

## VIDEO BLOG

# 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

These additional marketing services compliment or work well with Video Blogs:

#### NEWSLETTER

Convert content into a newsletter and email to a Penton audience while also driving 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.