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RPC Productions



WEB VIDEO

Is your website SELLING your service or just presenting?

If instead of visiting your web site, your prospect walked into your place of business, how would you present your product or service? Would you direct your prospect to a stack of preprinted sales material containing text and graphics and let it go at that, or would you talk to him in person?

You're going to talk to him and keep him in as long as possible, aren't you?

- That's how you make sales.
- That's how you earn an income.

Because your website is your face to the world, why should you try and conduct business any differently online? If you believe that all it takes to be successful on the web is a steady flow of visitors seeing some plain text and graphics, your sales are probably already trying to tell you otherwise.

When you place your business on the Internet, you're given a set of tools to work - text, graphics, audio & video. Each has its place and purpose, and each has its strengths and weaknesses.

So why do so many pick the **weakest** tools for the single most **important** job - getting your visitor's attention, keeping it and making the sale? If you have a story to tell that is better off done face to face on a personal level, why not start telling it with video so you can get your prospect's attention first? People visit your website for a reason. They want to learn more about your company. Once they are there, how do you keep them interested and engaged? VIDEO!

Why online video? Here are some key reasons why the potential is so great:

1. Limited Screen Space:
Computer screens have increased in size over the years but webmasters still have to deal with the problem getting all a client's information presented above the bottom of the screen.
It's difficult enough to get prospects or customers to read anything without them having to scroll lengthy pages of text.
Placing a prominent link to video content greatly reduces the amount of reading and web space needed (A lot can be said in a minute of video, 100 words or more).
2. Scanning habits of visitors:
Most people will skim your written material at best, just as you've probably skimmed most of the material on this page, but they will watch your video presentations. If full motion video is a part of your website...over 81% of your visitors **WILL** watch. Visitors will stay longer, making your site stickier and keeping valuable prospects from visiting your competitors' site.
3. Retention:
Studies have shown that only a small amount of read text (around 10 percent) is easily recalled by a reader.
Audio is slightly better (20 percent), whereas Video, being both visual and audible has the highest ranking in memory retention studies (around 50 percent or higher).
(If this is combined with actual interactive activity - the result rises to around 80 percent).

Also consider the following facts:

55% of a message meaning is derived from facial expression

38% of a message meaning is derived from gestures, body language, etc.

From the above we can see it simply makes sense to add video to a business site.

Now adding professionally produced video is simple and economical. We will write and produce your video segments, store them on our servers easily linked to your website and various search engines such as You Tube, Google and Yahoo.

Web video is more effective than ever imagined, and RPC makes it more affordable than you thought possible.

I look forward to discussing the many ways to incorporate video on your website.

Bill Macready
RPC Productions.



RPC PRODUCTIONS

Professionally Produced Video on YOUR Website.

RPC Productions is a full service marketing, advertising and promotion company, producing TV Shows, Commercials, Features and Promotions throughout the Delaware Valley.

Client testimonials, a welcome message from the President, a tour of your facility... Whatever you display on your website is extremely more effective through video!

Included in the Package:

- Script Development with Client**
- Shooting**
- Professional Voice Over**
- Digital Editing**
- Web-Ready Files for your Website**

Package Cost: \$1,500 for finished piece up to 2 minutes. \$500 for each additional minute.
\$100/yr server storage. \$750 due upon signing. Balance due on completion.

Special \$150 discount for Chamber members and 1 year free storage.

Customer representative	Date	RPC Representative	Date
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Client Address (for billing)

Phone _____
 Fax _____
 Email _____

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