



VIDEO



## OVERVIEW

# Easier Now Than Ever Before

Communicating through video is **engaging and interesting.**

Prerecorded video allows for retakes and post-production, as well as high-quality renders and uploads. This can help create more polished and professional content than with a live stream event.

Today, video editing software is more user-friendly than ever before. And the quality you can get from footage shot via smartphone can be more than sufficient for most organization's needs. That means the barrier to incorporating video into your marketing potfolio is lower than than it's ever been.

**“ Give video a chance. It doesn't have to be expensive or Oscar-worthy to increase engagement, boost conversions, and improve brand recall.”**

**Mike Shefky**  
**TRG Account Supervisor**



## SHARING IS CARING

**Video can be shared** on websites, in emails, and in social media messaging.

- **Post on social media**  
This allows content to be viewed by all of the business's followers.
- **Embed it in a website**  
Many website platforms allow you to add video content or link a video directly from a 3rd party.
- **Email**  
Effective for sharing content with people on a mailing list or a group of subscribers.

## HOSTING PLATFORMS

# Free vs. Paid

Which hosting strategy is right for you?

### Free Hosting Services


- As the name suggests, free hosting services are more budget-friendly for businesses.
- A free service, like YouTube, offers a massive user base and increases the potential reach and visibility of your marketing videos.
- Easy sharing and embedding capabilities enhance your video's accessibility across various platforms.

### Paid Hosting Services

- Paid hosting services, like Vimeo, offer advanced privacy settings, giving companies more control over their content.
- Paid services can provide high-quality video playback and customization options, ensuring a premium viewing experience.
- With fewer ads and distractions, paid hosting services keep the audience focused on your message, potentially increasing viewer engagement.



Not Sure Where to Start?  
**We Can Help!**

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