

IMPACT!



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President

Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

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! “Linking Companies to their Communities” *Video Marketing*

If a picture is worth a thousand words, then a video is worth millions.

Videos can emotionally trigger a person when static text simply cannot.

People get bored reading the elaborated long paragraphs found in most marketing venues. Much of your message gets lost in the massive content.

People skim your e-mail or direct marketing materials at best, or basically ignore them, toss them or click to something else.

Videos that are entertaining, can be educational, make an impression, and if you are lucky, shared with others!

Video is the new article posting.

Whatever you put in an article or white paper can be made into a video.

Video Content

A very simple way to get content into your video is just to talk to a video camera about the topic you have chosen. Some people are more comfortable with this than others, but having yourself "front and center" puts a human face to your business. People connect with people and a connection will be made to your business through you.

Post your video.

Submit it for free to video hosting sites such as YouTube, Facebook, Google Video, AOL Video and of course, your own website. Add it to your yellowpages.com page (call them for pricing).

Consider these tips when creating your Video

- * Focus on the benefits of your service or product.
- * Produce a short video. (2 to 4 minutes.) Online viewers have a much shorter attention span when watching video on the Web. Longer videos also mean larger file sizes. Most free video hosting sites have a 100MB limit; some even less.
- * Display your website address in an early part of the video. If the viewer would like to check your website out early, he can get the address and move on to your site. This is a good thing!
- * Name the video purposely. Use rich keywords relating to your service or product and use those words in your title. This will help your video appear in the search engine result pages for those keywords.
- * Make sure you provide quality information about your service or product. Tell your viewers something unique or important so they will want to visit your website to learn more.
- * Avoid blasting on the scene and just blurring your website.
- * Since your screen is typically much smaller on the web, avoid wide shots with a lot of people in them. That image doesn't translate well on the Internet.
- * Avoid pans and zooms. Rapid movement is harder to watch on a smaller screen.
- * Keep it simple. Don't go crazy with a lot of titles and graphics. They may be too small to be effective.

Check out **IMPACT!**'s new video

Make an IMPACT!

**Make an IMPACT! with
"Customized Communications"**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with
"Messages that Matter"**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increase your credibility and build your organization's identity.

**Understand how to better
IMPACT! your customers**

IMPACT! develops effective strategic plans based on outcomes, so that you understand your target market and competition and have the knowledge to make informed decisions before implementing PR and marketing strategies.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.