

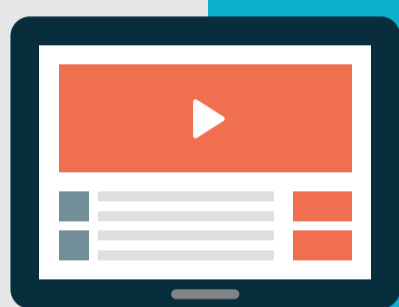
# 6 WAYS

## TO INCREASE YOUR ROI WITH VIDEO



### 1. Cut travel expenses

Keep the personal touch and lose the travel budget by using video for more of your team meetings, customer outreach, and all-hands meetings.



### 2. Reduce training expenses

Create content via a single video production that can then be accessed by all employees, streamed live or viewed on-demand.

### 3. Generate leads

Video is known to boost conversion rates. Webinars, product videos, and informational videos are all great for engaging new prospective customers.



### 4. Improve customer service

Instructional videos can dramatically reduce frustration and offer exciting new ways for your customers to use your products.

### 5. Streamline the hiring process

Record opening interviews of job candidates and share only the best prospects with relevant hiring executives.



### 6. Protect against litigation

Many companies today require compliance training in a number of fields to protect against litigation. With tools like viewing metrics and interactive video quizzes, today's video training can provide the accountability to prove a company was not negligent.



Looking for more tips on how to increase your ROI on enterprise video? Download the whitepaper:

[Measuring and Maximizing the ROI of Enterprise Video: Practical Tips for Justifying the Costs of Streaming Technology Deployments.](#)