

BUSINESS MEDIA NEWS

Ideas to grow your business!

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BUSINESS STRATEGIES FOR 2006

If you are a business owner, you know the challenges of motivating your target audience more effectively with visual and auditory information. Many business owners feel that their sales capacity is limited to the population of their local area and only during their hours of operation. By taking advantage of new technologies in multimedia, businesses can reach an unlimited customer base, 24 hours per day and acquire a larger share of the marketplace.

What is multimedia? Multimedia is an integrated package of information, such as text, graphics, sound and full-motion video, that sends a directed message to a targeted audience.

Businesses commonly utilize custom letterhead, printed brochures and business cards, but in today's fast-moving world, a business needs more effective tools to create a stronger message of persuasion for their products and services.

Businesses spend a great deal of money advertising in newspapers, radio, television and magazines to reach their customers. When customers contact a business, they have questions. They need information to move the sales process forward. Customers do not always have time to come to a business location or to schedule an appointment to meet with a salesperson. Some products are just too large to demonstrate in the customer's office.

By utilizing video in an interactive presentation format, through the internet or on disc, businesses can reach customers with compelling and consistent information, no matter where they are located. By employing multimedia technologies, a business creates an effective message that increases sales by a substantial margin.

Just as you would expect a company to have a telephone, customers also expect to reach companies on the internet. An effective business website will be more than just text on a page or an online brochure.

By including sales and training videos, as well as, product information and company contact capabilities, the website will become interactive extension of the physical business location, providing improved customer sales and service.

With current technologies, a business can use their website to take product orders, receive information requests from their customers, provide training or supplement on-site training. Outside salespeople and customer service reps are much more effective when they can access company information quickly and easily by an interactive presentation on CD, DVD or the company's website. A company website that informs, and develops interest, is an important way to keep customer loyalty and to keep them coming back to that company, again and again.

How many business cards are in the bottom of a drawer and a year later no one can remember why they kept the cards? With an interactive presentation on a business card CD, all they would need to do is pop that business card into their computer and re-live the experience.

Multimedia products can include much more than just information about products and services. They can include business tools and software and other beneficial information that customers need, such as a map to the business location.

By employing and embracing new technologies, businesses can take their message to their audience farther and faster than ever before.

Call us to see how we can develop an integrated message for your company.

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Video 7 Production Co., Inc.

105 North Third St. • Mabank, TX 75147

(800) 490-7434

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