

# BUSINESS MEDIA NEWS

Ideas to grow your business!

April 2006

## E-Commercials & Streaming Video on the Internet

Beat the cost of advertising on local cable or national television with E-Commercials.

Put an E-Commercial on your website that will work for you 24 / 7, not just 20 spots a week on a cable channel. E-commercials are viewed by a captive audience. They go to your website specifically to see what you have to offer. As the old saying goes "Sell the sizzle, not the steak."

In 2005, the annual spending on internet video was \$198 million, compared to \$48 billion in television commercials. Advertisers everywhere recognize Internet Video as a golden opportunity to move beyond costly television spots and reach a larger worldwide market.

Video 7 Production Co., Inc. specializes in E-Commercials and other cutting-edge media formats. Come visit us and learn how we can put a customized package together for you.

Ways to use video on your website:

- Streaming video will help your potential customers understand all of the benefits that you have to offer.
- Training videos that allow your customers to learn more about your products and services can be costly to distribute. When you put that same video on your website, your customers can access that information whenever they need it. This gives you the opportunity to update that information, learn more about your customers' future needs and maintain an ongoing relationship.
- Does your sales team have to lug around a lot of equipment to show videos and presentations? Reduce that equipment load by placing all of that information on your website.
- Training your employees at different locations can

be time consuming. The trainer has to travel to each location, and training a large group can often bring the work to a stop. By putting that training on video and making it available on the web, each employee can be scheduled individually to take the training. No more large groups! Another advantage is testing of the material that the employee just learned.

- You can also sell access to video on your website through both memberships and pay-per-view. Call us at (800) 490-7434 or to learn more ways internet video will boost your sales to new heights.

## Selling through Video and Multimedia

Small businesses are facing the challenge of developing new innovations to counteract the increasingly high costs of gas and related products. To meet these challenges, companies are reaching out to their customers in their homes and places of business.

When your doors close at 5:00, your customers can still do business with you at a time that is convenient for them. You can give them 24 hour access to you through your website. Use an electronic newsletter to let them know about specials and events. Send them a video via e-mail, a DVD or an interactive CD to demonstrate the advantages of your products and services. You can even put video on a business card.

From our own experience, our customers come from coast to coast and anywhere in between, and as far away as Africa. Anywhere the internet goes, we can sell our services, so can any company.

Distributed by

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