



# Use the Power of Video to Make Your Business the Star

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This month I'm going to make you an offer I hope you can't refuse.

CareerSource Citrus Levy Marion has partnered with Digital Fury, an Emmy Award-winning video production company, to make businesses in targeted industries reach new audiences and build talent pipelines.

While all businesses are important, by "targeted industries" I mean those that have been identified as core to the economic well-being of

our community: manufacturing, logistics/transportation, healthcare, information technology, and construction and related trades.

It's no secret that the use of video to promote a business is not just on the rise; it is taking over. According to Hubspot, 81% of businesses use video as a marketing tool, up from 63% over the last year.

And no wonder. The sheer volume of video content online is growing exponentially. Consider this: by 2020, nearly one million minutes of video will be crossing the internet per second. And by

2021, online videos will make up more than 82% of all internet traffic – 15 times more than in 2017.

There is a good reason for that as the video marketing gurus at Biteable.com will tell you:

"As a visual species, humans find videos more engaging, more memorable, and more popular than any other type of content out there. Video as a means of storytelling and advertising is no longer a nice option – it's a necessity. If you want to increase conversion and exposure, a video marketing strategy is the only way to go."

Honestly, there are scores of statistics that make the case for promoting your business via video. While space won't allow me to list them all, I do recommend you check out Biteable's "55 video marketing statistics for 2019." Hubspot has two stats I want to underscore:

- 97% of marketers say video has helped users gain a better understanding of their products and services, and
- 71% of people watch more video than they did a year ago.

Which brings me back to the offer I hope you can't refuse. CareerSource CLM and our affiliate Talent Center in partnership with the College of Central Florida can help eligible businesses reach current and future job candidates via 50-60 second videos highlighting who you are, what you do, career opportunities, needed skills and available training.

We know that quality video production can be both expensive and time-consuming. Happily, we'll ease that burden by handling production logistics, ensuring your message is professionally scripted and, thanks to our partnership with Digital Fury, we'll underwrite the majority of production costs. That makes it affordable to the eligible business of any size:

- Free to businesses with 20 or fewer employees
- \$100 for businesses with 21-50 employees
- \$200 for businesses with 51 to 100 employees
- \$325 for businesses with 101 or more employees

In addition to providing you with a video for your business's own use, we also promote it on our social media channels, show it at professional development conferences and job fairs, and provide you with a marketing roadmap of strategies and tactics to help you get the most out of the project.

If you'd like to see what the videos look like, go to bit.ly/TalentPipelineBizVideos and click on the Business Video Playlist link.

If you'd like to find out how your business can take advantage of this low-to-no cost opportunity, please call our Business Development Team at 352-873-7955 or 800-746-9950.

Laura Byrnes, APR, CPRC, communications manager at CareerSource Citrus Levy Marion, is Accredited in Public Relations, a Certified Public Relations Counselor and a Florida Certified Workforce Professional. She would love to hear from you and learn what kind of information you'd like to see each month. Please contact her at (352) 291-9559, (800) 434-5627, ext. 1234 or lbyrnes@careersourceclm.com.