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Study Charts Rising Use of Online Video in Sales Lead Generation
Web Video Marketing Council, Flimp Media Detail Top-5 “Lead Gen” Drivers

Boston, MA—July 12, 2011— The Web Video Marketing Council (WVMC), publisher of online video marketing and sales news, today released a new Intelligence Report that explores the use of online video for sales lead generation.

Online video increases revenue by significantly improving a company’s volume and quality of leads, according to [the WVMC report](#). Executives have quadrupled their viewing of online video since 2007, building video lead generation into a significant business-to-business marketing category while the effectiveness of telemarketing, print and static email marketing declines. Recent surveys by WVMC and its partners show that 69 percent of professional marketers use online video and over 75 percent of business executives regularly view online video content. The WVMC Intelligence Report details five factors that drive online video lead generation success: engaging content, viewer interactivity, flexible distribution, actionable tracking, and CRM integration.

The report notes that the integration of web analytics, multimedia content, and social media tools has given birth to [interactive video brochures](#). Fortune 500 companies use them to both email videos to target audiences and receive detailed viewer tracking and reporting, broken down by individual email address. This generates 4-to-7 times higher engagement and response rates than static print, email and web content.

“The real potential is integrating video brochures directly with CRM systems,” said Wayne Wall, CEO of [Flimp Media](#), a leading video marketing firm. “It gives salespeople a powerful tool that notifies them when prospects engage with their marketing so they can follow up within minutes.” The use of video for lead generation has hit the mainstream. “Apart from face-to-face interaction, research shows that all kinds of companies believe video is the best way to engage prospects,” said Paul Ritter, WVMC research director.

About the Web Video Marketing Council

WVMC is a professional association established to provide timely, relevant information about video marketing topics and technologies through its website, newsletter, reports and webinars. To contribute non-commercial white papers, reports and articles to the WVMC for publication, please contact WVMC via www.webvideomarketing.org.

About Flimp Media

[Flimp Media](#) is a leading developer of cloud-based video software and tracking solutions. The proprietary Flimp® software platform allows businesses to create, distribute and track interactive video brochures without programming or design skills. Flimp is integrated with Salesforce and most email service providers (ESP's).

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