

Video Production Services

Overview

Video provides a unique opportunity to promote your products and services to your target audience in an innovative and informative manner. We believe that by opening this new division we are delivering a cutting edge service to the market at a time when the need for originality in marketing techniques has never been greater.

As internet video takes off, companies are increasingly turning to web video to promote their products and services. Until now the cost of a professional video production has been prohibitively high but with our experienced team of expert producers we can deliver cutting edge video footage to you at a very competitive price.

A well produced video will give your company a competitive edge when communicating vital information to your target market; the following are examples of how you can use video to your advantage:

- Demonstrate new products or services.
- Deliver key messages.
- Promote your brand to the market.
- Gain exposure for key personnel.

How Does It Work

Our aim is to make the whole process as simple as possible; we can do this because we have an experienced team of professionals who have many years of experience working in the film and television industry.

Once you have decided what you want to showcase in the video a member of our team will contact you and ask you some key questions:

- Which product, service or message are you looking to showcase?
- Can you provide us with relevant marketing materials and supporting information?
- Can you provide us with a spokesperson that is comfortable in front of the camera?
- When and where do we need to be?

We do the rest including:

- Shooting the video.
- Editing it within 48 hours.
- Delivering it to you in multiple formats (Standard formats include a DVD plus a CD containing Windows Media Player and AVI compatible files).
- Broadcast of the video for one month on cctvmedia.co.uk
- Announcement on a CCTVINFO. NEWS eNewsletter.

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Return on Investment

Clearly we are moving into a new and exciting market with video production and we believe that by 'cross plat forming' your video and showcasing it through our online platforms at a reasonable rate, we are well positioned to deliver a return on your investment.

The long term benefits that you receive by having a promotional video produced are numerous, below you will see a breakdown of some of the ways you can maximise your video and guarantee a return on your initial investment:

- Copy the DVD and send it to customers.
- Upload it to YouTube and other video sharing websites.
- Host it on your company website at no additional cost.
- Email links to clients and prospective customers.
- Upload it to your company mobile phones or laptops for customer presentations.
- Invaluable exposure on www.securitymediapublishing.com

As you can see from this list your initial expenditure can in fact have a significant benefit to long term sales and marketing plans and help boost sales revenues, which is a key factor in choosing this service.

Cost

We can tailor a bespoke package for you that meets your specifications, requirements and budget availability, please call a member of our experienced team who are available for consultation at any time on:

Tel: +44 (0) 1543 250456

E-mail: info@securitymediapublishing.com

Examples

Please select any of the icons below to view an example of our work.



[IBM 'Critical National Infrastructure' Conference](#)



[Mike Newton \(Dedicated Micros\) on IP versus Analogue](#)



[Milestone Systems - 2009](#)