



**SEEING. EXPERIENCING.
BELIEVING. SHARING.**

ONLINE PRODUCT VIDEOS

Videos can show human interaction, adding an emotional touch to your brand. And as mobile viewing stats continue to increase with the speed of technology advancements, video is fast becoming easier to create, upload, and share—reaching more potential "eyeballs" than ever before.

Customers sometimes have a built-in distrust for salespeople. They assume you will say good things about a product you sell. Using video to show what your product can do—letting the customer experience it—provides a more objective and compelling story about your product.

In a B2B Generation Benchmark survey compiled by Eloqua, a majority of respondents indicated a preference of video over white papers, case studies, even live demos with reps.

SEE IT IN ACTION

SHOW POWER | Promote your product by showing of how well your product works, how easy it is to use, and how many different functions it offers. The chance to see your product in action can influence a purchasing decision.

EXPERIENCE IT

YOUR IMAGE | Product videos inherently create a unique brand experience for your viewers. Video is a great medium for you to communicate with your customers and it's a great way to market your products. It's another avenue for you to connect, and when someone really wants to know what you do, video could be the most effective way to demonstrate your products.

The "eyes" have it.

Online video has always been a powerful tool, and recent surveys show that it's becoming more mainstream for businesses of all sizes.



MAKE IT QUICK

SHORT AND SWEET | Online videos take up very little space on your website, yet can show more compelling information in a 2-minute clip about your product with sound and motion than a printed marketing brochure.

VIEW IT 24/7

ANYWHERE & ANYTIME | Product marketing videos can be viewed by people from all over the world. Viewers can access videos whenever and wherever.

YOUTUBE IT

VIRAL SOCIAL MEDIA | YouTube is the second most-used search method. Over 1 billion monthly users, and over 4 billion daily video views. YouTube is the 3rd most visited site. Product marketing videos are a large part of the YouTube landscape.

1.8 MILLION WORDS

That's the value of one minute of video, according to Dr. James McQuivey of Forrester Research. Do you have the time and energy to write 1.8 million words? By the way, that's the equivalent of 3,600 typical web pages.

Online videos convey rich information that's meaningful.

It's not the number of people watching videos that's important—it's the reasons why they watch it.

LEARN MORE

Contact us for a friendly conversation about using product videos to enhance the customer experience.



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Brand your story.

Product marketing videos are an ideal way to reach out to and engage customers. They are a cost-effective way of "telling and selling".

- **For your sales team or retail channel**, product videos provide an accurate and consistent sales or training tool.
- **For customer reps**, they provide product information they can share with customers while they have them on the phone.
- **For customers**, they demonstrate features and provide how-to information that can help reduce the number of calls to your tech support lines!
- **For your marketing and sales teams**, product videos can be attached to email campaigns, newsletters, and proposals. Even email signatures can be hot-linked to a video.