

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 grows audience engagement, generates leads, and gives 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 an infinite scale
- Drive traffic to where you need it by leveraging proprietary databases to promote content through email campaigns and across media platforms broadly

Four Distinct FLX Media Offerings

FLX Media’s award-winning approach to storytelling elevates brands to new heights and delivers a level of production value unparalleled in the financial services industry across four distinct offerings, each of which is promoted through FLX's email and social channels as shown below.

Firm Story	Bring your firm’s story and message to life through interviews with key personnel and premium visuals.	Leadership Story	Spotlight thought leaders and those who embody your firm's culture.
Product Story	Tell the story of your unique product offerings.	FLX Studios-Remote Video	Integrated film studio that enhances member's communication and delivers a turnkey solution to easily create videos. Share your timely market updates and outlooks from the convenience of your office.

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 skill in capturing and articulating complex information and unique narratives helps amplify brand impact, setting a benchmark for craftsmanship and cohesive storytelling within the financial services industry.

Metrics That Matter

91%	82.5%	66%
of consumers prefer video content	of all web traffic in 2023 were videos	of consumers find short-form videos to be the most engaging content on social media
84%	95%	36%
of consumers say watching videos convinced them to purchase	of consumers retain information better when they watch a video than when they read text	increase in completion rates can be achieved with interactive videos compared to linear videos.
19%	90%	1200%
increase in the chances of emails getting opened when they include video content.	of people will watch your marketing videos on YouTube	more shares can be attracted by social media videos compared to text and image content combined.

Source: [Zight](#)

Award Winning

