

Go Big With Video

Online video lets small businesses introduce their products and services to customers in an engaging and personal way. With consumers spending more time than ever viewing online video — according to comScore, online viewers watch an average of 3.4 hours of video per month — small business owners have a powerful opportunity to **use video to communicate their message to the broadest possible audience.**

Brightcove is working closely with small businesses to add online video to their marketing mix. With the Brightcove online video platform, entrepreneurs can focus on growing their business while Brightcove takes care of everything else.

BRIGHTCOVE BENEFITS

- **Affordable:** Priced to fit your interactive budget
- **Proven:** Embraced by small businesses around the world
- **Speed-to-Market:** Get your content online tomorrow
- **Quality:** Showcase your content in the best possible light
- **Intuitive:** Designed for non-technical users, including creative pros
- **Customizable:** Easily create unique, one-of-a-kind experiences
- **Innovative:** Keep up with the latest trends in video

SELECTED CUSTOMERS

- Small Business School
- Hanley Wood
- Silver State Helicopters
- Karmaloop.com
- Pokernews.com
- Halgoen Guides

KEY USE CASES

- Create video players quickly and easily that can integrate into your site
- Eliminate the need for complex and expensive technology systems
- Turn a static online presence into a multimedia experience
- Reach new prospects through viral sharing
- Leverage UGC campaigns to connect with customers
- Make case studies more exciting and believable with customer videos

CASE STUDIES

Learn how media companies are using Brightcove in a variety of highly innovative ways at www.brightcove.com/customers/case-studies.cfm.

Stop & Shop: Partnering with its agency, Mullen, Stop & Shop created a consumer-generated media campaign using out-of-the-box functionality.

DuPont: DuPont and its marketing agency developed a highly effective viral marketing campaign that told DuPont's story to a new generation through online video.