



TotalVideoNow™

## Professional Online Video, in Reach

Video connects with an audience like no other media. So how can you use online video to attract and engage consumers looking for more information about your business?

**TotalVideoNow** brings your business to life and instantly captures the interest of consumers visiting your website. Our full-service video solution enables you to personally pitch your business to consumers, which translates into more emails and calls coming from your website.

### What We Do



#### Develop Professional Videos

We consult with you to understand your business vision, key marketing goals, and the products or services you want to feature. Then, a professional film crew captures video at your location\*, edits the footage and adds a soundtrack. You can place the completed videos on your site and also broaden your reach by putting them on high-traffic sites like YouTube® and MetaCafe®.



#### Brand Your Business

We create and deliver two HD-quality videos as well as 15 high resolution professional photos that will capture the interest of your target consumers. Your videos will give site visitors a unique look into your business by showcasing your physical location, introducing you and your staff, and providing detailed information about your products or services.



#### Provide Project Transparency

Our web-based platform gives you complete oversight so you can track production at any stage, review edited footage and communicate directly with your production contact. You get full transparency into the video creation process, which enables you to share your input and ensures you are satisfied with the end result.

### Your reach, multiplied

#### *Ideal if you want to:*

- ❖ Bring your site to life and showcase your personality to current and potential customers
- ❖ Cost effectively enhance your website and increase conversions
- ❖ Place your video on sites across the web so you can be found during search (SEO)

#### *With TotalVideoNow, you get:*

- ❖ Full ownership of two HD-quality videos (approximately 15 and 60 seconds), an embeddable player and one year of hosting\*\*
- ❖ A professional film crew and on-site filming that will capture the essence of your day-to-day business
- ❖ A transparent production process with oversight of the project from start to finish



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\*If the video shoot is cancelled or rescheduled within 72 hours of scheduled shoot date, you will be charged a \$300 fee.

\*\*After the first year, you may purchase additional years of video hosting through your ReachLocal IMC.