



## A Few Benefits Of Adding a Video Spokesperson to Your Web Site

**Your video will**, engage the users on your website.

By engaging the user, a video can **help the user navigate** through your website more easily.

Using video for the purpose of navigation, **keeps visitors on your site longer.**

Videos encourage longer stays on your website which, **increases the conversion rate** on your website.

An increase in your conversion rate means **more customers, and an increase to your bottom line.**

**A strong call to action in your video will**, Allow you to send a direct message to your prospective customers.

Your video spokesperson will be **working for you** 24 hours a day, 7 days a week, 365 days a year!

**Saves you time** by answering frequently asked questions, and **sets your website apart from your competition.**