

Show off your products and demonstrate how they work. Create a video for your web site or for your sales team to use.

A product demonstration video can be used to:

- Explain your product and how it works
- Highlight features, advantages and benefits
- Differentiate yourself from competitive products
- Build customer loyalty
- Boost the search results rankings of your web site
- Ensure a consistent message to customers

Let Saratoga help you produce a video that promotes your products, demonstrate how they work, and communicate the reasons why customers should purchase from you.



Tips for Creating a Great Product Demonstration Video

To generate customer interest in your products and a desire to learn more or have a call to action follow these guidelines:

Keep it Real - Use actual product video and photography

Show Action - Show the product in the environment or industry where it's used

Be Informative - Keep your message concise and relevant so the viewer stays interested and retains your message

Use Call-outs - Utilize bullets and text to highlight important information

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

Call to Action - Motivate the audience to take a specific action

Maximize your Effort

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

- Use in your sales meetings and customer presentations
- Create a dynamic new product launch
- Display at a tradeshow
- Add product demos to your web site to show your product(s) in action
- Post your video on YouTube with a mechanism to drive traffic back to your web site to capture leads
- Include the product demo in a targeted email campaign
- Use in your social networking communications