

You Tube PROMOTIONS

targeting relevant audience

▶ YouTube 2nd
Largest Search Engine

▶ Fastest Growing
Form of Communication

▶ Increase Email
CTR by 2x-3x

▶ Search Page 1
50x More Likely



▶ 59% Senior Executives
Prefer Video

▶ Senior Executives
Will Watch for longer

▶ 95% People More
Likely to Purchase

Social Media & E-mail based
Video Promotions



www.industrialproductpromotions.com

IPP – Industrial Product Promotions is an Initiative by **COLOUR INFOMEDIA**. **Colour Infomedia, since 2003** is a leading name into the Field of Digital Services and has offered more than **700 Solutions** to its **Clients**.

Further, Last decade and with the Emergence of Social Media, it has all together changed the entire style of Product Promotion.

A Conventional Print Magazine's which use to command higher feedback response, is now at its lowest; Moreover the Advertisement in Print Media is getting more and more In-effective.

IPP is a excellent initiative wherein the promotion of a Product or the Company Itself is done via **Social Media & Email Based VIDEO Promotion**.

**MOST PEOPLE
RETAIN 95%
OF THE MESSAGE
IN A VIDEO**

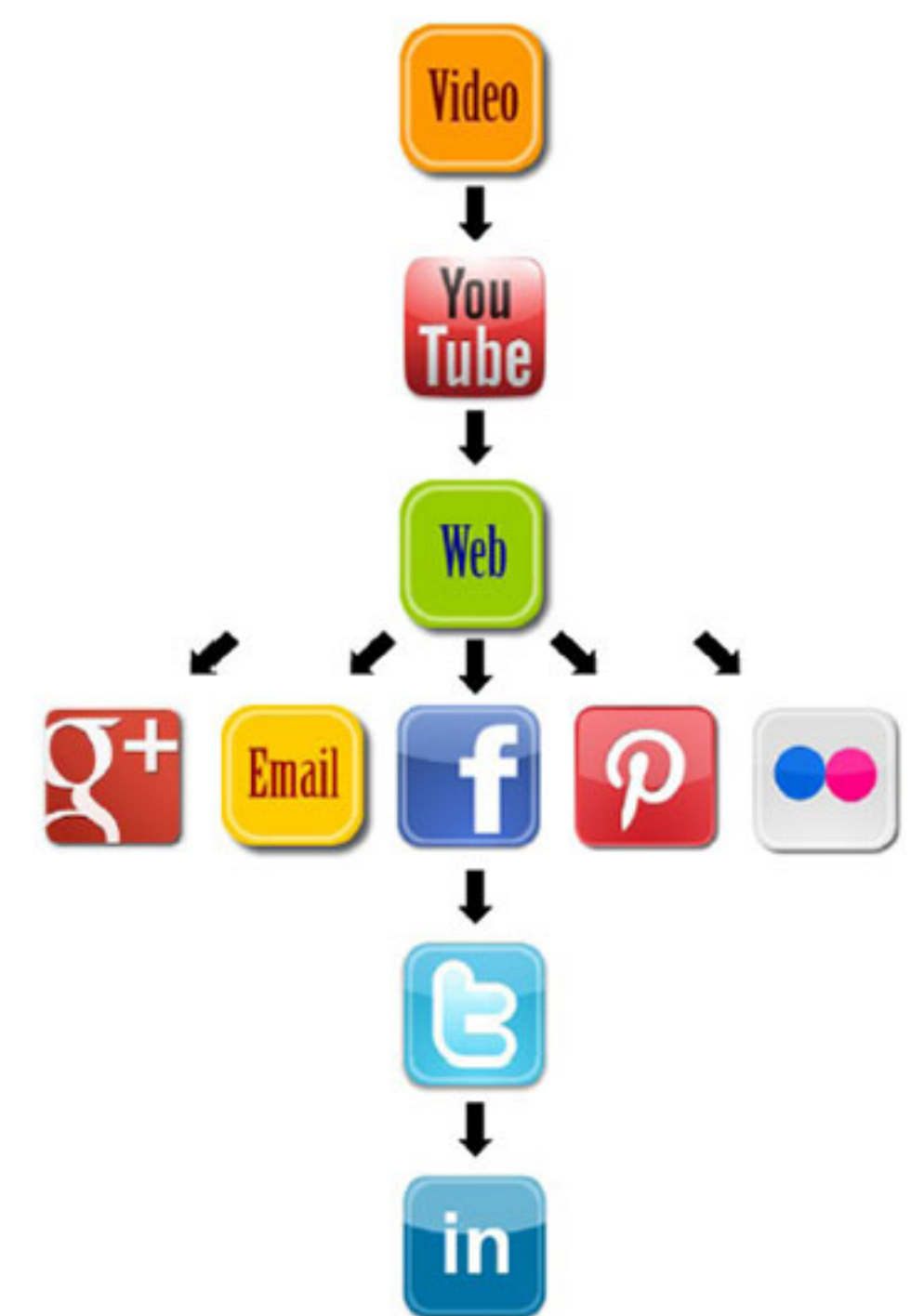
**COMPARED TO ONLY
10% OF WHAT THEY
READ IN TEXT**

It's time to go digital !!!

WHY VIDEO

- ▶ Viewer prefer to see **Video** as compared to the Image or text of Product.
- ▶ Entire Company or **Product Video** can be promoted without any restriction on Space i.e. Full Page, Half Page, Quarter Page etc.
- ▶ **Its Online** and has its retentive & repeat value through out the year hence it leverages social media to get maximum visibility.
- ▶ Being a Video It's Easily Viewable in all types of **Gadgets**.
- ▶ **Its Interactive**; comments and views are easily seen and recorded in Analytics Section.
- ▶ **Sharing** of Video Link is easily done. Hence a Good Video has a potential to go **VIRAL**.
- ▶ **Cost Effective**: By this we mean we may not be the CHEAPEST but we give you most value to your RUPEE spend on Promotion.

Promotion Flow Chart



It's a You Tube Based Video Promotion/Hosting.

Type of Videos :

Video can be of various types such as videos showcasing a Company and its growth, Research & Development, Technology, Products, New Product Development & its features, Innovation, Testing, Clientele, Markets, Installation, Testimonial, Product Specification, Print –Ads based Video Clips (Video Ads) etc....

Video Attributes:

A Video should consists of following:-

Title of Video, Description of Video with Website Link, Video Meta Tag, Tagging of Video or giving Keywords for video for better search.

Promotion Duration: Through-Out the Year.

Majorly Promotions will be done by



Client has to provide us with final edited video with or without voiceover / background sound mandatory to upload and promote.

- ▶ Video is **Promoted/Hosted** digitally all year round on IPP Channel of You Tube along with promotions/sharing on other Social Medias. Flexibility to add multiple videos.

We will be **promoting/tagging** across various industries such as Automation, Automobile, Bio-Tech & Pharmaceuticals, Boilers, Cement Industries, Ceramic, Chemical Plants, Construction, Electrical Industries, Fertilizers, Food & Beverages, Foundry & Forgings, Government Industries, Semi Government Industries, Heat Exchangers & Cooling Towers, Heavy Engineering, Hydraulics & Pneumatics, Industrial Safety & Security, Machine Tools Industries, Material Handling, Oil & Refineries, Paints, Petrochemicals, Plastic & Rubber Industries, Paper Industries, Printing & Packaging, Pumps & Valves, Railways, Research Institutions, Steel Industries, Sugar Industries, Testing Laboratories, Textile Industries, & many more..!

“Video allows you to build your brand in a positive way; Just the fact that you are advertising via video gives your company a certain professional respect / admiration.”

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