

# Video Studio – Video Transcript

One of the biggest challenges financial professionals face is cutting through the digital noise to grow their business.

Consumers are actively looking for guidance online, but with so much content and messaging competing for attention, how do you stand out to potential prospects?

The answer is personalized video.

Consumers are gravitating to video content — 54% want to see more videos from the brands and businesses they trust.

Businesses who use branded video content are seeing the results. They get 66% more qualified leads per year, and 93% of businesses gain new customers by using video marketing.

That's why Broadridge developed Video Studio, a video solution that quickly and easily brings your brand to life, helping you can attract prospects and accelerate engagement while amplifying your digital presence.

It all starts with our ready-to-go, FINRA-reviewed educational videos.

Video Studio automatically integrates your photo, brand colors, logo, and contact information directly into each video you choose to share, allowing you to stay front-and-center and build brand equity while educating consumers.

In addition, custom calls-to-action prompt engagement by driving viewers to your web pages. Gain webinar registrants, increase web form fills, encourage appointment scheduling – it's all about capturing prospect information.

With Video Studio, creating an ongoing digital presence is quick and seamless.

Social media and email distribution are built right in, so once your video is personalized and ready, it's broadcast in seconds across channels. Want to schedule distribution at a future time? You can do that too. Or completely automate distribution with Set & Forget campaigns.

Finally, Video Studio's integrated analytics dashboard lets you optimize client engagement by tracking which video topics and styles are performing best.

Everything works together — videos, branding, calls to action, distribution, and analytics — to help you build your digital presence and brand equity while educating consumers in the format they want.

It's time to personalize your videos and maximize your growth!

Video Studio, from Broadridge.