



MARCH NEWSLETTER

FDMC digital newsletter of facts and news you can use!

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Video Is King!

A recent study by Sandvine proved what I already knew but they had the stats to back it up. Video is really king now in the social media world. 62% of total traffic on smart phones is for streaming video. What is more is that 65% of that is down streaming for video. Read my full story on this by following this link.

<http://bit.ly/395nyMI>

Q. What is the most popular video format?

A: Most apps use mp4 format for video

Q: Is TikTok just for kids?

A: While the app is most popular with the 20 something crowd, more and more 40 plus are now using the video app. Kids hate this but so it goes.

Why Video?

Video just makes sense to promote your business or service. Most smart phones have decent quality video today so you really have no excuse not to make a marketing video. There are a lot of free editing apps and again, most smart phones come with basic editing features. If you want a professional video done, reach out to a local company to give you a quote. Regardless, you need to put video in your marketing scheme if you want to capture today's market.

Quote of the Month

“Whatever you want to do, if you want to be great at it, you have to love it and be able to make sacrifices for it.”

-Maya Angelou

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