

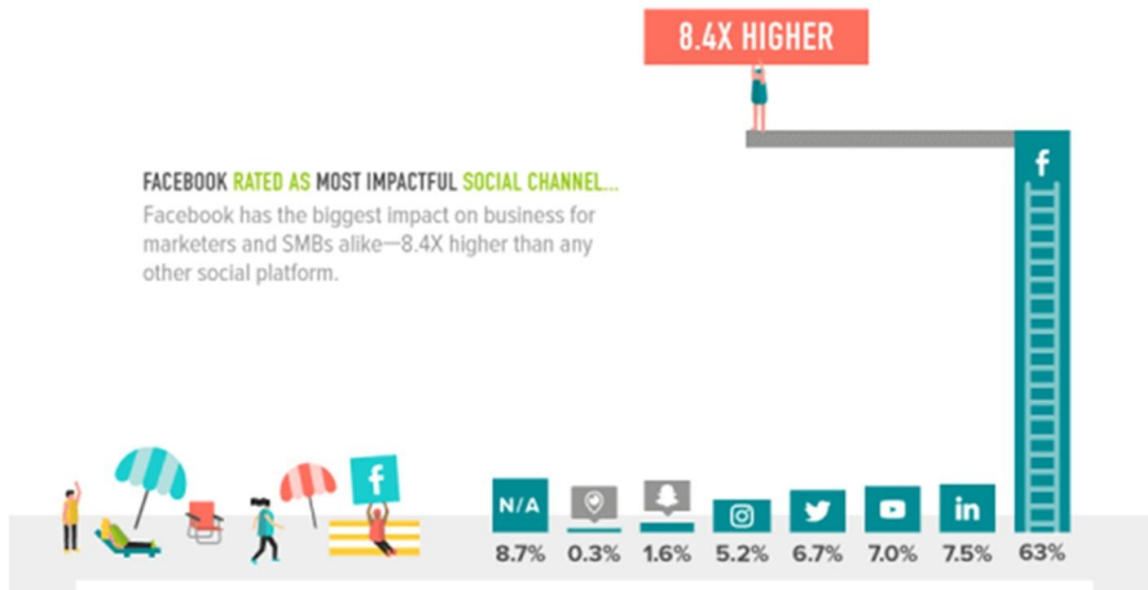
50^{Plus} Media Solutions^{INC}

Website and Facebook Video Advertising Campaigns

We've known about the power of video advertising on websites for a decade. Facebook video advertising has also been making great strides in promoting many SMB (Small & Medium Businesses) advertising campaigns across the Internet. Several recent 2016 statistics from Animoto of San Francisco and New York advertising fame indicate Internet video advertising is on the increase for several reasons:

- **76.5%** of professional marketers and SMB owners that have used video marketing say it has had a direct impact on their business.
- **Facebook** was named the *most impactful* social channel by marketers and SMB owners alike. **44%** plan to spend money to promote video content on Facebook in the next 12 months.
- SMB owners and marketers view video marketing as a skill more desirable than email, design, or written marketing.

Facebook is the primary platform used by SMB owners and marketers for sharing and distributing video content. Both marketers and SMB owners rate its effectiveness more than **eight** times higher than any other social platform as shown below per Animoto.



Animoto 2016 Video Survey Infographic

Facebook is the most popular social media channel with over **1.79 billion monthly active users and 1.18 billion daily active users worldwide** (November 2016), With its video capability and new live streaming video service, videos have become more popular than their equivalent online ads or other social media competitors. Facebook received over **8 billion daily video views** as of November 2016. In 2014, CEO Mark Zuckerberg was quoted as saying “*In five years most of Facebook will be video!*”

50 Plus Media Solutions has been using website and Facebook video ads since 2014 with great success! Five important benefits why 50 Plus and Facebook ads are very successful and growing:

50 Plus Media Solutions INC

1. Videos are more informational and appealing than online or print ads.
2. Facebook video ad campaigns are highly targeted to specific audience and interests.
3. Facebook video ad campaigns obtain more results in targeting 50 plus agers.
4. 50 Plus produces very appealing and engaging SMB videos.
5. 50 Plus has the expertise for obtaining the best website and Facebook ad campaign results.

50 Plus Website and Video Advertising Facts:

50 Plus has a reach of over 1.2 million 50 plus age Coloradoans across 100 cities in 16 Northern Colorado counties. Our newspaper website receives over **10,500 average worldwide visits per month with 52% Northern Front Range average visits** per Webalizer & Google Analytics (November 2016).

We place our videos on our newspaper website homepage or our four edition webpages and our Facebook page as part of our video service. A range of 30 to 60 video views per month can occur without an advertising campaign. **With advertising, this can increase to over 1,200 views per month.**



Facebook Video Advertising Facts:

Facebook has 500,000 users over 50 years age in our targeted area interested in news related categories, thus giving SMB advertisers a large audience in the Northern Front Range area.

Facebook video ads are targeted to their audience by demographics and psychographics. This means narrowing the targeted field to a defined location, age group, gender, and specific categories, which gives the SMBs a highly targeted ad campaign to benefit their preferred audience.

Another beneficial service from Facebook is sharing your video, which gives you even more penetration of your video as it will be seen again and again on other user Facebook pages.

Facebook video ad campaigns indicate how large of an audience in the defined area can be reached with the total view results as shown above in this Senior Law Day one week video ad campaign.

We highly recommend a targeted audience campaign for your video ad on your and our website, your and our Facebook pages 30 to 60 days prior to your event in Colorado to give the best campaign results. With the agreed upon daily budget, results will be seen almost instantly once the campaign has started.

Video Results:

We can provide statistics for your video from our video service and Facebook pages. We can track your video with daily, weekly or monthly results.

Call your 50 Plus product consultant or our office at **303-694-5512** to learn how website and Facebook video advertising can promote your business or non-profit organization with beneficial results today!