

**INDUSTRIAL** video is becoming more popular on the internet – you can create one yourself.



**SOME** video hosting sites may be more appropriate than others – do some research

**A 5-SEC** clip may be enough

**POSSIBLE** subjects:

- simple passive product demo, e.g. a hand rotating the item for a full 3D view
- active product demo
- personal presentation
- installation demo
- graphic presentation of action not visible in a video
- seminar presentation

**ENSURE** your video has a suitable text description with the right keywords and a link to your site

**IF** you do not own the copyright then ensure you have the copyright owner's permission to use the material

**SOURCE** video clips from:

- internally
- head office
- suppliers
- customers

***Talk to us about how we can help you...***

### Contact Information

**Telephone:** 00 44 (0)1462 850040.

**Postal address:** ID-Marketing, 68 Amphill Road, Shefford, Bedfordshire, SG17 5BB, United Kingdom

**Electronic mail:** [ideavin@btconnect.com](mailto:ideavin@btconnect.com). **Web:** [www.id-marketing.co.uk](http://www.id-marketing.co.uk)