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First and foremost, corporate video should be seen as an acquired asset that will contribute to your companyâ€™s bottom line. Not only will a corporate video contribute to your companyâ€™s bottom line, it will also enhance your companyâ€™s brand image, such is the power of a corporate video.

Corporate video can raise your companyâ€™s profile amongst stakeholders, suppliers and customers. In short, corporate video can lend credibility to your organization.

Corporate video can be used to promote your product and services in a way that no other medium can. It can deliver your companyâ€™s message across a multitude of audience platforms, including video sharing websites, conferences, in store demonstrations, sales meetings, training seminars and company board meetings. The only limits to corporate video are those that are set by your imagination.

So how does a company go about creating a corporate video

The first thing a company should do is to define its corporate goals in relation to the video it wishes to produce. Essentially, the company will need to decide what they want their corporate video to do. This in turn will determine the videoâ€™s delivery platform: video sharing site, corporate website, conference, training seminar or in store demonstration.

Once the videoâ€™s goals have been defined and its delivery platform determined, the company should consult a professional video production company. The video production company should have a history of producing first class corporate videos.

A professional and experienced video production company< will take the companyâ€™s video goals and conceptualize them, effectively creating a video production outline with a set of aims and objectives, a shooting script, a shooting schedule, a production deadline and a budget.

The secret to a good corporate video rests in the conceptualization and implementation of the video outline. This is why it is imperative to employ an experienced video production company to produce your video. Remember, corporate video is an acquired asset that will contribute to you businessâ€™ bottom line, much in the same way as plant machinery or any other money generating asset does.

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