

Web Site Design

S.O.E.

Internet Marketing

E-commerce

Web Development



Develop and Promote

Building on Success

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## Using video on your web pages

Do you want to stand out from the competition? Well video on your web pages may be the answer. Video brings you closer to your customers by enabling you to show rather than tell. It can excite different emotions allowing you to be more personal by hearing your voice or seeing your product.

It is not for every business and needs to be built into your marketing strategy. It requires more time to prepare and edit. It is not search engine friendly as they cannot see inside the video but there are ways Develop and Promote can get around this for you.

If it is done thoughtfully you can achieve a new level in your marketing. You will achieve the following:-



- Introduce yourself to potential clients
- Convey emotion and personality
- Improve overall website experience
- Impress potential clients

Video streaming is one approach. Video streaming is where a Web user does not have to wait to download a file to play it. Instead, the media is sent in a continuous stream of data and is played as it arrives.

This could involve using a service like YouTube. Once you have a video file mastered you simply upload it to your account. From here you can inset the code into your web site to play it directly without worrying about the technology involved in delivering it. One added advantage is that you also have a video on a web site that is viewed by billions of people. If you plan your video production correctly this will drive traffic back your site.

An example of this working is for Abi Moore, an up and coming independent singer/song writer. We designed her web site to achieve a multi marketing approach by informing her current fans and building a new fan base. You can see her latest album launch video on her web site here: -

<http://www.abimoore.com/VideoAndDvd.php>

Not everyone has the time, skills or understanding of how to deliver this correctly. It has huge potential for many businesses. Develop and Promote want you to succeed with your internet marketing and so we have a special offer for you.....

We will manage the full professional video creation and implement it into your web site for a fixed investment of £499. You can then take the video and use it anywhere you wish. This includes:-

- ✓ Promote your brand, website, product or service
- ✓ Script, voice over, filming, editing and broadcast
- ✓ We upload your 4 minutes to YouTube
- ✓ Integration into your web site

Rather than just concentrating on finding more visitors, doesn't it make better sense to find ways to increase your closing ratio and start getting more sales from the visitors you already have?

Develop and Promote has the answers to make your web site work. **We make web sites that get results.** Call us now for a free chat about increasing your online marketing.

**Call Darren on 01522 822520**