



# Video Marketing

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# About Me



**Barry Wygel**  
**Creative Services**  
**Manager**

Barry joined Baker Public Relations in the fall of 2018 working with clients to design and execute cutting edge public relations strategies using the latest in video and communication best practices.

With two New York Emmy nominations under his belt, he spent six years as a television reporter for Spectrum News in Albany and Syracuse before transitioning to the field of public relations.

As Creative Services Manager, Barry works with all clients to effectively communicate with their customers, employees and stakeholders in mediums proven to be most impactful. Using video, infographics, animation, podcasts, graphic designs and even AR and VR he is able to meet each client's specific needs.

Barry, a Capital Region native, is a graduate of Shenendehowa High School and SUNY Oswego, where he received a degree in journalism with a concentration in broadcasting and double minors in history and political science. He is also the author of *The Source*, a thriller novel.



# Why Video?

# How Video?



# Video Content is King

- In 2020, the average American watched 100 minutes of online video a day
- 78 percent of Americans watch online video each week
- 72 percent of consumers say they want to learn about a product from a video
- 86 percent of US businesses use video marketing



# Types of Video

- Organic/Owned
  - Social media, newsletters, landing pages, web bios
- Paid
  - YouTube pre-roll, OTT, social media ads, Traditional TV



# How to Start

- Start Small
  - product demos
  - staff intros
  - behind the scenes
- Explore Paid Marketing
  - can be incredibly cost-effective

