

Video Marketing

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Video is the most powerful and fastest growing social media tool that companies should use when creating their internet marketing and social media strategies. It is the most powerful way to put emotion into a message.

Why is video so effective? To process a video the human brain uses 40% of the cortex. We are hard wired to be attracted to visual stimulation. As we have come to understand this online video marketing has grown to become an integral part of social media strategies. We have YouTube to thank for showing us just how powerful video can be.

Video production is one of your specialties. In ways that are very cost effective we create custom videos that immediately capture a visitor's attention and guide them to take action. We can show you ways to use video in your Email campaigns, Google video marketing campaigns, basically, in anywhere you wish to send a powerful message.