

Promotional DVD's

Use video to sell

Video is the most effective way to communicate your message. They convey your message better than any other media. People are 75% more likely to watch video than read print. Buyers are 98% more likely to give their time to a corporate video production or promotional DVD production than one from a sales representative.

Video induces emotive responses; conveys enthusiasm and the personality of the people better than any other medium. Video sets your agenda and keeps the viewer focused; it demands attention. It's the next best thing to having the customer using your service or product.

Film & video production at its most engaging

Don't waste valuable marketing money and time, use a proven tool: that of effective corporate video production. Video promotion sells your message in the most effective way.

Promotional DVD's have three main advantages over any other form of marketing tool. They can convey atmosphere, emotion and integrity to the viewer in ways that simply cannot be matched by more traditional forms of advertising.

Atmosphere

Video has an ability to convey atmosphere like no other medium can. Potential clients can actually see and feel the friendliness and professionalism of your staff, the efficiency of your office or your state-of-the-art factory. Not only can a video show how your products and services look but also how they move and how they sound. From the slick efficiency of a production line in operation to a demonstration of the actual products in use, video can convey so much more.

Integrity

There can be no greater accolade for your company than a satisfied client telling the world how good you are on camera. Testimonials are used everywhere and for very good reason. A potential client wants to know what existing clients think about your business. Anyone can write testimonials in brochures or on a web page but they are merely words. Put that same client in front of a camera and the emotion and integrity is immediately apparent. A satisfied client that comes across on screen as natural and genuine is worth their weight in gold.

In a world of increasingly tough competition a corporate video or promotional DVD is the best way to make your business stand out from the crowd.

Contact me for more details.