

# When you want to develop highly shareable content to elevate expert recognition.

Video blogs add compelling visual appeal to a standard blog, and increase sharing among business communities. Created specifically to cover topic areas that are relevant to your product or service, video blogs deliver brief, punchy content that engages your target audience.

## SIMPLE DETAILS

Turn-key project management

Animated graphics, music and voiceover provided

Can include client video content

Video commentaries by expert (optional)

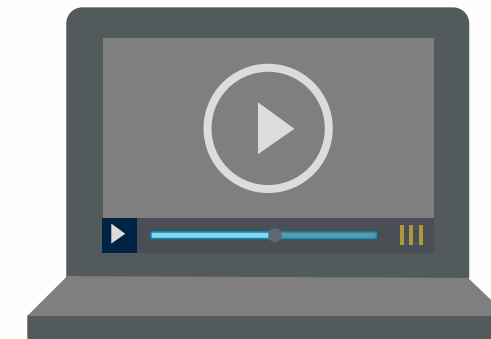
## USEFUL FOR

Driving awareness

Relevant, concise content creation

Lead generation

On-going content promotion



## ADDITIONAL SERVICES

### eNewsletter

Convert content into a newsletter and email to a Informa audience while alsodriving web traffic.

### Search Press Pro

Announce the release to a larger audience.

### Lead Lifecycling

Nurture generated leads.

## VIDEO CONTENT LIVES ON

Leads can continue to be generated after the live event, by sending viewers to the on-demand recordings.