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The Telegraph



PTV Social Solution

All of your social video needs covered. **Simple.**

The use of video is the fastest growing marketing trend

Leads

Generate leads by creating engaging content relevant to your potential clients.



Web & SEO

Video is favoured by Google algorithms and therefore creates huge benefits for web **exposure and SEO** (Search Engine optimisation).



Conversion

Increase your conversion rates by building your **profile authority** and ultimately trust.



Competition

Get ahead of your competition for providing information in the most favoured medium.



According to Forbes:

Adding a video to marketing emails can boost **click-through rates by 200-300%**.

Embedding videos in landing pages can increase **conversion rates by 80%**.

90% of customers report that product videos **help them make purchasing decisions**.

64% of customers are **more likely to buy a product online** after watching a video about it.

87% of online marketers are currently using video content in their digital marketing strategies.

59% of company decision makers would **rather watch a video than read an article** or blog post.

Digital marketing expert James McQuivey estimates that a single minute of video content is the equivalent of **1.8 million words**.

Can you
afford to
be left
behind?

43% of marketers said they'd create more video content if there were no obstacles like time, resources, and budget (Buffer.com). **Now there isn't.**

Although video is proven to be the most powerful medium of communication, too often it is either completely ignored or neglected by businesses. The benefits of video are proven so why are businesses neglecting this powerful tool?

Property TV believe that it is because it is often complex, time consuming and difficult to create video. This is why we have created our PTV social solution. This services will make it easy for your to get ahead of your competition and win the clients you want to win.

Amazing videos produced efficiently and delivered onto the platforms you choose.



We helped Easy Property deliver a full 30 episode video campaign to educate their potential clients to proper industry knowledge



After working with the Elite Investor Club on numerous pieces of content, Graham Rowan said 'The impact on my own positioning was immediate and substantial'.

How we make it easy and efficient for you

Step 1) One day of filming



We know that one of the reasons that businesses do not use video the way they would like to is because the process of producing a quality video is a time consuming process. We only need you for 1 day. **We arrive at your convenience and shoot multiple videos to suit your needs.**

Step 2) All your videos produced



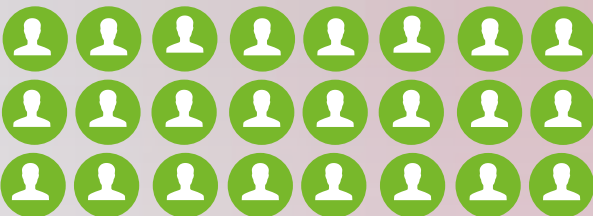
You wouldn't have a website with just one page, so why would you only have one video? You have different pages for different objectives and this should be the same with video. On the same day we will create content that can be used to **generate leads, call to action and convert.**

Step 3) Uploaded to your choice of platforms



Another reason that businesses neglect this powerful client winning tool is because it can be complex to utilise video efficiently. This is why we want to make it easy for you to **implement video as part of your strategy.** We do all the leg work, uploading all your videos to the platforms of your choice with the necessary titles and descriptions.

Step 4) Distributed to thousands of potential clients



The final stage is to **distribute the content to your potential clients.** We will make sure that your videos have the correct tagging data to make sure that reaches those searching. In addition to optimising the organic search of the videos we will also be boosting the videos to over 1,000 real views to aid with the virality of the video.

Kick Start Pack

- Video strategy consultation session
- Basic 'on the day' media guidance
- 5 videos fully produced
- Variety of video types to choose from
- Uploaded to your choice of platforms
- Writing of descriptions, tagging and meta-data
- One up-front cost

Regular Media Owner (min. 6 months)

- Video strategy consultation session
- Invitation to a media training day
- 3 videos fully produced monthly
- Variety of video types to choose from
- Uploaded to your choice of platforms
- Writing of descriptions, tagging and meta-data
- The benefits of an in-house production team

Bespoke Package

- Video strategy consultation session
- Basic 'on the day' media guidance
- As many videos as you like, fully produced
- Variety of video types to choose from
- Uploaded to your choice of platforms
- Writing of descriptions, tagging and meta-data

Media Training

Property TV's one day media training courses are for those who wish to make the most of opportunities when they arise, winning business and clients by demonstrating knowledge, passion, authority and warmth to camera.

Clients typically invest £1,000 - £7,000 per month

Our solutions deliver the benefits of an in-house production and video team at a fraction of the cost



Over the past three years, PTV have created over 1,000 videos for 100's of clients. Our team of professionals, some of which have worked for of the UK's largest media companies are hugely passionate about creating fantastic productions and love working with companies to produce videos to suit specific needs. Below are some of the types of videos clients have requested. The options are limitless.



30 - 60 second advertisements are produced to capture the viewers attention and demonstrate the service(s) available in a short period of time.



Often used to portray the 'why' of a company message, addresses from the director create a personal touch and build help build a relationship with the clients.



Informative pieces demonstrate that you are knowledgeable in your sector and build show your clients that you have market leading knowledge.



Videos from company employees can be used to demonstrate the size and the ethos of a company. This in turn helps build trust with client.



Animated explainer videos about your services can be powerful and engaging tools to create a lasting impact on your potential clients.



Client testimonials videos provide a huge amount of trust in your organisation. Potential rest assured that they will be looked after.



Office tours are sometime used to create a welcoming experience for a potential client and to help them get to know a company.



Call to action videos can often be used on contact pages of website, some people need an extra nudge!

An aerial photograph of London, England, showing the River Thames, the Shard skyscraper, and the London Eye. A large green rectangular overlay is positioned in the upper right quadrant, containing white text. The background image is a high-angle, wide-area shot of the city, capturing the dense urban landscape and the river winding through it. The sky is filled with soft, white clouds, suggesting a bright but slightly overcast day. The overall composition is professional and visually appealing, typical of a real estate or business advertisement.

Supercharge your
video content today.

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