



7 Ways a Video News Release Will Help Your Company

1) Easily Shared On Social Media Platforms:

One of the most powerful aspects of this newly evolved press release method is the ability to get extra “mileage” and exposure that sharing content on social media channels can provide. With the added benefit of targeting audiences that are likely to be interested in your company’s message and giving them the ability to Share your message with others in their social circles compounding the efficiency of this breakthrough marketing tool..

2) Use the Proven Power of Video in a Unique and Powerful Way:

Our video press release service creates a high quality, multi-media, digital news release which incorporates a professional anchor / spokes person in your VNR. Your company’s message is then presented in a Professional manner, using Authority and Urgency helping you reach out to publishers, journalists and influencers more effectively.

3) Watching “story” is more compelling than an Advertisement:

A Video News Release has more elements of a story than a standard advertisement.. It's more compelling to the viewer because there is elements of a story unfolding with real people involved which creates real emotion.. A Video Press Release lends itself perfectly to these benefits. You can design your VNR with these elements in mind.

4) News Reports Tap into the Current Trends in Web Viewership:

Multiply your Marketing Spend with More “eyes” watching for longer.

Its been determined from recent surveys among online media consumers that more and more will seek-out a news story over a traditional advertisement top find out more about a given product or service.. For a business with a message to get out it's a perfect time to capitalize on this trend with a Video News Release..

5) Video News Releases Position your brand as an authority:

The power of a Press release has long been a acknowledged as a must-use promotional tool in any marketing mix.. With the use of our professional anchor/spokes people reporting on your company's message you'll stand out as a promenade force in your market place or location. It's a fact that people general trust news reports over ads.

6) Compound the effects of Your Marketing Message:

We provide options to use a number of media distribution outlets that will expand your reach and influence dramatically.. By putting your VNR in front of Media Publishers, Content Editors and Journalists who are always in desperate need of new and fresh business stories.

Unlike a limited text based Press Releases, VNRs contain Video, which will help media content creators discover, share, and write about your story more readily. Giving you a bigger bang for your marketing dollar than any standard advertisement may provide..

7) Smart PR with Trackable Results:

Using Multi-Media Press Releases empowers you with new levels of analytics about your news releases. Providing numbers about the conversations around (and overall perceptions) of your brand. Now, not only can you know how many people have viewed a release, but social measurements as well, including Video views, sharing, comments and even traffic back to your web site to help you understand and engage your audiences on a deeper level.

In an increasingly visually oriented and social online world, with measurable results, the VNR can get you in front of the right audiences with messages that they care about.

*Allowing you to stand out and giving your audience the chance to share your message with others that could use your services or products. All that equates to a better bang for your marketing dollar.. Contact Us for Pricing Packages Today **877-818-7448***