

## Offer video content for multiple purposes and objectives.

### Objectives

Videos are a powerful interactive marketing tools that enable you to share your content across multiple platforms to multiple audiences across the targets. In addition, you can ...

- Build your digital footprint
- Build brand trust
- Support your SEO efforts (search engines love video and see it has high-quality content)

### Options

#### **In-Booth Video** (under 90 seconds)

Interview with one of our editors and your spokesperson live from the show floor with an immediate post on Twitter.

#### **In-Booth Video** (1-3 minute)

Interview with one of our editors and your spokesperson live from the show floor. The video will be hosted on YouTube, featured in the *Embedded Daily* E-newsletter and promoted on social media within ten days from the show.

#### **Embedded Executive Video** (4-6 minute)

Interview with EVP Rich Nass and your executive live from our booth. The video will be hosted on YouTube, featured in the *Embedded Daily* E-newsletter and promoted on social media within ten days from the show.

#### **Custom Product Videos**

Embedded Computing Design's editor reviews product, feature/benefits, objectives and CTA. Collaboration with your SME will help define the storyboard outline/brief and script. Promotional elements can be added for additional exposure and/or lead generation.

### A la carte Options

- Bumper / customized pre-roll
- Multiple interviews
- B-Roll editing and product demos
- 3D Animated logo
- Transcription of video and subtitles provided for upload
- Filming of presentations with multiple camera coverage and inclusion of presentation slides
- Email campaigns (leads may be included)

**Interested in videos? Contact your marketing consultant today.**