

versant Digital Marketing

VersantVideo™



You invest a great deal of time in the development and communication of your brand. Make sure your customers are seeing and interacting with your message.

VersantVideo's powerful features allow your business to:

- Tell your company's story and share the human side of your brand
- Capture a focused target by allowing them to interact with your brand
- Engage your target market with an inexpensive, far-reaching approach
- Track and measure the targets who have viewed and interacted with your brand
- Ensure the communication of your brand by allowing users to share your videos with business colleagues and friends

Today's marketplace and consumers are constantly evolving. It's becoming more and more critical to differentiate the online presence for your brand in order to capture the attention of your target audience. VersantVideo enables your brand to stand out from the crowd by bringing it to life.

VersantVideo offers a powerful way to reach, engage and captivate your target audience, while encouraging users to interact with your brand.

Create

Create once, use many ways

- Digital format allows repurposing to Web sites, DVD, portable devices, mobile devices, video displays, etc.
- Production is efficient and cost effective
- Deliver your story faster, easier and less expensively

Engage

Captivate your target audience

- Tells a compelling story
- Offers exclusivity and differentiation
- Creative possibilities are endless
- Brings credibility to client testimonials

Interact

Bring your brand to life

- Invites participation in your brand
- Brings customers and employees to life
- Offers viewers control of the brand experience
- Allows the viewer to seamlessly share your brand with others

Measure

Track the effectiveness of your online campaigns

- Real-time tracking of unique visitors
- Track and measure more effectively than offline media
- Invites direct and immediate feedback

Versant's Digital Marketing capabilities include a wide range of brand-developing tools including interactive online video, Web site development, e-mail marketing, banner advertising, search engine optimization (SEO), pay-per-click, RSS, blogging, podcasting, wireless text messaging, mobile messaging, digital outdoor and others.

The Digital Marketplace is where your customers are — Versant Digital Marketing helps you reach them.



 **versantvideo**
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