



VIDEO MARKETING

Today, video is everywhere you look. The internet is awash with it – some good, some bad. But if done well, nothing speaks to a potential client quite like a well conceived, compelling and engaging video.

Internet video is exploding as a marketing media. In a recent survey of 116 companies of all sizes, 57% have created branded video; 40% have used video for product or service demos . . .

and 37% for customer or employee testimonials. When asked to rank various online marketing priorities for 2010, video was ranked as the top priority, edging out email, search marketing and social media campaigns. The top reasons for video use were branding (60%), gaining exposure on video sites like YouTube (54.7%) and creating viral content (48%)

Eyejazz has produced over 10 hours of video training and marketing videos for the web. We can even produce live video over the internet to cover your next seminar, meeting or event. We handle every aspect of video production from start to finish including DVD authoring and packaging if required.



[Did you know that video marketing is one of the most effective marketing strategies?](#) Video is an extremely important marketing tool to help