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# What Is Video Storytelling?



If a picture is worth 1,000 words, and a frame of video is 24 pictures per second...



then one minute of video equals 1,440,000 words.



Steinway Piano Naples

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The human voice conveys emotion.



70% of marketing professionals report that video converts better than any other medium  
(adelle studios)



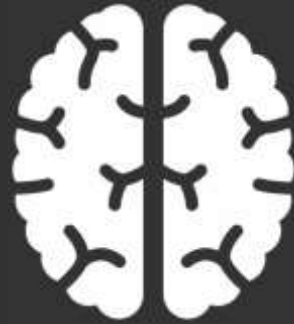
Movement captures and keeps  
people's attention.



80% of your online visitors will watch a video, while only 20% will actually read content  
(Digital Sherpa)



Capture people's hearts -  
by first stimulating their brains.



90% of information transmitted to the brain is visual, and visuals are processed 60,000x  
faster in the brain than text

(Sources: Billion Dollar Graphics and Web Marketing Group)



The brain is hard-wired to trust the human face.



The average Internet user spends 88% more time on a website with video than without.  
(adelle studios)



Humanize your business and create deeper relationships with your audience.



Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text  
(Insivia)



# Video Storytelling Tips & Tricks

1. Define a goal, set KEYWORDS



# Video Storytelling Tips & Tricks

2. Find the heart of the story (main character)



## Video Storytelling Tips & Tricks

### 3. Capture a “conversation” (the interview)



# Video Storytelling Tips & Tricks

## 4. Capture documentary style, be REAL



Stories that evoke emotions are more effective at convincing your audience to take action.



52% of marketing professionals worldwide name video as the type of content with the best ROI (Syndacast)



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We are not driven by facts,  
we are driven by emotions.



Size43.com

Brian Artka

brian@size43.com

@bartka

linkedin.com/in/brianartka