

## **Swen Halverson Productions Announces Creation of Professional Video for Dentist**

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Video is extremely hot right now, especially on Facebook and YouTube, Swen.pro reports. Swen Halverson Productions proudly announces they have created a Professional Video For London Ky, Dentist. This video is of great importance, as it will help the dentist be found by potential patients online. Video is extremely hot right now, especially on Facebook and YouTube, thus every business should consider making Video production and advertising a part of their overall marketing strategy.

"YouTube recently reported mobile video consumption continues to rise at the rate of 100 percent each year. Any time a company includes a video on their landing page, they find conversions increase by as much as 80 percent. Furthermore, when a video is included in an email, the click-through rate skyrockets by 200 to 300 percent. Imagine using video across multiple channels. This could grow the business significantly in a short period of time," Swen Halverson states.

Only 22 percent of small businesses state they plan to post a video in the coming year. Those businesses that do so will see the benefits of video usage and can move ahead of their competitors by doing so. In fact, 75 percent of individuals who have viewed a video online in the past month interacted with the video, and 92 percent share a video they enjoy with others. This method helps to increase the reach of a business in a short time period.

"In order to receive the most benefit from this marketing medium, a company must ensure the video looks professional and projects the right image for their organization. A poorly made video can do more harm than good, thus this isn't a task the average business owner should take on. It's best to leave the work to the professional, someone who understands how to make a high quality video at a reasonable cost," Halverson continues.

Google reports the average person won't stay on a video if it stalls at any time while it is loading. A professional video production company ensures the video is optimized for viewing from start to finish. Furthermore, the company may be of help with reviewing existing videos, optimizing the videos for search engines and more. When choosing a provider, a business needs to make certain the company can provide the services they want and need.

"We know how tough it can be for small business owners to compete with big-name companies, especially when your resources and time are limited. That's why we've priced our video marketing services, affordably, so you can stretch your advertising budget to its fullest without breaking the bank," Halverson announces.

About Swen Halverson Productions:

With more than ten years of experience in photography and video production, Swen Halverson offers a wide spectrum of video-related services, including video production, video SEO and Facebook and YouTube Advertising.

Contact Info: Name: Swen Halverson Organization: Swen Halverson Productions Address: 781 Begley RD North Phone: 6063082411 Source URL: <http://marketersmedia.com/swen-halverson-productions-announces-creation-of-professional-video-for-dentist/178422> For more information, please visit <http://www.swen.pro> Source: MarketersMedia Release ID: 178422

### **Contact Information**

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