

# 50<sup>Plus</sup> Video Solutions™

**50 Plus Video Solutions™** offers online and offline video solutions for small and medium businesses using High Definition (HD) quality resolution with effective messages to provide the most compelling visual experience on the Internet. Market surveys (shown below) indicate online videos are extremely effective on your website and social media pages. Offline videos can increase employee education and reduce class training time.

## **2015 Video Marketing Survey Results Provided by Sydacast, MarketingProfs, and Ascend2**

**74% of all Internet traffic in 2017 will be video. It is crucial for B2B and B2C marketers to start creating and incorporating video as part of their content strategies. (Syndacast)**

**70% of marketing professionals report that video converts (viewers) better than any other medium (VideoProfs)**

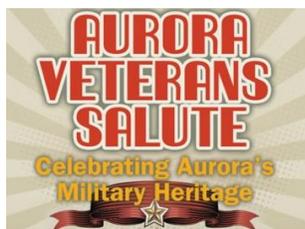
**85% of surveyed customers feel video is a viable marketing strategy. Online video ads reach a larger audience than other media sources. (Ascend2)**

**50 Plus Video Solutions™ offers the following business video solutions:**



traffic linked to your products and services.

**Customer product or service ads:** One picture is worth a thousand words, but videos easily provide two thousand times that amount (per Forrester Research) besides reaching a larger audience on the Internet. We provide appealing videos promoting your products and services to your target markets with vivid details and excellent visuals. Online video results are increased positive reviews and increased



**Customer or tradeshow testimonials:** Testimonials are even more effective with your customers giving convincing testimonials of your products and or services. Tradeshow testimonials are very effective in bringing potential customers to your tradeshows. Your audience relies on positive reviews by real customers and exhibitors, which can increase your traffic and revenue.



**Employee Orientation and Training:** Companies should consider videos to educate new and existing employees and independent contractors. The orientation video can provide an overview of company culture, information on different departments, key personnel, company guidelines and policies, and future training availability for each position. Training videos are excellent for reinforcement on critical job skills.

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**Documentaries:** Documentaries are informational videos to educate the target audience about various subjects. Documentaries can be a class presentation or on-location education and typically are one half hour or longer videos. Thanks to websites and social media sources, organizations can promote their documentary video and reach their target audience at a much lower cost.



**Product or Software Training:** Companies may need to educate their customers about specific products or custom software, how to use their products or software efficiently and properly, and how to gain more sales. This also helps to reduce customer complaints or experiencing returns on products. We can produce either single or multiple product training depending on your budget and marketing requirements.



**Tradeshow or Event Interviews:** Interviews are always popular because they allow your audience to learn more about your tradeshow or event. We interview the organizer or event coordinator with specific questions to give your audience a complete overview of the upcoming tradeshow or event. This helps to drive more traffic and revenue to your tradeshow or event.

## **50 Plus Video Solutions™ includes these major benefits:**

- Lower Cost Video Solutions Using the Latest Technologies
- Increased Visibility and Branding of Your Products or Services
- Highly Persuasive with Measurable Results
- Featured Owners and Management Build Trust and Credibility with Viewers
- Gives Best Training Retention for Employee Education
- Customer Testimonials Provide Positive Reviews and Credibility
- Multiple Delivery Methods with Facebook™, Vimeo™, YouTube™, Constant Contact™, Mail Chimp™, or Your Website with Backups on USB Flash Drives or DVDs
- More Memorable Than Other Media

Our video staff has over 20 years of experience in video production, script writing, and editing. Please see several examples of our online videos at [www.50plusmediasolutions.com/video-solutions/](http://www.50plusmediasolutions.com/video-solutions/).

Call your product consultant or our sales department at **303-694-5512** for more details about our multiple video solutions today!