



# ENHANCED WEBSITE LISTING WITH VIDEO



Available to any  
Visit Tri-Cities Member  
who would like to  
add a video to their  
existing website  
listing. Video listings  
create a lasting  
impression and  
attract attention  
to your business.

**COST: \$125 PER YEAR**

## **WHY USE VIDEO MARKETING?**

Video marketing helps deliver messages more effectively in a shorter amount of time while also striking an emotional chord through visual and auditory storytelling elements not present in text.

- 75 million people in the U.S. watch online videos every day.
- Viewers retain 95% of a message when they watch it on video compared to 10% when reading it in text.
- In 2019, internet video traffic will account for 80% of all consumer Internet traffic.
- Marketers who use video grow revenue 49% faster than non-video users.
- Connect to your audience more.

*Source: Impact Video Marketing*

You can provide your own video and link to it through YouTube or Visit Tri-Cities will schedule a video shoot with our partner **KVEW television station who will complete production of 30 or 15 second commercial video at no charge.** This offer is subject to change or cancellation without notice and includes:

- Up to a ½ hour pre-production consult
- Script writing
- Announcer
- Music
- Sound effects if needed
- 1 hour video shooting on location with up to 2 hours editing

Once the video is produced, your video content will be stored on your own YouTube account and can be used for many other marketing opportunities.

Disclaimer: KVEW is limited to the number of members they can provide video production service for and the offer is subject to a first-come, first-served basis. Refunds will be pro-rated based on the number of months left on the annual agreement.

## **CONTACT**

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VisitTri-Cities.com

