

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. Youtube is very useful – set up your own channel and stream from it.



ADD VIDEO to your website and blog – stream from the host site.

A 5-SEC clip may be enough – but take what you need to tell the story.

POSSIBLE subjects and styles:

- 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
- slide show format to get across a simple message in text
- use subtitles and /or voice plus music

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

TOP AND TAIL with your corporate intro and sign off – at its most basic simply a logo intro and a web address sign off.

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

Contact Information

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