

Three Reasons Why a Video Presence is Critical

Why Having a Video Presence Online is a Vital Part of Doing Business in a Digital World

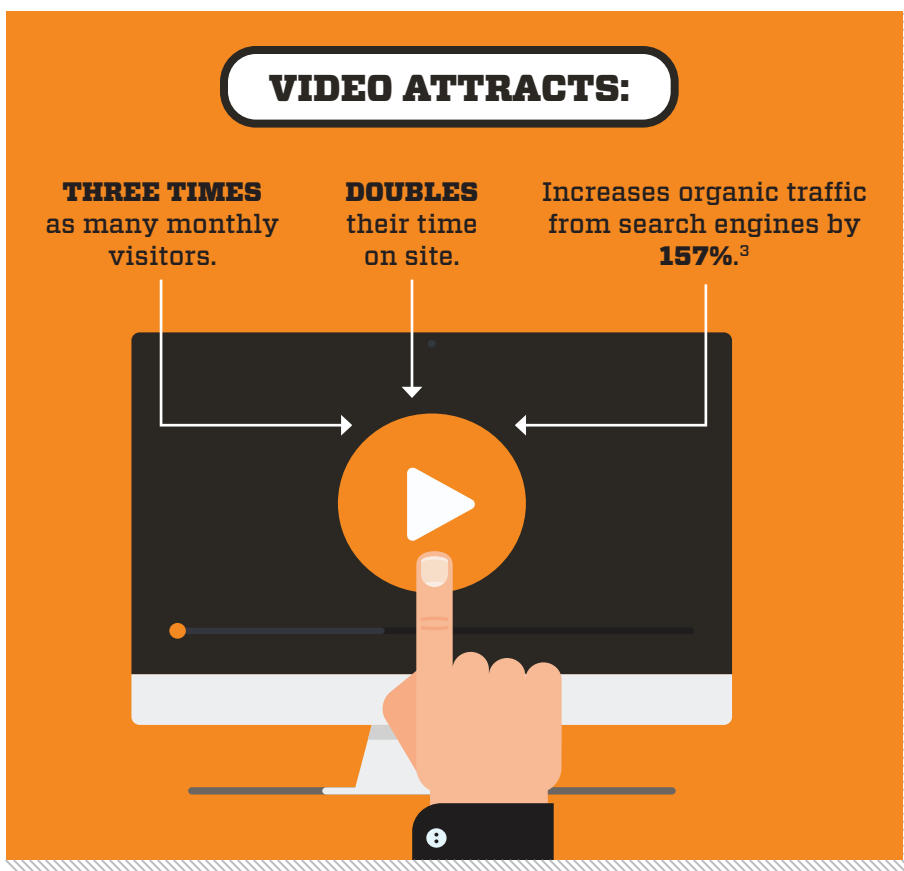
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ACCORDING TO FORBES¹, your senior executive clients are already watching and acting on videos. 75% of those surveyed report watching work-related videos at least weekly; even further, 81% have taken direct action after watching a video, such as visiting a vendor's Web site, filling out a form or calling for additional information. It's now a fact—those younger professionals you're seeking to connect with are more engaged with video and, therefore, are more likely to take action based on what they watch.

EVERY MINUTE, YOUTUBE users upload more than 500 hours' worth of video²—and that's just one video hosting platform. Once you begin to consider Vimeo, Vine, Snapchat, Periscope and Meerkat (just to name a few), you start to sense that the Internet is quickly becoming another TV screen—and, in many cases, a preferred alternative for many viewers.

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text. Marketers who use video grow revenue 49% faster than non-video users. **It's important to note videos up to 2 minutes long get the most engagement.**

As an investment professional, video marketing can be a very powerful tool that you can utilize to enhance your practice. In the text that follows, I will illustrate statistically why video marketing is becoming increasingly more important, where it fits in to your current marketing plan, how it can strengthen your reputation and how easy it is for you to begin using video to communicate with your clients. Remember, video marketing is not where you should be; it's where your clients already are.



Sources:

¹ http://images.forbes.com/forbesinsights/StudyPDFs/Video_in_the_CSuite.pdf

² <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics#:~:text=Video%20drives%20a%20157%25%20increase,long%20get%20the%20most%20engagement>

³ <https://medium.com/@salesforce/our-top-15-most-interesting-and-useful-digital-marketing-stats-from-2015-285bcec031b0#7.jazzalpo>



Why is video marketing so powerful?

It's part of our biology. Developmental psychologist Robert Lowell Frantz conducted studies regarding the visual perception of newborn babies. His study concluded that an infant would look twice as long at a drawing of a human face as it would at a drawing of concentric circles.⁵

Essentially, we're hard-wired to seek out and study faces. That's why a video featuring a person speaking directly to the camera is an instrumental tool in getting your message across. It strengthens and humanizes your brand, helps the viewer identify with you and powerfully delivers your message.

People watch an average of 16 hours of online video per week, which is a 52% increase in the last two years.⁴

1 BILLION

Hours of video are consumed on
YouTube every day



Where does video fit in my marketing plan?

Video fits seamlessly into your current marketing mix. You can easily post video content on your company's Web site. Video also lends itself well to attaching or embedding in e-mails, newsletters or sharing on social media outlets, such as LinkedIn, Facebook and Twitter. It adds increased value to an already effective communication.

Listen to what your clients are saying. What are they curious about? What are their concerns? Can you respond to those queries in a short video? Addressing your clients' needs, such as educating them about the various products and services that you offer, is a sure-fire way to create the most engaging and interactive videos. It's also a beneficial and efficient way to reach potential prospects. In fact, 80% of visitors who viewed an online video on any particular site can recall watching that video 30 days later.⁶ Clients who watch your video will remember you. Give them something they want to watch.

If you're not using video marketing, you're missing out on a huge market opportunity. Your marketing video is a great way to get your elevator pitch out into the ether and let it reel in leads.⁵



Social VIDEO generates 1,200% more shares than text and image content combined.

Sources:

⁴ <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics#:~:text=Video%20drives%20a%20157%25%20increase,long%20get%20the%20most%20engagement.>

⁵ <http://www.videobrewery.com/blog/18-video-marketing-statistics>



How can video production strengthen my reputation?

It's more than likely that you're already involved in your community through fundraising events and community service. By highlighting these types of events in your videos, you demonstrate that you're highly invested in your community. Sharing these values in your video strengthens the trust that your clients have in you and it multiplies the exposure your charitable causes will receive. Great things can happen when you and your clients find common ground from a mutually advantageous perspective.

Overall, **65%** of [senior executives polled] have visited a vendor's Web site after watching a video.¹



HERE'S WHAT A FEW OF AMERICAN PORTFOLIOS' INVESTMENT PROFESSIONALS HAVE TO SAY ABOUT OUR VIDEO SERVICES:

"I have been using Studio 454 to produce videos for my company since I started with American Portfolios in 2007. The studio professionals have produced charitable, corporate and financial videos, which I have used to promote my business and enhance my clients' Web experience. The quality and professionalism displayed puts me in front of my clients with an air of expertise that has helped me grow my business."

—**ROBERT CLAYTON, CLU, ChFC, Clayton Financial**

"Video is a tool that validates your expertise as well as your personality to existing clients, and to prospects when they visit your website. Where other broker-dealers offer assistance in creating a social media presence, AP provides the affiliated advisor an opportunity to come into Studio454 to showcase your business, interests and personality which translates into an enhanced first meeting experience with prospective clients."

—**RICHARD P. CROSS,**
Investment Advisor Representative

"In this digital age, it is important to get your message out via the Web. The old ways are working less and less. Creating your own content with a professional service costs a lot of money, with the average per day cost of studio time at \$5,000. If your broker/dealer provides access to a full-service studio, why not use it to get your message out there? I'm involved in socially responsible initiatives, such as serving as a board member for Honor Flight Long Island, and I've utilized the studio resources available to me at American Portfolios for this venture. When your broker/dealer sees eye to eye with you on philanthropic pursuits, you know you're at the right place."

—**WILLIAM DONAHUE,**
Investment Advisor Representative

Sources:

¹ http://images.forbes.com/forbesinsights/StudyPDFs/Video_in_the_CSuite.pdf



American Portfolios wants to help you with your video marketing!

Getting started in video marketing isn't as difficult as it was in the recent past. The myriad options modern technology affords has made creating video content simple and fast. Before creating your online video, you'll want to think about the message you want to convey and then assemble a thoughtful script that you can rehearse with before recording. Speak to the camera just as you would a client or prospect, keeping in mind how important first impressions can be.

American Portfolios understands the importance of making a good impression and the value of a compelling presentation. Our affiliated advisors make consistent use of our state-of-the-art on-site studio—at no cost, as access is included with American Portfolios affiliation!—for producing video content ideal for making introductions, educating consumers and positioning products. Our professional staff guides financial advisors through the process of video production—from script supervision and direction, to lighting, sound and staging, all the way to post-production editing. What's more, these services are provided at no cost to all of our affiliated advisors.



The American Portfolios video services team is here to assist you with producing a professional video that speaks to the quality of your expertise and the value of your business. As an American Portfolios advisor, you never have to go it alone, whether it's creating video content to enhance your online presence or through the usage of our wide range of financial products and services. Find out today how American Portfolios helps its advisors grow their businesses, and how we can help grow yours, too. ●



American Portfolios Financial Services, Inc. has just the resources in place to help its advisors on many fronts. Advisors interested in learning more should contact *Vice President of Marketing Strategy Kimberly A. Branch, CFP®* at **631.439.4630**, or via email at kbranch@americanportfolios.com, to strike up a conversation today on programs and needs of the advisor.

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About American Portfolios

Headquartered in Holbrook, New York, American Portfolios Financial Services, Inc. (APFS) is a full-service, independent broker/dealer and member firm of FINRA and SIPC, offering a complete range of financial services, including personal financial and retirement planning, securities trading, mutual funds, access to investment research, long-term care planning, insurance products and tax-free investing. Fee-based asset management is offered through its sister subsidiary, American Portfolios Advisors, Inc. (APA), an SEC Registered Investment Advisor. Both entities, along with technology entity American Portfolios Advisory Solutions, LLC, collectively reside under the legal entity American Portfolios Holdings, Inc. (APH). Full-service securities brokerage is available through a clearing firm relationship with Pershing, LLC, a BNY Mellon firm, the securities of which are held on a fully disclosed basis. The

company supports independent investment professionals—including of registered assistants and non-registered associates—throughout the nation.

American Portfolios has numerous recognitions by a number of industry publications and organizations. Such acknowledgment includes: multiple Broker-Dealer of the Year* (Division III) wins by Investment Advisor magazine; multiple finalist and award wins by WealthManagement.com Industry Award in multiple categories**; Corporate Citizen of the Year by Long Island Business News; multiple top placements as one of the Best Companies to Work for in the state of New York by the New York State Society for Human Resources Management (NYS-SHRM) and the Best Companies Group (BCG); and one of the Top Long Island Workplaces by Newsday.

*Based on a poll of registered representatives conducted by Investment Advisor magazine. Broker/dealers rated highest by their representatives are awarded "Broker/Dealer (B/D) of the Year."

**Wealthmanagement.com Industry Award finalists are selected by a panel of independent judges made up of subject matter experts in the industry. Award is based on support provided to AP's affiliated people and does not reflect public customers nor their account performance.

