

# CANADIAN WEB VIDEO

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**"Recent research indicates that video ads are twice as powerful as all other online formats"**

- *Interactive Advertising Bureau of Canada*

**Bring your advertisement on FindHelp4Seniors.ca to life** by adding a video that introduces you and your services to your potential customers.

There is a reason why the use of video advertising is exploding across the Internet. Marketers, who take advantage of this new video medium, are leapfrogging their competition. Customers and search engines love it!

Previously, online video was largely out of reach for most businesses because of significant production and distribution costs. Now all that has changed.

## The Facts

Online video is second only to word-of-mouth for its ability to influence decision makers in every stage of the purchase lifecycle.

- [MarketingSherpa](#)

The average Canadian online video viewer spent 10 hours viewing videos in February 2009, up 53% from the previous year.

- [comScore, Inc](#)

Of the people viewing videos promoting a product or service, over half will take some sort of action...including 12% who will actually buy the product or service being offered.

- [Online Publishers Assoc.](#) and [Adweek](#)

**Canadian Web Video can create for you a basic 60 to 120-second online video commercial for just \$499.** (Special offer to FindHelp4Seniors.ca advertisers only)

We'll handle all aspects of your video needs, from concept to distribution.

You'll Receive:

- A compelling video designed to:
  1. Showcase the value of your products and services to potential customers, and
  2. Entice them to take action by contacting you directly.
- A high level of professional technical skill employed in all aspects of the production
- Your personal involvement at every stage of creating the video

***Don't delay using online video to effectively initiate new customer relationships.***

**Fax Find Help 4Seniors at 1-877-679-1115** for a price quote and technical requirements.