



# VideoMarketing

**Video Marketing Entertains and Educates  
Your Audience Like No Other Form of Content**

*Captivate Your Audience with Video Marketing*

Content is all the rage these days, but it's really compact content that's winning the attention of digital consumers. As the influence of smartphones and tablets becomes more pronounced, so too does the need for content that's easily digestible on various screen sizes. **Video marketing solutions** empower you to digitally reach customers with compact messages that can be consumed anywhere and on any device.

Everyone loves a good, shareable video (just take a look at your Facebook feed, where we bet you'll see videos galore). The simple fact is video marketing allows you to communicate with potential customers via a medium they're familiar with, which always increases engagement and conversion. Don't wait for your audience to come to you, be proactive with the power of video marketing.

**Taking advantage of WSI's video marketing solutions will empower you to reach your customers in new and interesting ways. We can help you creatively enhance your digital campaigns with video marketing.**

#### **Solution features include:**

- ▶ Complete review of your current digital marketing efforts
- ▶ Analysis of content gaps where video marketing would be a good fit
- ▶ Proposed plan for video marketing strategy
- ▶ Assistance or full development of video marketing scripts
- ▶ Production of marketing videos
- ▶ Setup of tracking and measurement for video campaigns
- ▶ Ongoing monitoring of campaign performance metrics to provide the best ROI

**Video marketing can add another dimension to your digital campaigns.**

**Mix a little flare with a dash of creativity and video marketing will help you:**

- Attract a new audience
- Increase engagement with your branded material on digital properties
- Reach your potential consumers on a medium they're familiar with
- Show that your company is willing to take risks to get results
- Invigorate your digital campaigns
- Add to your company's content portfolio

**Delve Into the World of Video Marketing to Capture the Attention of Your Digital Audience!**

**For more information on how to create videos that elevate your digital marketing, contact our team now!**



**Video Marketing is just one of the many ways  
WSI can help you reach your business goals.**

We specialize in various digital marketing solutions including:

- ▶ **Search Engine Optimisation**
- ▶ **Social Media Marketing**
- ▶ **Social Selling**
- ▶ **Pay Per Click**
- ▶ **Web Analytics**
- ▶ **Email Marketing**
- ▶ **Content Marketing**
- ▶ **Mobile Marketing**
- ▶ **Landing Page Optimization**
- ▶ **Display Advertising**
- ▶ **Responsive Web Design**
- ▶ **Social Community Platform**

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Contact us today so you can experience how we take digital marketing to the next level.

