

The world is more visual than ever before.

Video is one of the most desirable mediums for people to shop, get information or be entertained.

It's up to you to make it available to your target audience.

And one of the best ways to do that is to **develop a marketing video** for your product or service.

Did you know that, as of 2021...

- **93%** of businesses **believe video is an important part of their marketing strategy**
- **94%** say **video increases consumer understanding** of their product or service
- And **87%** report a **positive ROI** from video

On the consumer side...

- **Video content is 1200% more successful** than other content when it comes to shares and likes
- **Viewers absorb about 95% of a video's message** (compared to just 10% in text)
- And **84% of customers make purchases** after watching explainer videos

When video is part of your marketing arsenal, you don't just **tell**, you **show**. You don't only **state it**, you **demonstrate it**. And you aren't solely relying on **words** to deliver your message, you've got **powerful visuals** to make an unforgettable impression on your audience.

Hi, my name is Alex Svet, and I am the owner and lead videographer of Svet Video. I live and work in the GTA, which means I'm able to film live, personal videos right onsite.

I'm a one-man band, which means I like to be involved in every part of the video making process because I know that's what produces the best results. From meeting with you personally, to storyboarding your video, to shooting

scenes, I love putting it all together. Think visuals, audio and most importantly, *impact* so you get concrete results.

The video I developed for Svitlana clarified her newborn photography service, highlighted her key differentiators, walked people through every step of the process, and ultimately, helped her realize a 20% increase in lead conversion.

This video helped an artist promote small group classes for adults and kids. It captured the cozy, friendly atmosphere of the studio, resulting in more sales.

This charity gained awareness through a video that meaningfully depicted the poor conditions of children's lives in Haiti, and demonstrated how kids in developed countries could help.

Great marketing is all about being current.

As people become more visual, so too must your strategy.

Start incorporating video into your marketing plans today.

Fill in the form below and get a guaranteed response within one hour.

Make a video.

Get results.

The time is now.