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**BUSINESS**



**The Brand Ambassadors  
Archives Available  
July 27th 2018: What Goes into Imagery for  
Business - Part II**

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In December 2017, Wyzowl, conducted its annual state of video marketing study for a snapshot of video's branding importance. Key findings include: · 97% of marketers say video increased understanding of products or service. · 81% of people decided to buy a product or service by watching brand's video. · 81% of businesses use video marketing – up from 63% in 2017. · 85% of people say they want more brand videos in 2018. · 76% of marketers say video increases sales. · 72% of consumers would rather use video to learn about a product or service. The numbers d

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#### Featured Guest



#### Scott Webb

Scott Webb's energy, knowledge and experience with media production, graphic design, and writing make him one of our essential players.

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