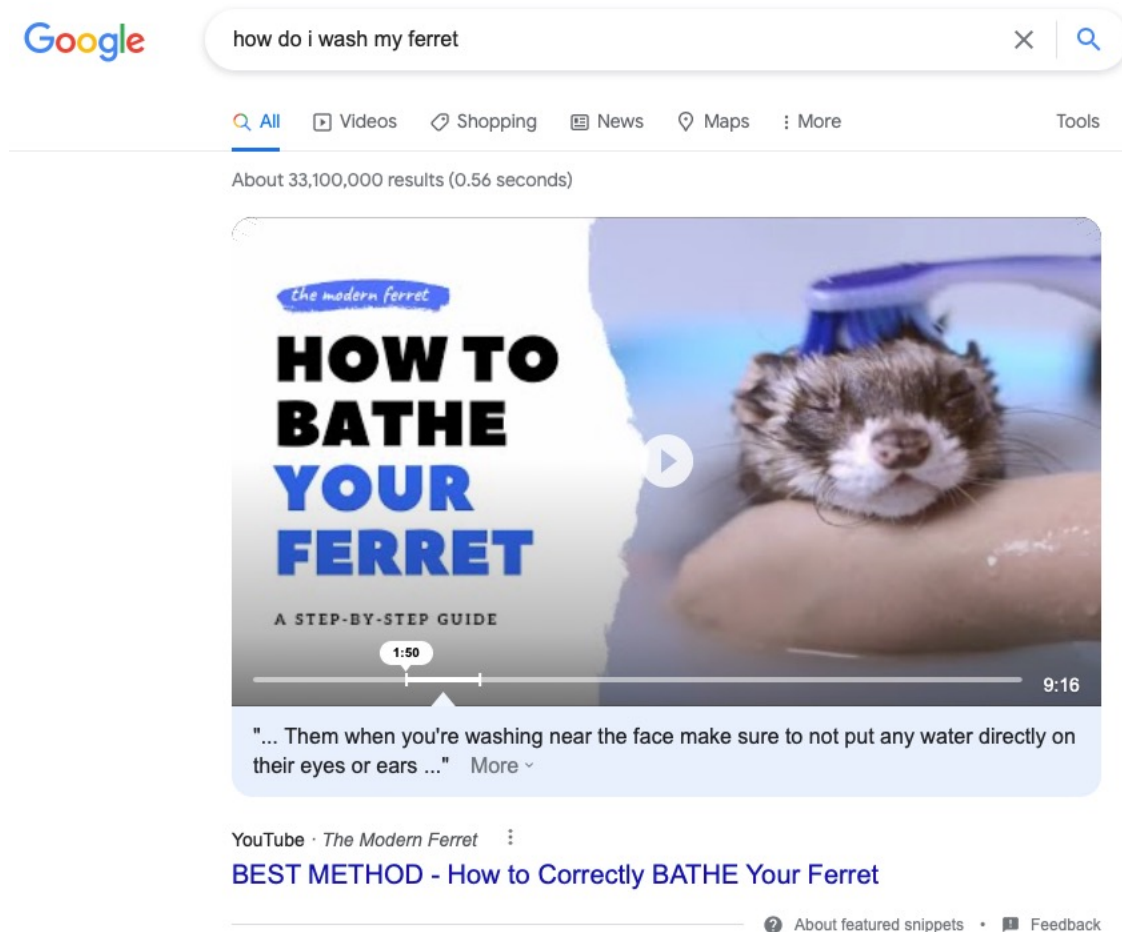
{use sound but don't rely on it}



{include calls to action}



{distribution & findability}



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{examples}



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{example: Gary Vee}



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{example: Emirates Airline}



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{example: William Painter Sunglasses}







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THANK YOU FOR YOUR TIME.