

# TOP 7 WAYS TO MARKET YOUR BUSINESS ONLINE USING VIDEO

## Commercials

Create an exquisite, professional and effective commercial for your business or latest product. Tailored for TV and/or Web use, get your message across with a commercial production.

## Testimonials

Let your satisfied and enthusiastic customers speak for the quality of your business. Video testimonials allow prospective buyers to build a trust and confidence in your company, by hearing your brand's reputation via your clientele.

## Product Demos

Product demo videos are a great way of showcasing your latest products, either for use at a convention, distribution to wholesalers or other applications.

## Training Videos

Training videos can be used for staff training and new employee orientation and equipment instruction. These can be either for internal use or for resale.

## Corporate Videos

A corporate video is an opportunity to display your business' identity and character, allow you to place your business as an industry leader in its line of work.

## Recruitment

Want to attract new employees to your business? Video is probably the best way of featuring your staff, company's amenities and office campus.

## Information Dissemination

Webinars and whiteboard presentations are an effective way of disseminating information in a clear and concise manner. If you want to teach a new strategy or concept to people, or perhaps just want to share a quick tutorial, then consider a whiteboard presentation.

