

## Where Firms and Entrepreneurs Bring Their Content to Life

### The Challenge

Time is fleeting and attention is at a premium—mandating that content be:

- Engaging
- Differentiated
- Results-Oriented

### The Solution—The FLX Media Advantage

FLX Media delivers meaningful content that results in **growing audience engagement, generating leads, and giving brands their unique voice.**

We partner to understand your journey, helping to:

- Showcase your thought leadership, build brand awareness and create an emotional connection through personalized messaging
- Educate target audiences on capabilities, services, and products
- Develop video assets that can be used as a perpetual resource for growth, generating leads and a scale that is infinite
- Drive traffic to where you need it by leveraging proprietary databases to broadly promote content through email campaigns and across media platforms
- Access FLX Public Relations expertise to identify potential interested media outlets

### A Variety of Platforms & Offerings

#### Video Narratives

Elevated production value that places an emphasis on story

Firm history, points of differentiation, commentaries and strategies

#### Quarterly Perspectives and Due Diligence

Bespoke options as well as the ability to conveniently capture content over video conferencing platforms, while delivering an upgraded look and feel

#### Audio Podcasts

Reach target audience through veteran industry voices

Leverage trusted parties to communicate and humanize your story

#### Social Amplification

Maximize exposure across social media extensions

Grow your social presence through cross-promotion

## WHY FLX MEDIA?

With decades of experience in relevant industries ranging from financial services to entertainment to brand marketing, we bring a specific skillset to uniquely spotlight companies and their distinct value. Our ability to capture and convey complex information and individual stories effectively elevates brands to new heights, ensuring a level of production value and cohesive storytelling unparalleled in the financial services industry.

### FLX MEDIA SHOWREEL

#### METRICS THAT MATTER

**95%**

of a message is retained by the viewer when watched in a video versus 10% when read in text format. ([Insivia](#))

**72%**

of customers would rather learn about a product or service by way of video. ([HubSpot](#))

**35%**

higher average retention rate of personalized videos vs. non-personalized videos. ([HubSpot](#))

**53x**

more likely for a website to reach the front page of Google if it includes a video. ([Insivia](#))

On average  
**2.6x**

more time people spent on pages with video than without. ([Wistia](#))

Up to an  
**80%**

conversion rate boost when you include a video on your landing page. ([Unbounce](#))

**300%**

increase in click rates when adding video to your emails. ([HubSpot](#))

**78%**

of people report watching videos online each week, with 55% of those watching on a daily basis. ([Social Media Week](#))

**18**

the average number of videos published by businesses each month. ([HubSpot](#))

**300%** more traffic attracted by videos, helping to nurture leads. ([MarketingSherpa](#))