



New Wellington Slide-Show Video Production Service

April 04, 2018

April 04, 2018 - PRESSADVANTAGE -

WELLINGTON, NZ, 4th Apr 2018: In the past, if people have wanted to make simple slide-show videos to demonstrate their products, they have had to use tools like Animoto. These make reasonable videos but they are limited, and the overall quality is only fair. Now, there are higher-grade slide-show video tools which give a higher quality end result. However, most video production tools have a high learning curve so this can put off many business owners who don't have the time nor inclination to learn another piece of software. But a new slide-show production service has now been launched in Wellington, New Zealand, by GIG Internet Marketing.

Andrew Haddleton, the owner of GIG, said, "Since video is growing at such a fast rate, accounting for around 60% of all online traffic, we want to make online videos accessible to any small- to medium-sized business." He went on to say that the newer slide-show video production tools are very flexible, and have a variety of features which mean that engaging videos can be produced for a relatively low budget.

He described some of the features including voice-over facilities, test-to-speech which means that a simple text file can be automatically converted to a realistic but somewhat robotised voice. However the automated version is far less cost than having a professional voice-over actor.

Other features include video or still-image backdrops, text or caption overlays, specific branding options including corporate identity, and even a translation service.

Andrew added, "This style of video is not suitable for all companies but for those that have highly visual products such as florists, bakers, artists, clothing, and other retailers, they are a good way to show ranges of products or new lines."

These simple slide-show videos can be used on a company's website, on their YouTube channel, but especially on the social media channels where people like to engage with highly visual images and videos.

The demand for online video rising from both consumers and B2B purchasers with up to 70% of people looking at video content before they make a buying decision. For more information on Wellington slide-show video production service for business, contact Andrew at Online Videos.

About:

GIG Internet Marketing works with businesses that want to grow. Over 25 years marketing experience in B2B, and B2C, plus 19 years marketing online. Online video marketing for whiteboard, animated explainer, branding, and ecommerce videos.

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GIG Internet Marketing

Generating sales leads for businesses via press releases, lead gen websites, directory listings and getting client's websites higher in search engines.

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