



FUNDAMENTAL VIDEO SERIES

Influence purchase decisions through one of the fastest growing marketing mediums – video!

According to findings from The State of Video Marketing Benchmark Study, 90% of customers are saying that video helps them make buying decisions and 64% of customers are saying that seeing a video makes them more likely to purchase. It's the perfect time to take advantage of incorporating video into your marketing strategy to inform and influence buying decisions... and generate quality sales and marketing leads.

In our recent Media Consumption Study, 84% of our *Pharma Manufacturing* audience indicated that they are likely/very likely to register for access to educational video content that provides problem solving ideas and practical solutions.

Pharma Manufacturing's Fundamental Video Series was created to satisfy the *Pharma Manufacturing* community's persistent demand for educational material, delivered in an easily digestible video format. Video sponsorship opportunities allow your company to take advantage of a video environment to educate and influence buyers as they move toward their vendor selection and purchasing choice.

- Each of the Fundamental Videos are 5-7 minutes in length and presented by *Pharma Manufacturing's* editors or other experts in the field.
- The videos require registration to view, and include a three-month program of active promotion to a targeted audience.
- You have the right to reuse



Fundamental Video Series price:
\$3,200

Custom Fundamental Video price:
\$6,500–\$8,500

Exclusive sponsorship
Fundamental Video opportunity
Select your own topic and date

To learn more contact:

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