



# INDUSTRIAL PRODUCT PROMOTIONS

*targeting relevant audience*



## Why Video ?

**Video is an effective form of communication that needs to be integrated**  
into each and every aspect of your existing marketing efforts.

JAMES WEDMORE

**Video informs and entertains people and, good or bad,**  
today most people prefer to watch a video rather than read a page of text.

LISA LUBIN

**It's not what you upload,**  
it's the strategy with which you upload.

WILL KEENAN

**We're operating in a world where one good video**  
can lead to a massive social following.

MIKE HENRY

**If you want people to buy your products**  
your products have to become part of their environment.

ERIC MCFADDEN

**Business decision makers LOVE online video because**  
it gives them the most amount of information in the shortest amount of time.

ROBERT WEISS

**You must match the way you market your products**  
with the way your prospects learn about and shop for your products.

BRIAN HALLIGAN

**I think Facebook, Twitter and YouTube**  
are the cornerstones of any social media strategy.

CHAD HURLEY

**Video and image content can be more useful**  
when it comes to influencing search and social results.

DEBRA MASTALER

**ADDRESS :** E-201, RNA Regency Park CHS, Second Floor, M.G. Road, Link Road Junction, Near Dahanukar Wadi Metro Station, Kandivali (West), Mumbai 400 067. INDIA.

**Contact :** VATSAL JOSHI - +91-09820649239

**E-mail:** vatsal@colourinfomedia.com

**Website:** www.colourinfomedia.com