

eVids

- Global Directories brings a unique creative approach to online video for your local business
- Online video allows you to personally engage with your customers while talking passionately about your business
- Tell your story the “right way” everytime, 24/7, while driving potential customers to take action!



“Online video gets results”

eVids Points:

- Your eVid posted on **barbadosyp.com**, YouTube, Facebook, etc
- 144 million videos viewed online (80% of the online population)
- 13 billion + videos watched online
- 101 videos watched per average user
- Average view time = 4.3 mins; more than 7 hours per person



21%
of video viewers
make a purchase



26%
of video viewers
visit a store



21%
of video viewers
request more info

Nothing showcases your products and services, or your brand's personality like eVids.

Add eVids to your website and you'll see improved search engine rankings, visitor engagement and increased sales conversion.

eVids not only deliver a powerful show-and-tell component, but quickly create an emotional connection between your brand and your target audience.

Talk to your Global Directories Media Consultant about how simple and cost-effective it is to create and embed an eVid within your website.

You'll be impressed how hard your eVid will work for your brand online, especially since it'll appear not only on your website, but also within your Yellow Pages Enhanced Profile, Google, YouTube, Facebook, and more.



Option 1: On Location eVid

On Location Video is a one minute promotional video shot at your business location. This product gives you the opportunity to showcase your business with high quality video footage. Just set up a date and our local filmmaker will be there to do an interview with you and film your business in action.

- Finished eVid is 1 minute long appearing approximately 320 x 240 pixels depending on source formats

Option 2: Photo Montage eVid

Photo Montage Video is a 30 second promotional video with photo animation, personalised music, text marquees and professional voice-over. We will create a professional script for you with the most relevant information from your business, record it with a professional voice-over artist and create an engaging animation that combines images, text and voice.

- Finished eVid is 30 seconds long appearing approximately 320 x 240 pixels depending on source formats

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