



HOW VIDEO WILL TURBOCHARGE YOUR CONVERSION RATES

THINGS YOU ALREADY KNOW

VIDEO MARKETING

76% say video helped them improve traffic

97% of marketers confirm that video has helped increase user understanding of their product or service

80% say the video has raised dwell time on their website

51% of marketing professionals worldwide consider video marketing to earn the best ROI

76% marketers are of the view that it enabled them to increase sales



Companies which use videos in their marketing **enjoy 27% higher CTR and 34% higher web conversion rates** than those which don't.

01

Video Takes The Stage



80%

of global internet traffic will be attributed to video by 2020



90%

of content shared by users on SNS is video



87%

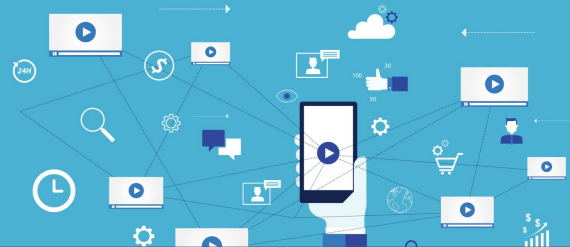
of marketers use video in their campaigns



95%

of message will be retained by viewers while only 10% with text

VIDEO ON SOCIAL MEDIA MAKES ENGAGEMENT 10X MORE LIKELY




















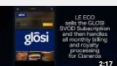
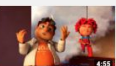







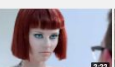



Ted Perkins

Writer, Producer, Video Editor, Motion Graphics, Interviewing, On-Camera, Photography, Sound



Uploads SORT BY

 Mobile App UX Promos No views · 3 weeks ago	 News Wrap-up Shows No views · 1 month ago	 Bite-Sized Video Content No views · 1 month ago	 Membership Program Promos 1 view · 1 month ago	 Event Promos No views · 1 month ago	 Welcome to SMART Recovery en Español 1 view · 1 month ago
 Webinar Promos 1 view · 1 month ago	 EXPLAINER VIDEOS 12 views · 2 years ago	 NON-PROFIT 'ABOUT' VIDEOS 5 views · 2 years ago	 YouTube SERIES PILOTS 32 views · 2 years ago	 INSTITUTIONAL VIDEO PROMOS 5 views · 2 years ago	 TV LAUNCH PROMO in SPANISH 8 views · 2 years ago
 DIGITAL PRODUCT DEMO 5 views · 2 years ago	 CHANNEL LAUNCH PROMO 22 views · 2 years ago	 Demo Reel - News Reporter / Anchor 41 views · 3 years ago	 Pitch Reels for Movie Projects 3 views · 9 years ago	 Award Videos 4 views · 8 years ago	 Book Proposals 2 views · 4 years ago
 CORPORATE VIDEO PROMOTIONS 10 views · 4 years ago	 UK/LI DEMOS 6 views · 4 years ago	 3D Animation Demos No views · 4 years ago	 Actor/Presenter Demo Reels 11 views · 4 years ago	 Non-Profit Commemorative Videos 2 views · 4 years ago	 NON-PROFIT FUNDRAISING VIDEOS 8 views · 4 years ago
 INDUSTRIAL VIDEOS 3 views · 4 years ago	 Non-Profit Video Promos 2 views · 4 years ago	 TV Pitch Sizzle Reel 106 views · 4 years ago	 TV SIZZLE REELS 14 views · 4 years ago	 Film Project Sizzle Reels 2 views · 4 years ago	 CONSUMER PRODUCT INFOMERCIALS 6 views · 2 years ago



A former Hollywood Studio executive (Universal Pictures & Warner Bros.), journalist (Hollywood Reporter), film producer and successful screenwriter with 10+ years of video content creation expertise - specializing in cause, event, commercial, and affinity group content and marketing.



Founder/Lead Content Producer

www.myrecoverytv.com

The nation's only video production company that specifically services the addiction/recovery universe

- Demonstrated ability to develop, oversee, and edit a monthly supply of professionally-produced branded short form YouTube 4K video content specific to the addiction and recovery universe
- Expertise in leveraging a robust YouTube subscriber community that converts into a marketing, communications and sales asset
- Self-owned and operated video production studios in Los Angeles
- Ninja-level content creation / copywriting skills

RECOVERY TV

Professional, broadcast-quality video content production services for:

- Addiction/Recovery Apps
- Addiction Service Providers
- Inpatient / Outpatient Rehab Facilities
- Licensed Clinicians & Counselors
- Sober Homes / Re-Entry

ABOUT VIDEOS to PROMOTE YOUR BUSINESS



WHY PUT VIDEO on YOUR WEBSITE?

- Product videos can increase purchases by 144%.
- 87% of industry professionals say they use video as a marketing tool.
- 4 in 5 consumers believe that demo videos are helpful.

POWERFUL & INSPIRATIONAL TESTIMONIAL VIDEOS



WHY POST VIDEOS on SOCIAL MEDIA?

- 75% of millennials watch video on social media daily.
- 93% of marketers have converted a lead into a customer with video on social media.
- 64% of consumers say watching a video on Facebook influenced a purchase decision.

CASE STUDY - SMART Recovery

Created Original Monthly Video Content for the Leading Addiction & Recovery Non-Profit

YouTube Channel increased from 2,300 Subscribers in 2019 to 15,000+ Subscribers Today

Adding approx. 300 New Subscribers a Month

99.8% Like Rate / 1.5 Million Views

Videos resulted in a 300% increase in revenue across several verticals (bookshop, donations, **membership sales)**

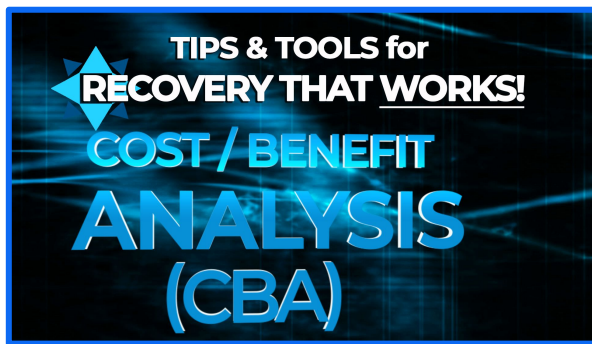




SMART Recovery YouTube Channel Highlights



Membership-Only Premium Vodcasts



HOW-TO's - 27 Videos - MONTHLY SERIES



TESTIMONIALS - 35 Videos - MONTHLY SERIES



Interview Shows

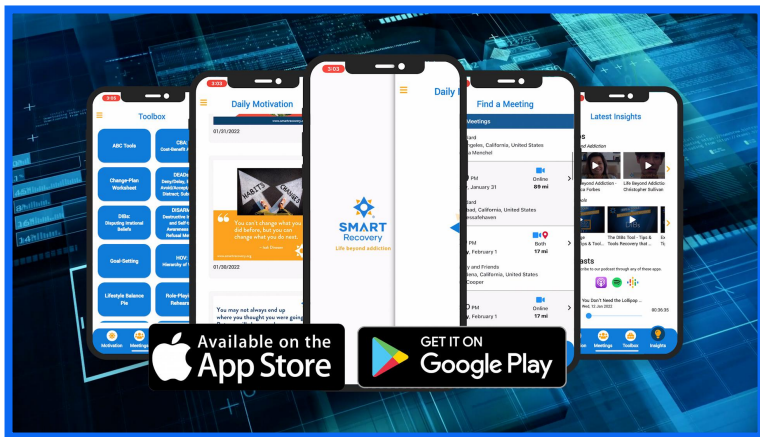


Magazine Shows



INSPIRATIONAL - 13 Videos - MONTHLY SERIES

PSAs / PODCASTS / DEMOS / PROMOS / SPANISH



The image displays several smartphone screens showing the Smart Recovery mobile application. The screens feature various sections such as 'Toolbox' with buttons for 'ABC Tools', 'Change Plan', 'Solo', 'Goal Setting', and 'Lifestyle Balance'. Other screens show 'Daily Motivation', 'Find a Meeting', and 'Latest Insights'. At the bottom, there are logos for the App Store and Google Play.

Available on the **App Store**

GET IT ON **Google Play**



The image shows a woman with long dark hair, Dr. Ashley Grinneau, in a pink top, sitting on a bed. The 'SMART INSIDERS +' logo is in the top right. Large white text reads 'CREATING A SEX POSITIVE ENVIRONMENT'. Below that, it says 'INSIDER+ Interview Dr. Ashley Grinneau Founder, Ohio Center for Relationship & Sexual Help'.

SMART INSIDERS +

CREATING A SEX POSITIVE ENVIRONMENT

INSIDER+ Interview
Dr. Ashley Grinneau
Founder, Ohio Center for Relationship & Sexual Help



The image features a man in a grey button-down shirt against a dark red background with bokeh light effects. On the left is a circular logo for 'OHIO MENTAL HEALTH & ADDICTION SERVICES'. On the right is the 'SMART Recovery' logo with the tagline 'Life beyond addiction'. At the bottom, there is a white search bar containing the website 'www.hoho-ohio.org' and a magnifying glass icon.

OHIO MENTAL HEALTH & ADDICTION SERVICES

SMART Recovery
Life beyond addiction

www.hoho-ohio.org



The image shows a woman with long dark hair wearing a blue top, speaking. The background is dark with bokeh light effects. The text 'CONSEJOS & HERRAMIENTAS PARA UNA RECUPERACIÓN QUE FUNCIONA' is written in white. The 'SMART Recovery' logo is in the bottom right corner. A video player interface is visible at the bottom with a progress bar at 0:07 / 6:34.

CONSEJOS & HERRAMIENTAS PARA UNA RECUPERACIÓN QUE FUNCIONA

SMART Recovery

0:07 / 6:34

EVENT LIVE STREAMING





smart recovery



All Books Videos News Images More Tools

About 29,000,000 results (0.38 seconds)

www.smartrecovery.org

Self-Help Addiction Recovery Program | Addiction Support ...



Self-Management And Recovery Training is a global community of people & families working together to ...

SMART Recovery · SMART Recovery · Oct 12, 2021

www.smartrecovery.org > about-us

About Us – SMART Recovery



SMART Recovery is a fresh approach to addiction recovery. SMART stands for Self- ...

SMART Recovery · SMART Recovery · Oct 14, 2021

www.youtube.com > user > smartrecovery

SMART Recovery - YouTube

Self-Management And Recovery Training (SMART) is a global community of mutual-support groups. At meetings, participants help one another resolve problems ...

www.beachsiderehab.com > Programs

SMART Recovery: An evidenced based rehab program in ...



Beachside Rehab offers a SMART Recovery program in Florida that uses science-based support services to ...

Beachside Rehab · Beachside Rehab · Aug 16, 2018

www.smartrecovery.org > learn-about-smart-recovery

Learn About SMART Recovery



What to Expect at a SMART Recovery Meeting ... Lorie (Hammer) explains what ...

SMART Recovery · SMART Recovery · Nov 18, 2005

www.smartrecovery.org > alcohol-misuse

Alcohol Abuse | SMART Recovery



SERP

RANKED #1, 2, 3 & 5 out of 29,000,000 Results

SOFTWARE - ADOBE CLOUD



Full HD
1080

HARDWARE

4K
ULTRA HD



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