



What Media for B2B?

The B2B Marketing Challenge

Messages fighting for your prospects' attention each have their snags

- Press Releases discredited by overuse, excessive online duplication
- Print ads one-dimensional, expensive and lack interactivity
- Email advertising low open rate and engagement
- White papers Lengthy processing and complicate to comprehend
- Online advertising suffer 'banner blindness', low engagement
- Video ads interruptive, expensive and complex to produce

Introducing

VIDEOREPORT®

Blending PR, Advertising and Broadcast





Advantages of Online Video

- Gaining your prospect's attention (Image, Voice & Motion)
- Rich and engaging multimedia content on demand!
- Dynamics and interactivity build confidence and trust

Video is the Latest trend in online B2B marketing!





Advantages of Online Video

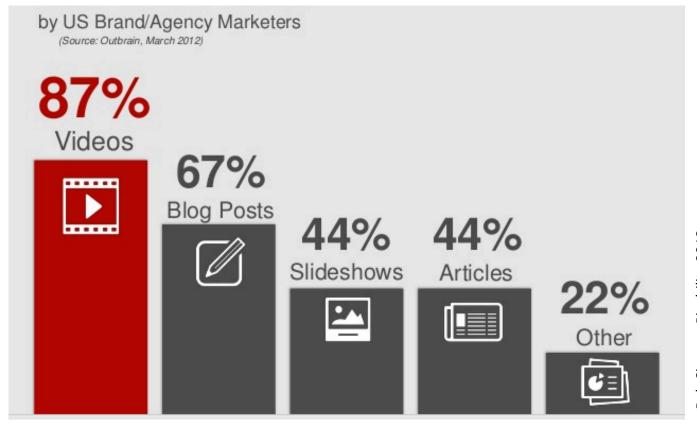
- Mobile Friendly Ready when your prospect is
- Condensing and simplifying complex ideas
- Highly targeted and effectively reaching B2B audience
- Trackable performance

Think of video as your online 'Elevator Pitch'





Content Marketing on the Rise: Video is #1



Rob Ciampa, Pixability 2012





Branding Video on You Tube is Skyrocketing

Monthly Videos Published on YouTube

by Global Top 100 Brands

(Source: Pixability Caffeine YouTube Marketing Software) Number of Videos SONY DISNEY SAMSUNG

Top 100 brands have invested over \$4.3B in creation of video assets



Integrated Media Channel for B2B Marketing



- B2B video channel tailored for aerospace & defense
- Integral content on Defense-Update
- Global Reach +100,000
- Promotional package combining <u>Content</u> & <u>Media</u>
- Context Related (7 vertical channels)
- Additional viral distribution through social web
- Search engine optimized
- integrated into news readers
- Tracking email, likes and tagging

Defense Update VIDEOREPORT®

Vertical Channels:

- Aerospace
- Land
- Maritime
- Unmanned Systems
- Defense Electronics
- Missiles & Missile Defense
- HLS



VIDEOREPORT® content & coverage:

- Company introduction
- **Product Reviews**
- On camera interviews
- Overview of event displays





























VIDEOREPORT® Distribution:

- Content Integration with Defense-Update
- Online promotion banners, social web, email
- Related inter-video links
- **Favorable SEO Ranking**
- Video can be displayed on your website





























Empower Your Campaign!

VIDEO.DEFENSE-UPDATE.COM