



New Wellington PowerPoint Kinetic Text Video Production Service

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WELLINGTON, NZ, 6th Apr 2018: More companies are looking to take advantage of the opportunities that video marketing offers. However, many companies lack the skills and budget for big video production. They also feel that lack suitable content. However, there is one resource that most businesses have, and that is a PowerPoint? presentation. Many people have endured ?death by PowerPoint? with boring content but now a new online video tool means that an old slide presentation can be turned into a new, active, engaging video using what is known as moving or kinetic text videos.

This style of online video takes a normal PowerPoint and adds the text into various templates that use some of the many presentation options within PowerPoint. Most people are not aware or are daunted by the wide range of text and image variables within PowerPoint. This leads to the boring presentations that many people have seen. This new tool adds text treatments, moving text, changing text size, rotation, and a range of other effects making the video much more interesting and engaging than a standard slide presentation. This new kinetic text video production service is available from Wellington-based GIG Internet Marketing and is another in the range of online videos styles the company offers.

GIG owner, Andrew Haddleton said, "Most companies have PowerPoint presentations on their computers. Few users know how to take full advantage of the various options so their presentations can be flat and boring but these days, people expect more interesting and engaging presentations."

He went on to say that if a business wants to use their old presentations for an online video, the content is not likely to get a lot of engagement by simply converting the pptx file into an mp4. The content needs to be made more interesting, especially if the video is intended to be used on a social media platform. Moving, or kinetic text videos are able to do this by putting existing slide deck content into pre-made templates which produce active slides rather than a static image.

This is particularly important for B2B companies which tend to have a lot of PowerPoint presentations as some sources say that 70% of B2B purchasing managers will look at a video before they buy a product or service. Further, nearly 70% of videos are viewed with no sound on so clear text is essential to convey the intended message to the audience.

For more information on Wellington PowerPoint kinetic text video for your 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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