

# TOP 10 USES FOR VIDEO

**P**ixelFish would welcome the opportunity to work with your company to create a unique, informative and compelling video.

Once produced, your video will have an infinite number of uses. Here you will find a few of the more popular ways our clients have shared their video with their viewers.

We look forward to working with you!



Call your video sales consultant today!

**(800) 503-3020**

**sales@pixelfish.com**

**1) Add the video for streaming from your website.** This allows potential clients visiting your site to view a customized, quick summary of your company's products and services. It will become the most popular link on your website! PixelFish will provide you with instructions on how to upload the video to your site and track the viewing history.

**2) Play your video at trade shows.** Many of our clients add a computer screen or plasma display (ask me about our partners!) during trade events and have the video loop for continuous play to catch people's attention and draw them in.

**3) Send the link to your video via email.** This will allow you to share the video link with potential clients, investors and media around the world. It can be sent via a link in an email to anyone desiring company or product information.

**4) Distribute your video in DVDs or CDs.** Hand them out during conferences, expos, shows, client meetings or events. Mail them out to potential clients to act as a live video brochure of your product.

**5) Use it for product demonstrations.** You can have it looping in the background and hand out to participants.

**6) Feature the video in your corporate newsletter.** You can drop the video down into your company newsletter or an internal announcement and send it via email. The viewer will be able to read the text of your message and launch your video right from the email.

**7) Put on kiosk display.** More and more retail environments are placing kiosk units near where products are sold. This allows the customer to view the video and then the products "sells" itself!

**8) Use it as a sales tool.** Many of our clients start their sales appointments with the videos we create for them. Simply launch the video from your laptop and let it be the ice breaker. It has been said that a short video can replace 1,000 PowerPoint® slides!

**9) Display it at company meetings.** Start your next quarterly or company meeting showing off your great new video. It instills pride within the employees as they will be able to show their friends and family how professional and modern their company really is.

**10) Use it as a hiring tool.** This is a great way to provide new hires or potential candidates an insight on what your company is like to work for and the pride taken within the organization.

**Those were just a few ideas. What other unique application will you come up with? Tell us!**

