



At SpotOn Productions, we're passionate, trusted partners. We help companies like you solve common business challenges with video.

The videos we create help you attract new customers, engage your audience, nurture your prospects, delight your customers, and help you grow and retain your incredible team.

Since 1998, we've produced over 1,000 videos with our proven production process.

513.779.4223

spoton productions

info@spoton productions

5 REASONS WHY YOU NEED VIDEO

Make videos work for you in 2022!

VIDEOS BENEFIT YOUR CONVERSION RATE & ROI



Trust is the foundation of conversions and sales. And trust is built when customers get to know you better and feel confident in your business. Simply adding one video on any landing can increase conversions by at least 80%, because video content creates an immediate relationship with the viewer and establishes the trust they need to make a purchasing decision

VIDEOS BENEFIT YOUR SEARCH ENGINE OPTIMIZATION



Visitors will spend more time on your website watching video content and this longer exposure helps build trust and assures search engines that your content is worth watching. Your website has 53 times more chances of appearing on the front page of Google in organic rankings if you have a well-optimized video content on your website. If your website has been struggling to obtain or maintain first page rankings, adding video content is a great solution!

VIDEOS BENEFIT YOUR EMAIL MARKETING



Just including the word "video" in the subject line of your next email campaign, can boost open rates by 19% and click-through rates by 65%. Give your subscribers what they really want... more videos! Even 63% of senior executives visited a vendor website after viewing a video.



We're ready to help plan your video strategy and budget for 2022, and can advise you on what kind of video options would best solve your unique business challenges.

As your trusted video production partner, SpotOn Productions is always happy to help, and we look forward to speaking with you soon.

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VIDEOS BENEFIT YOUR SOCIAL MEDIA



Did you know that the average user spends 2 hours and 23 minutes on social media everyday?! During that time, they are exposed to tons of video content. Without videos to watch and share, you're missing opportunities everyday to connect with your target audiences.

Every social network is investing heavily in video and are always rolling out new features to support their success on their platform. Why? Because videos produce 12 times more social shares than text and images combined. Videos make their platforms successful and they are craving your content!

VIDEOS BENEFIT YOUR ENTIRE FUNNEL



A high-quality brand video can be used in so many ways and has a multitude of measurable benefits to your business. Your audience is already out there watching video content. If it's not yours, it's your competitors. Let's change that! SpotOn Productions can be your trusted partner in all things video. We'll help you create share-worthy content and get the most out of every video.

READY TO START FILMING? STILL HAVE SOME QUESTIONS?

Consultations are always free.
Contact us today!