



FLX Media Business Summary

Meaningful Content at a reasonable price

FLX Media is positioned to be the premier destination for content creation in the asset management industry. We deliver meaningful content that results in real growth, while providing asset managers, distribution professionals, solutions providers, wealth managers, and financial advisors more visibility.

Concise and clear messaging simplifies the experience between our members and their audience. The role of motivating visual communication has become more vital to build your brand by increasing visibility, building trust, and differentiating your capabilities. With extensive expertise in today's leading digital tools and visual demands, we deliver an unparalleled, unique style of professional branding and messaging.

Our proven industry experience in broadcast television, documentary lifestyle, direct-to-brand storytelling, and ultra-high-speed cinematography will ensure your content will be differentiated and elevated.

Using a tiered approach, FLX Media offers meaningful content at a reasonable price to fit the needs of an individual, firm, or product offering. We enhance your intellectual capital through visual aesthetics that showcase your brand identity while engaging clients in a tailored experience.

What is FLX Media?

FLX Media is a creative hub that shares a common axis with FLX Distribution members looking to broaden their reach with video content. We provide value by creating an authentic experience that aligns people, services, and products while showcasing your credibility.

The Problem

Time is fleeting and attention is at a premium... As we navigate a crowded field and compete for attention and time, industry leaders need to educate, inform, engage, and leave clients with enduring images that demonstrate trust and leadership.

The Opportunity

Video content centered around your brand is critical to enhancing marketing strategy and brand awareness. With marketing trends and data supporting the inextricable link between business, video content, and results, this powerful tool cannot be ignored.

- Showcase thought leadership
- Educate consumers on facilities, services, and products
- Build brand awareness through personalized messaging and create an emotional connection
- Drive traffic to your website
- Generate leads with onsite and offsite content

How do I justify the cost?

Video rich content will increase your reach and visibility, leading to lasting impressions and sharing across multiple platforms. With video being accessible by any person with a phone in their hand, quality will separate your content from others and elevate it into a premium space.

Metrics that Matter

Engagement – people tend to stay longer on websites when there is video content

- Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text. ([Insivia](#))
- 72% of customers would rather learn about a product or service by way of video. ([HubSpot](#))
- The average retention rate of personalized videos is 35% higher than non-personalized videos. ([Hubspot](#))
- Videos attract 300% more traffic and help to nurture leads. ([MarketingSherpa](#))
- A website is 53 times more likely to reach the front page of Google if it includes video. ([Insivia](#))
- Including a video on your landing page can boost your conversion rate by up to 80%. ([Unbounce](#))
- Adding video to your emails can increase click rates by 300%. ([HubSpot](#))

- On average, people spend 2.6x more time on pages with video than without. ([Wistia](#))
- 78% of people report watching videos online each week, with 55% of those watching on a daily basis. ([Social Media Week](#))
- 18 is the average number of videos published by businesses each month. ([Hubspot](#))

The FLX Media Team

Led by a creative team with over 20 years of experience in the entertainment industry, our ability to capture and convey complex stories and information effectively will elevate your brand to new heights. Your content and messaging will benefit from decades of industry experience in narrative and broadcast television, documentary, and lifestyle storytelling.

Having experience with budgets ranging from several thousand to several million dollars, careful consideration is used to maximize production value while delivering your content on time and on budget.

Name	Description	Onsite Filming	Edit Revisions	Starting at	Points
Institutional	Show your clients what's behind the name of your business and what's on the horizon! This package includes interviews with select team members and an overview of business operations through a comprehensive B-roll package and unique approach to tell your story.	8 Hours	3	\$8,999	12
Branded Content	Demonstrate the physical capabilities and unique products your business offers. While sharing the brand's values, this content aims to monetize on positive associations, versus direct self-promotion.	6 Hours	2	\$5,999	8

FLX

DISTRIBUTION
MEDIA

Name	Description	Onsite Filming	Edit Revisions	Starting at	Points
Advisor	Highlight team members and their stories. Get to know the people who represent you and the products they offer.	4 Hours	2	\$3,499	6
Internal Communications & Remote Package	Keep your team informed and inspired with key updates and messaging captured in a remote environment. User generated content is combined with existing and royalty free images, music, and a basic graphics package. Educate clients and team members on the products and services you offer. Don't forget to inquire about FLX Media's remote video solution kit coming soon!	N/A	2	\$2,499	4

Subscription to FLX Media can be purchased for \$50,000. Members receive 100 points to allocate to their preferred sessions throughout the calendar year. Discounted pricing will be available to firms seeking multiple packages or when a significant number of advisors/team members will be featured.

Additional expenses may be applied if significant travel and/or additional production requirements are needed.