

ONLINE VIDEO FOR CONSUMER PRODUCTS

Build Brand With Online Video

Online video is a compelling medium for building your brand and educating consumers. As consumers are spending more time than ever viewing online video — according to comscore, online viewers watch an average of 3.4 hours of video per month — marketers need to adapt. Brand managers have a powerful opportunity to *integrate engaging video into campaigns to build greater brand awareness and affinity.*

SPEAKING YOUR CUSTOMERS' LANGUAGE

- Use customer testimonial content to drive purchases. 65% of daily Internet users consume video content online.
- Stay on the forefront of buyers' product and service evaluations with in-depth information that is immediately accessible.
- Provide demonstrations of products as well as information functionally and applications. 57% of online video viewers share links to the video they find online with others.
- Create a trusted relationship through webinars and educational broadcasts that provide real substantive content for customers.

KEY ONLINE VIDEO METRICS

- Create video campaigns to develop brand awareness
- Drive consumer engagement through branded mini-sites
- Leverage UGC campaigns to connect with customers
- Showcase and demo new products
- Repurpose TV advertising online
- Reach a broader customer base through viral sharing

WORKING WITH PERSISTENCE

- Quality: Production to showcase your content in the best possible light
- Affordable: Competitive production service prices
- Speed-to-Market: Get your content online and to viewers in a timely manner
- Innovative: Keep up with the latest trends in online video



"Capture The Imagination Through Media"

Kennesaw GA, 30144 tel 404.735.2858 www.persistencemultimedia.com