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Todayâ€™s marketing campaign must contain some online content to compete with other businesses. This is even truer if you are selling a product. Gone are the days when you can sell enough from local patrons even if you are a small, locally owned business. To be competitive in the modern marketplace, you must have sales from the internet. Even local customers prefer to shop from the comfort of their home and do much of their research on the internet.

Because people are surrounded by electronic media, you have to find a way to appeal to them in a short time. Many businesses create online videos to introduce themselves or to promote a product.

With online video, you can reach a wider audience than you could with print campaigns or even television ads. An added bonus is that it is cheaper than television commercials.

Christmas is a prime time for video campaigns if you are selling a product. People are online searching for gifts and they will stop and watch a video if it is relevant to what they are looking for. Creating an online video can bring your website higher in the search engine rankings, which will bring more people to your site.

According to an informal poll conducted by a research firm, sixty-six percent of people made their purchases on Black Friday as a result of social media. This includes videos, along with Twitter and other sites. Many people made their gift choices based on something they saw on the internet, which is proven by the massive numbers who watched viral advertising videos.

Apple was one company that profited from their Christmas video. It shows Santa using his iPhone to help him with his task. Coca Cola, Allstate, and Excentric are three other companies who created Christmas videos to cash in on the holiday season.

It is easier than ever to promote your product because anyone can have a website and create a video. However, to stand out in the crowd takes a well-designed plan. There are millions of videos on YouTube and other websites. In order to make sure yours is the one everyone watches, you have to make it outstanding. It canâ€™t be an amateur creation; it must be professionally designed and implemented.

It doesnâ€™t cost as much to create an internet video as to film a television commercial, which allows small businesses to compete with the big corporations. This is a benefit for the one-person company since it levels the playing field. It also makes the large corporations take notice that they canâ€™t be lazy about their share of the market because it can quickly disappear.

If you have a small business or a large corporation, you will want to consider using online videos as part of your marketing campaign.

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Contrast Design - About Author:
Contrast Design offers a complete corporate video production solution, using fresh creative ideas tailored to your companyâ€™s exact requirements. We provide support through all steps of the video production process, from creating the initial project plan to helping you make the most of your a video after the launch, saving you time and money.
Our expertise goes way beyond a video production; our team members all have solid digital marketing, technical experience and business backgrounds. We donâ€™t just work for you; we work with you ensuring our video solutions meet all your business objectives.

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