# Using Videos to Communicate Effectively with Your Customers by James Edward

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Videos rank as one of the most effective marketing tools and are an ideal way for businesses to communicate with their customers and reach their target market. There are a number of videos that a business can use to effectively communicate with their already well-established customers as well as address their potential customers. These are presenter videos, corporate videos, viral videos, web videos and e learning videos. Below is a brief run down of each of these videos:

Presenter Videos

Presenter videos use human presenters who are trained to deliver a companyâ€™s message and theme in a captivating and powerful manner. In this type of video, the web presenters deliver a perfect pitch of the companyâ€™s profile or products on the company website whenever a visitor opens that particular page. Live web presenters are also sometimes used as trainers, sales people or to offer interactive customer support to the companyâ€™s customers. In other cases, Virtual presenters are used to enable a customer connect seamlessly with the company .They have the added benefit tom the company of being cost- free.

Corporate Videos

Corporate Videos are high quality videos that utilize audio and visual corporate communications platforms such as High Definition videos, DVDâ€™s and streaming video. They are mostly used in B2B environments. They serve several useful purposes such as the promotion of a companyâ€™s brand, for demonstration of a companyâ€™s products, as a forum for customer testimonials and for staff training purposes. When it comes to letting a customer know what type(s) of products a company deals in, Corporate videos are one of the most widely used and effective form of videos. Corporate videos are also sometimes used to release a companyâ€™s end of year results.

ELearning Videos

ELearning videos are widely used in eLearning. The use of eLearning videos plays an important role in making the eLearning content even more effective. A lot of eLearners agree that eLearning videos make eLearning more fun and easier to grasp.

Viral Videos

Viral videos are videos that are designed for to be distributed on social networking sites such as YouTube, MySpace and others as a way to keep visitors engaged. The use of viral videos proliferated with the advent of social media in 2006.

Web Videos

Web videos are videos designed for use on the internet and include product demonstration and advertisements, news clips, movie trailers and music videos. When used by companies, they include training videos, presentation videos and sales videos. Web videos are ideal for use on a companyâ€™s website and help it to communicate more effectively with the companyâ€™s customers mo effectively than what text alone can achieve.

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Contact Qudos Animation to know more about a web videos, viral videos, 2D & 3D video animations, corporate videos and stop motion animations.

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