

## **Jivox Launches New Video Marketing Services for Local Businesses**

*New services allow local businesses to use Jivox to create and distribute marketing videos via YouTube, email campaigns, directory services and web sites*

**San Mateo, California – August 5, 2009** – Jivox, the leading online video advertising and marketing platform for local businesses, today announced a number of video marketing tools that help small businesses use online video to market their products and services. Beyond using Jivox's award-winning technology to launch video advertising campaigns, local businesses can now take advantage of Jivox's ad creation and distribution services to create and post compelling video content on their websites, in email and other marketing campaigns, on directory service sites, and on YouTube and other video-sharing sites.

Video marketing capabilities now available at Jivox.com include:

- **Embed videos on a website.** Post marketing videos created on the Jivox platform for free to your site or blog to improve natural search results and engage and build trust with visitors. Save bandwidth and IT costs, because Jivox hosts the videos for you.
- **Link to videos in email campaigns.** Dramatically increase open rates and conversion by embedding marketing video into your email campaigns; include a link to a custom video landing page for your business, and get a free video listing in the Jivox Business Directory.
- **Upload videos to sharing sites.** Automatically upload videos to popular video sharing sites like YouTube; drive traffic to your website and campaigns, and build a following for your company's videos by engaging web viewers.
- **Upload videos to directory listing services.** Automatically upload your videos and business information to popular directory listing websites like Google Local. Help customers find your business and show them exactly what you offer via engaging video content.

To get companies started, Jivox is also offering a "[Video Marketing Success Kit](#)" that includes practical advice, proven best practices, and simple strategies for creating effective video marketing content and using it to increase brand exposure, customer engagement and conversion. New customers who register for the Success Kit will also receive \$75 off their first paid video advertising campaign.

Download the free Jivox Video Marketing Success Kit today at: [www.jivox.com/successkit](http://www.jivox.com/successkit).

“Using video is one of the best ways a local business can add life and richness to an online marketing campaign or company listing, and research shows that 25% of viewers who watch a marketing video go on to complete a purchase. Jivox makes it easy for any business to get started with this powerful medium,” said Diaz Nesamoney, CEO of Jivox. “Jivox now provides all the essentials of video marketing for small businesses, so companies can easily and cost-effectively create compelling videos for use in every aspect of their marketing programs.”

The sky's the limit when it comes to the kinds of videos companies can create to attract new customers. Here are a few ideas to get you started:

- **How-to demonstrations:** show real people using your products or services and post them on your website, YouTube, and popular social networks.
- **Video coupons:** show your business or product in action, and then invite customers to download a printable coupon for a discount at a local store.
- **Customer testimonials:** get your best customers in front of a camera and ask them what they like about your products and services, then use this in all your marketing campaigns.
- **User-generated reviews:** invite your site visitors to record reviews of your business in return a special coupon or discount, and then use these videos throughout your marketing programs.

### **About Jivox**

Jivox makes it easy for businesses to reach local customers with online video marketing. The Jivox online video platform enables businesses to easily create high-impact videos at no cost and use them in local online ad campaigns, on web sites and directory listings, in viral marketing programs, email campaigns and more. Jivox provides targeted distribution of video ads through a premium network of over 800 local media and content websites, ensuring that every ad reaches the intended audience. The Jivox platform is also being used by national and local media groups to streamline online video ad creation and to offer self-service ad creation and distribution directly to their advertisers. Jivox is a privately held company headquartered in San Mateo, Calif. For more information about Jivox, please visit [www.jivox.com](http://www.jivox.com).