



BMONvideo

OUR COST-EFFECTIVE, TWO-STEP OFFERING...

Video has suddenly taken off in business marketing. Your prospects are willing to watch videos, and Google is promoting them strongly in its results. You need a set of straightforward video presentations to get your messages over.

The key is to stop thinking of video as a massive corporate exercise costing thousands of pounds. Everyone is making videos nowadays – all you need, to begin with, is a set of “slideshow” presentations. We’ve made over 100 of these for clients in the last couple of years, and they’ve proven to be an effective, low-cost investment. We’ve seen them liven up product pages on websites, act as introductions at seminars and be shown on big screens at exhibitions.

More importantly, every day millions of people type “how do I...” into Google, and it’s quite obvious that “how do I...” videos get a disproportionate share of the clicks. And why not? If you want to know how to do something, a video has got to be a likely candidate to give you the clearest and quickest answer.

We’ve formulated a quick, easy and cost-effective way for your company to get a set of videos created, without taking up any of your time. The two steps are revealed on the next page.

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HOW IT WORKS

Step 1:

You ask us to make a series of videos about your products, for delivery every week or every fortnight.

Step 2:

You provide the brochures, press releases or case studies (and a selection of images) ...and our editorial team will do the rest.

That's it!

No cameras, lighting or production crew. BMON's videos are still images with text, compiled just like a press release.

As far as Google is concerned, they're as good as the most expensively-produced video. Probably better, as they are tagged, titled and targeted by us with care.

COMMITMENT

We will undertake to create one video every week for you for £1000 a month, or two each month for £600. That's just £250–£300 per video.

Compare this to the cost of magazine advertising, and remember that these videos will continue to work hard for you for years!

All we ask for is a minimum monthly budget of £600 and a commitment to 6 months' work.

WHAT YOU'LL GET

At the end of the project, you'll have your own YouTube Channel (which we'll create for you), containing all the videos we've made together. You'll also have the ability to embed the videos on your own site (which we'll help you set up).

The videos can also be shown on continuous loop on a TV screen – ideal for exhibitions. All that's needed is a memory stick to plug into the TV.

WATCH WHAT WE'VE PRODUCED FOR OTHER COMPANIES

Take a moment to view our showcase of previous client videos:

www.bmon.co.uk/video

Contact us: **01438 352152**

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