



MARKET

Jottings

A newsletter directed to SMS clients and prospects to communicate topics of common interest.

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Want to receive more marketing tips, news, and info? Sign up for our e-jottings by sending an e-mail to anita@smsmktg.com with **NEWS** as the subject line.

The **Rebirth** of Video Marketing

Don't look now, but **videos are making a comeback** in marketing. Not that videos ever really went away, but overall, their flexibility and affordability have improved tremendously over the years, making them a very powerful choice for a wide range of marketing needs.

Indeed, technology has helped the resurgence of video. Since most internet users have high-speed access, playing videos over the internet has made this transition a much smoother one. Combine this with the fact that people generally prefer to watch videos rather than read or view photos, and it's easy to see why the time is ripe for videos to re-explode in popularity.

Where are videos appearing online?

Videos and commercials by companies are sprouting up on immensely popular open-access websites like YouTube.com, where the videos are spreading virally to viewers all over the world. But other places are also increasing in popularity.

-Videos in e-mails. With the development of low-memory, high-resolution clips imbedded in the e-mail message, the video can begin right when a viewer opens the e-mail and can complement the rest of the message body.

- Videos on corporate websites. These can demonstrate product usage, show company facilities, provide instructional tutorials, relay interviews with CEOs and other employees, etc. They're also accessible to customers and prospects, and can become an added sales

tool in the buying process. At the current rate, it appears that websites *without* videos may soon look outdated.

All in all, you may want to consider how videos can fit into your marketing plan. And with their newfound flexibility and affordability, chances are that they can fit your budget, as well.

Want to check out some videos done by SMS? Go to our website at www.smsmktg.com under services and check out our video samples.

We enjoy hearing from you. Please contact us at **856.697.1257** or info@smsmktg.com.

Want a **FREE**, Objective Analysis of your Website?

Simply e-mail anita@smsmktg.com and request an analysis of your site. You will receive a complete review of your site with no obligation whatsoever.

Questions about website marketing? Send your questions to info@smsmktg.com or call Anita at 856.697.1257.

Here are two examples of SMS clients who use videos to help prospects view the usage of products and give straightforward tutorials on properly using their products.

SMS can shoot at our **In-House** studio or **On Location**.



