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How Social Media can help your Video Strategy by Contrast Design

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Any business thatâ€™s looking to branch out and bring in new clients, have to be open to and embrace the world of social media. No longer can companies rely on advertising in magazines and word of mouth. In the past two years, social networking sites like Facebook and Twitter have expanded from a social hub for people to connect through. Companies can now use these social network outlets to keep current customers up to date and entice potential future business. If your business is new to social media, then you wonâ€™t be aware of how much incorporating video into your strategy can be. This blog will take a look at ways you can use video as part of your social media plan and the benefits it will have on your company.

Corporate Videos are a fantastic way to advertise your business. Having an attractive video on your website homepage that delivers your brandâ€™s message, will give potential clients a professional opinion of you straight away. But, nowadays there is so much more potential to get your company out there and get your videos to reach a much larger audience. If I want to find a company that specialize in advertising in Birmingham, I can log onto twitter and search the words Birmingham and Advertising and companies would populate. Just think, if that company had a Tweet, linking their corporate video. The possibilities of the amount of people you could reach are endless.

When you are making your corporate video, itâ€™s important to set up a Facebook page or a Twitter account to upload it. This way you can upload information and video content for potential customers but also keep current clients in the loop about the services you offer.

YouTube is a phenomenon thatâ€™s changed from showing the odd old episode of Frasier to businesses uploading their corporate videos. Creating a YouTube channel and uploading your content makes you easily accessible from anywhere in the world, at any time. Contrast Design are a video production company that can help you with the entire process and make sure you have a version that can be accessed on mobile devices like iPhones and iPads. Potential customers may be on the move, so you MUST make it accessible for them to watch content on their mobile device.

It can seem daunting to get your head round social media, but having an attractive corporate video from a company like Contrast Designs, can give you a great head start to introducing your brand onto the web.

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Contrast Design - About Author:
Contrast Design offers a complete corporate video production solution, using fresh creative ideas tailored to your companyâ€™s exact requirements. We provide support through all steps of the video production process, from creating the initial project plan to helping you make the most of your a video after the launch, saving you time and money.
Our expertise goes way beyond a video production; our team members all have solid digital marketing, technical experience and business backgrounds. We donâ€™t just work for you; we work with you ensuring our video solutions meet all your business objectives.a Twitter

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