



The Damaging Cost of Digital Static™ in Your Marketing Videos

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In today’s business world, Online Marketing Video is something that we must not ignore. Video is here and it’s growing exponentially. 300 hours of video are uploaded to YouTube every minute! The only question is, will video boost your business and advance your career or will it cost you dollars and damage your reputation? The honest answer is, “It depends on how much Digital Static you have in your lead generating Teaser Marketing Videos.”

Top 5 Digital Static™ Statistics

We have the Aspirin for these Marketing Video Headaches

1) **The Digital Static™ of the “Um, ah” on-camera delivery extends a 30 second message into boredom causing 88.3% of viewers to click away before your offer & CTA.**

STATISTIC: 30 second in-stream mobile video ads have an 88.3% completion rate.

2) **The Digital Static™ of an unscripted weak opening statement accounts for 20% of your viewers clicking away within 10 seconds.**

STATISTIC: According to Visible Measures, 20% of viewers will click away from a video in 10 seconds or fewer.

3) **The Digital Static™ of long run time will cost you 60% of your viewers within 2 minutes and 5% after just 1 minute!**

STATISTIC: 5% of viewers will stop watching a video after 1 minute and 60% will stop watching within 2 minutes.

4) **Digital Static™ of poor message & production will cost you a bad impression with 65% of executives who visit your website and loss of the 39% who will NOT call you.**

STATISTIC: 65% of executives will visit a website and 39% will call a vendor after viewing a video.

5) **The Digital Static™ of a poorly crafted script – words tossed about rather than concise message – will result in poor response, reputation damage and loss of income.**

STATISTIC: 1 minute of video is equivalent to 1.8 million words to your audience.

Digital Static™ is a totally unintentional component found in most self produced marketing videos. Unfortunately the viewer of our video sees our “Video Clone” as the first impression of who we really are.

*Malcolm Gladwell contends in the book “Blink” that first impressions are fairly accurate and stand the

test of time. He's a proponent of a theory called thin-slicing, which states that we make a pretty accurate assessment of a person based on knowing them for only a few seconds. A Teaser Marketing Video IS the essence of knowing someone for only a few seconds! Can you really afford to have an abundance of Digital Static in your videos? In other words, make a terrible first impression.

What does Digital Static™ look, sound and feel like?

Poor script, no script, bad sound and lighting, poor delivery, excessive run time, visual or auditory background distractions, wrong offer, no offer... that's just scratching the surface.

How to Avoid Marketing Video Failure



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CLICK HERE to see a short Fun Video illustrating Digital Static™

All business relationships start with a first impression. Today, we can accelerate that first impression using our Video Clone... on the internet. Our Video Clone will qualify prospective clients for us 24/7 ...IF our videos are properly produced. My purpose is showing people how to rid their Marketing Videos of the credibility

killing Digital Static™ that continues to proliferate the internet while derailing the marketing efforts of small business owners, just like you. My passion is to ensure the first impression you make is a strong one that will build your business relationships faster, stronger and easier.

Jared Silver

* Excerpt from LinkedIn article by Danna Olivo.

Sources for Video Statistics provided by:

– HighQ: <https://highq.com/2017-the-year-of-video-marketing/>

– insivia: <http://www.insivia.com/27-video-stats-2017/>

– HubSpot: <https://blog.hubspot.com/marketing/video-marketing-statistics#sm.01s5s43a1co3eco10z11r2923wqq4>



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