

# Short-Form Video

Given the increase in broadband reach, Internet usage and TV audiences, video marketing is one of the best ways to build brand awareness. Creating a short-form video asset with customized, high-quality content will effectively inform prospects and convert them to customers. Circumerro can now enable you to cultivate loyal customers by offering an interactive and engaging viewing experience both online and on TV. The value is simple: we produce a high-quality video, promote it for you and offer multiple distribution channels. We take the time to make you feel comfortable in front of the camera, or you can record a voice over. You've got a story. We'll help you tell it.



See our Video Examples

<http://circumerro.com/services/video/>

Starting at just \$695.00.

## Distribution Platforms

### + Bresnan Cable // Channel 13

Television viewing has been proven to be the most persuasive and influential type of media for the buying decision. Have your :30 spot shown on CNN, Fox, The Weather Channel, ESPN and other large networks ... It's more affordable than you think! Additionally take advantage of Channel 13 and Teton TV.

### + Jackson Hole Cinemas

Cinema audiences have what you want: discretionary income and the extra time to relax and enjoy a movie. Studies show that retention of advertisements in movie theaters is many times higher than advertisements on television. Your ad will play 3-4 times in the 15-20 minutes before each movie on Jackson's seven movie screens. That's roughly 2000 times a month!

### + Your Web Site

Have your video play off your Web site; there is no better way to tell your story online and give them every reason to choose your business over the competition. Studies show that 52% of viewers take action after watching a video online, with clicks for more information increasing by 30-40% percent and call inquiries up 16-20%.

### + Video Syndication + Search Marketing

For an additional \$99.00 Circumerro will take your new video and upload it to the top video and social networking sites. Increasing the visibility of your new video asset across the Internet on sites such as YouTube, DailyMotion and Metacafe. Most importantly, Google now shows videos in its search responses, increasingly the likeliness of your video being seen by new prospects.

### + Mobile Devices

With the proliferation of mobile devices like the iPhone, Blackberry Storm and iTouch, users are watching video content on the go. With the trends of geo-targeting and location-based information, be one of the first to enable the mobile audience to see your video message.

**Contact:** Alden Wood // [alden@circumerro.com](mailto:alden@circumerro.com) // 307-699-1618

## Testimonials

"Alden and the crew were really helpful in steering us toward what would work with the video and what wouldn't work, some things we might want to say or talk about which was great because we knew we were excited to do something, but we really weren't sure what to put out there ... They gave us an opportunity to repeat our segments ... It was really nice because they calmed everything down and helped us get our points across and find the right things to say."

Diana Waycott //  
Trapper Inn

"Thank you Alden Wood and Circumerro Video for the incredible job you did for us! Your professionalism and expertise made working with you a joy and Alden's unique association with dude ranches brought a very personal perspective to the project. You were really able to tell our story and the response from our guests has been tremendous! ... One new guest who booked with us wrote: "By the way, your videos really helped me choose your ranch for our family's vacation—they are great and have such a personal feeling."

4UR Ranch //  
[www.4urranch.com](http://www.4urranch.com)

"I am a firm believer that a video showing will set me apart from other realtors. It allows buyers to get to know me on a personal level—it makes an emotional connection and adds tremendous value to my listings. Circumerro's video production team walked me through the process from start to finish and put together a professional video that I am proud to be a part of."

Michael Pruett //  
Sotheby's

"The Circumerro folks were really outstanding in helping people feel relaxed and comfortable, to not feel self-conscious in front of the camera and to be able to project their own personal message. The feedback we have received from sending the video out to board members and some friends of the organization has been amazing. Others that we sent it to knew about us, but even they responded with this really passionate agreement that this video enabled us to create our story. Video was the right medium, it portrayed the right message and Circumerro helped us really capture that."

Deb Sprague //  
JH Counseling Center

## Video Marketing Facts

- + [Of the] "80% of viewers who watched an online video ad, over half took some type of action," as reported by the Online Publishers Association.
- + Research firm MarketingSherpa reported, "Over 98% of business technology decision makers found viral video more memorable than other forms of marketing."
- + Online video viewing has become a standard Web activity; Nielsen Online says 73% of active Web users watched online video in December.
- + The video review converts at 3-4 times the rate of the text review. —Brendon Sinclair, Tailored Consulting
- + According to a recent study by Lightspeed Research for Trendstream, online video is the leading social media platform with over 70% of US web users watching clips on the web. And Gen Y is not alone in fueling the growth. The study showed that 65% of those aged 55 to 64 watch video online. In addition, when it comes to Web video, people love to share. More than 50% of 16- and 17-year-olds and 29% of 55- to 64-year-olds shared video clips with their friends, family and colleagues.

See our Video Portfolio <http://circumerro.com/services/video/>

Contact: Alden Wood // [alden@circumerro.com](mailto:alden@circumerro.com) // 307-699-1618