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marketshare communications

Promote Your Company & Your Message With Web Video

Most visitors to your website don't have the time or desire to read all the important information you may post there. However, they will listen to a 2-3 minute video in which you can personally talk about your company and deliver your unique message, have testimonials, special offers, introduce staff and give a facility tour. This is your opportunity to take advantage of this new technology at a very fair and reasonable price.

MarketShare Communications now offers custom designed video segments created specifically for your website which will enhance your company, your brand, your products and services plus add additional customer interest about you, as well as open the door for increased sales opportunities. We offer a series of four, six or twelve, 2-3 minute videos, script writing, video production and post production, including titles, music and preparation for use on your website, or to put on YouTube and other social media sites.

How does it work?

Our crew of expert video producers and directors will have an initial face-to-face meeting with you before filming to evaluate and establish what segment of business each video will highlight. On the actual filming day one or more of our staff will be there with our video crew to film for approximately 3-4 hours. Once this is accomplished editing and post production will take approximately 10-14 days. Of course the final video is submitted for your approval and then made "web ready". The video is then placed on your website in an appropriate area to give the user the optimum experience of what your company can offer.

What is the value of having a video on your website?

In our present economy, business people must focus heavily on marketing to garner new sales opportunities. Traditional advertising media such as trade magazines, newspapers, radio and TV have become a very expensive and questionable solution for marketing a firm, developing name recognition and increasing sales. With the wide use of internet by many business people, and the proliferation of social media, there is much greater value in producing high impact video content to establish brand recognition with the click of a mouse which all other media seems to pale in comparison. Your company, your brand, your products and your message become visible instantly to an audience who is interested in what you have to say — 24/7/365.

What is the benefit of this type of media?

The series of web impact videos builds client retention and connects with them in ways that conventional advertising cannot. It builds trust, brand recognition and conveys your unique message to the people you need to address. It targets your present customers, who may not know all the products and services you offer, plus it educates new prospects about your company. Therefore, in 2-3 minutes you can establish a relationship with a prospective client.



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