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Grab Attention! Use a video web presenter on your site. by [Contrast Design](#)

Article published on December 6th 2011 | [Site Promotion](#)

Grab Attention! Use a video web presenter on your site.

Without doubt, online video has become one the most important and effective marketing tools available to the Internet entrepreneur.

In the competitive world of Internet marketing, online video has a proven track record in engaging audiences at a level far superior to text based content. Research has also shown that websites containing a visually animated message will have a greater chance of retaining visitors than websites containing just static information.

Online video in engaging audiences has meant that if your website isn't utilizing the power of an animated visual message, then the chances are your business is losing out to its competitors. Moreover, the consensus of opinion amongst most web developers is that before long online video will become the norm for all businesses serious about promoting their Internet presence. If this is the case, then any website devoid of video content is likely to be consigned to the lonely outer reaches of cyberspace.

Although the cost of producing online video has come down considerably over the last few years, an elaborate video production still remains out of reach of many small businesses. However, thanks to advances in online video technology, there is now an inexpensive and viable alternative to an elaborate video production. This alternative comes in the shape of a video web presenter

Using short video clips, a video web presenter can deliver your corporate message at a fraction of the cost of an elaborate online video production.

The advantage of using a video web presenter rests in their ability to engage their audiences visually and verbally in a way that is empathetic and sincere, conveying information that is easily digestible and actionable.

Video web presenters can also demonstrate and educate your visitors about the products and services you have on offer in a way that turns curiosity into paying customers. So if your website requires online video content, then why not consider a video web presenter as an alternative to maintaining your website's competitiveness.

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Article Keywords:

Corporate video Company, Video Production Company

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