



**Emerging Technology
Insider**

383 Corona Street, Suite 589
Denver CO 80218 USA
www.EmergencyTechnologyInsider.com
1-646 450 8909



Emergency Technology
Insider is a program of
FC Global Strategies

Emergency Technology Insider's Showcase Video Marketing Outreach Program

What is video marketing?

The definition of video marketing is not complex. In fact, it's rather simple, the use of video to promote your brand, product, or service.

Especially during the Covid-19 pandemic, a strong marketing campaign incorporates video into the mix.

What is Emerging Technology Insider's Showcase Video Program?

Our Showcase Video Program is a marketing outreach program utilizing the power and impact of a video conversation combined with our proprietary and targeted distribution of the video at our Emerging Technology Insider website, through our email distribution, and posting online including through social media.

Key Benefits of Showcase Videos:

1. Take advantage of the impact and power of a video conversation format.
2. No travel is necessary. Your video is recorded remotely over Zoom.
3. The video should have a clear "call to action" for viewers focused on the featured companies specific business or financial objectives.
4. Your video is distributed by email, targeted distribution online and through social media, and available for viewing at our Emergency Technology Insider website.



A Showcase Video featuring a conversation with Boston-based Richard Schumacher, founder and CEO of Pressure BioSciences

To View Emerging Technology Insider Videos [Click Here](#)

Whether your company is a start-up, early-stage, a growing or middle market company, or a subsidiary of a major corporation, Emerging Technology Insider's Showcase Video marketing outreach program enables you to connect with:

- Potential customers
- Strategic partners and strategic investors for research and development, manufacturing, marketing or distribution.
- Providers of technology, products and services
- Private equity, family office, venture capital and high-net-worth investors.

Questions and Answers on Showcase Videos



Why should I be featured in a *Emerging Technology Insider Showcase Video*?

Your *Showcase Video* enables you to connect with potential customers, strategic and financial partners, and investors. It also enables you to target potential customers for products, technology or services.

A Showcase Video creates additional exposure for your company and enables you to discuss recent news or business developments.

How is a *Showcase Video* produced?

Showcase Videos are recorded remotely over Zoom.

Where is my *Showcase Video* hosted and available for viewing?

Your *Emerging Technology Insider video* is posted at the *Medical and Pharma Insider* website. We suggest that you also post it at your website

“While the production and production value of the recorded video are important, of greater importance is the targeted distribution of the video based on the company’s business or financial objectives.”

Distribution of Your Showcase Video



Key to the success of our Showcase Video is its distribution, which includes:

- Registered users at the Emerging Technology Insider website receive an email alert when your video is available for viewing.
- Your Showcase Video is emailed to our proprietary email list of approximately 17,000.
- Your Showcase Video is posted and distributed online and through social media, targeted based on your company’s business and/or financial objectives. This distribution typically reaches between 1 and 2 million viewers. We also suggest that you post the video at your website.
- We provide an email template that includes your Showcase Video. As applicable, we suggest that you distribute your Showcase Video to your shareholder list, customer list and prospect list.
- Our distribution program is repeated weekly, over a three week period, which includes email, online and through social media, repeated weekly.