

Make your company story compelling to potential prospects, employees and investors by creating a corporate overview video for your presentations and web site.

A corporate overview video can be used to:

- Explain who you are and what you do
- Communicate your value proposition
- Differentiate yourself
- Train and educate customers, corporate clients, or even employees
- Build customer/brand loyalty
- Entice new customers and new employees
- Boost the search results rankings of your web site

Video productions are now among the best ways of communicating with existing and prospective customers in today's highly competitive world. Let Saratoga help you produce a video that makes you stand out, explain who you are, what you do, and why customers should purchase products from you.



Tips for Creating a Great Corporate Overview Video

To introduce your business to potential customers and communicate your company's values, mission and history follow these guidelines:

Be Specific - Shoot video footage at your facility and of your products - don't rely solely on stock photography/footage to fill the gaps

Make it Human - Incorporate interviews of employees or testimonials from customers

Be Concise - Keep your message short and relevant so the viewer stays interested and retains your message

Set the Mood - Utilize upbeat music and modern graphics to move the viewer through the program

Maximize your Effort

Corporate Overview videos can be used in a multitude of communications efforts. Here are some other ways to repurpose your investment:

- Deliver a more impactful "About Us" page on your web site
- Use to introduce your company during a new customer meeting
- Use at investor meetings
- Include a video link in your press release in the About section
- Use in your social networking communications