

**Video is  
the Way  
To Be**



# On Every Marketer's To-do List

Videos engage through multiple senses, evoke various emotions and persuade to take action in one form or the other.



# Cost Effective

**A 10-minute video posted on YouTube will cost much less than a 30-second ad on television.**



# Much Larger and Wider Reach

Over 800 million unique users from all over the world visit YouTube each month. Such a humongous audience is obviously not possible through TV.



# Transparency in Reviews/Responses

Viewers' feedback both positive and negative helps taking in the positives and editing the shortcomings.



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