



Cyber PR Army

**VIDEO
AD CREATION**



ONLINE ADVERTISING

Let our team craft intentional high-level videos to showcase your business through online advertising. Created in lengths to suit your needs, your videos will be posted to relevant channels to expand your online presence. These video assets can also be repurposed for your website.

WHAT WE DO

We use existing assets or create custom content (photographical or video) to design versatile video ads for Facebook, Google or alternative platforms. Once created, ads can be tweaked for future campaigns or repurposed as social media content or website content.



98% of Facebook users access the platform on a mobile device (Statista)

HOW IT HELPS YOU

- Expands your reach
- Increases your audience engagement
- Makes your business look professional and established

Online advertising is a proven and affordable method to increase your customer base, raise brand awareness and filter traffic to your site. Video ads increase customer engagement further and convert into a higher percentage of click-throughs.


Audiences gravitate towards video content as it attracts attention more than static ads. According to Facebook and Nielsen, the first three seconds of a video delivers about 47% of the value. The first ten seconds of videos contained about 74% of the value. For this reason, the opening of your video ad must convey the right level of input or your ads will go unnoticed.

Video ads are an easy to way to use the illusion of scale to your advantage. While many still associate video advertisements with big-name brands, small local business can take advantage too! By using a professional team, you will funnel your advertising budget where it is most effective and appear larger than you may be.

85% of video content is watched with the sound turned off (Digiday)



SOME STATS FROM OUR CLIENTS' RECENT REPORTS:

 Device Breakdown		
Device Type	Spent	Clicks
Android Smartphone	CA \$1,153.94	7,957
iPhone	CA \$137.68	349
Android Tablet	CA \$28.31	209
iPad	CA \$16.03	23
Desktop	CA \$14.66	51
Other	CA \$3.91	2
iPod	CA \$0.81	

Results	Reach	Impressions	Cost Per Result
2,608 ThruPlays	56,272	135,538	\$0.01 Cost Per Th...

Facebook video ads have one of the **lowest cost-per-click rates** of any social media ads (Fit Small Business)

Get in touch with us today to discuss the best platforms and ad formats to target your ideal audience.

