

ONLINE VIDEO TESTIMONIALS BOOST SALES 30%

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IncreaseSalesWithVideo.com (ISWV), a Chicago-based web video production and marketing company, recently announced it has increased a client's sales 30% with online testimonial videos.

ISWV president, Clint Pollock, explains, "ISWV produces online testimonial videos for our clients — videos featuring our clients' real customers talking about their experiences with our clients' products and services."

Classic selling technique brought to today's web venue

Customer endorsements have long been recognized as a powerful way to increase sales. Happy customers put would-be customers at ease because they're highly credible. ISWV's breakthrough is successfully importing this time-proven marketing technique into today's most active and powerful marketing venue: the worldwide web. "We videotape our client's customers speaking candidly about or using our clients' products or services and load the videos onto our clients' websites," says Pollock. "Our clients' customers get instant access to see and hear what their peers have to say."

John Hoge, Vice President of Sea Eagle inflatable boats, says, "Thanks to ISWV's online video testimonials, our newest boat went from nothing to our best-selling boat in just one year, a 30% increase in our business overall."

\$1 a day

Hoge emphasizes "the low cost to show our testimonial videos to thousands, if not millions, of customers — hosting fees are only about a dollar a day."

Sea Eagle is one of many companies that has harnessed the power of online testimonial videos with help from ISWV. Will Johnson, President of TimberKing Sawmills, says, "Having testimonial videos on our site just reaches out and grabs our web visitors in a way that nothing else can." Johnson explains further, "Nothing can match the 'hook' a testimonial video provides. It's almost irresistible, and our web traffic analysis confirms it."

Marketing pros agree. Steve Edwards, President of Direct Response Advertising, says, ISWV's customer testimonial videos are the best-of-breed. Their videos have huge marketing power because of their candid authenticity. Their videos feature real people expressing their real thoughts in real language. There's no 'Hollywood' artifice, no paid actors, no glamorizing — just the real facts delivered by real people."

ISWV goes on location to videotape its clients' customers. And, depending on what their clients sell, ISWV cameramen have shot footage in offices, moving vehicles, wood shops, even kayaks zooming down Class III rapids.

But much goes on behind the camera in ISWV's PerfectTestimonial™ process: a sleek, streamlined, efficient, proprietary testimonial-generating system. ISWV does an extensive marketing review of its clients' product/service and its unique selling points then contacts testimonial candidates within their clients' customer base; screening, interviewing, and preparing them prior to shooting and subsequently editing and refining the interview to create the perfect video testimonial.

Videos run on any website

What's the future of online selling? Cameraman and ISWV technician, Mike Pudlo, says, "Selling on the web has come into its own. Older forms of marketing are dwindling and the web is booming." Pudlo adds, "It's easy to add our testimonial videos to any website and our clients say they're supercharging their sales."

Visit www.IncreaseSalesWithVideo.com.

The ISWV team includes videographers, post-production engineers, marketing people, graphic designers, copywriters, and researchers. For more information on ISWV, examples of online testimonials, and articles on the selling power of online video testimonials, visit www.IncreaseSalesWithVideo.com.

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