LIGHTS, CAMERA, ACTION!

VIDEO COMMUNICATION

ENGAGE

Hubbard One Video solutions take advantage of the **Business Development Suite** for:

- Delivering interactive, educational and entertaining video content
- Managing and publishing website video content
- Measuring the impact of your message through media reporting

CONNECT WITH YOUR AUDIENCE USING VIDEO.

In March 2007, 70% of Web users watched an online video, and according to a recent study, users took action by clicking on related links 40% of the time after viewing video-based content. In fact, when prompted, online video watchers are four times more likely to recall brand advertising. The message is clear. Websites offering online video create a more engaged audience and stronger brand experience. Does your site deliver?

Hubbard One, in partnership with EMI Network, a premier provider of video production services, offers video content development and management, software and hosting services to share and manage videos on the Web. From concept to production, we will help your law firm successfully deliver strategic messages using engaging online videos.

ENGAGE YOUR AUDIENCE. MAKE A LASTING IMPRESSION.

People remember 50% of what they hear and see simultaneously, and only 10% of what they read. Video is an ideal medium to help:

- **Deliver** compelling content that makes a memorable experience
- **Reinforce** brand messaging and brand awareness
- **Communicate** more effectively with your audiences
- **Promote** firm announcements and introduce attorneys
- **Increase** website traffic and repeat visits
- **Create** a more loyal audience

"We knew the Web was becoming more engaging, and we believed that providing visitors with more interactive content could be a key point of differentiation for the firm."

SCOTT KILBURG
Group Director of Marketing and Business Planning
Foley & Lardner LLP

OUR COMPLETE VIDEO SOLUTION.

CREATIVE PROCESS

Develop a captivating concept, with or without a script, and create a storyboard to outline the video flow.

VIDEOGRAPHY

Plan a shooting schedule and coordinate production necessities, such as sound, still image capture, camera and lighting.

EDITING

Finalize video footage and incorporate music, voice over and graphics . Create captioning, transcript and video navigation.

PRESENTATION

Incorporate firm branding and leverage Hubbard One's content management platform for seamless updates or changes.

HOSTING

Rely on robust hosting to ensure successful streaming, particularly during periods of high traffic.

REPORTING

Receive reporting to measure website traffic and search engine optimization (SEO) results.

AN END-TO-END SOLUTION.

Creating and displaying a sophisticated video on your website requires a proven process and a team of professionals with extensive experience. Hubbard One, in collaboration with EMI Network, a premier provider of video production services, provides a comprehensive solution to ensure that the highest-quality video is deployed quickly and seamlessly. A project manager assigned specifically to your firm will be available to guide you through each phase, providing professional assistance based on years of successful results.

Our team will work with you to develop a creative concept, organize the video shoot and edit final footage. Our software will allow you to easily upload and manage video content, including relating videos to other website marketing content. Hubbard One's hosting solution will ensure delay-free streaming of online video, preventing interruptions during periods of high traffic and integrated traffic reporting to gauge impact and success.

ENGAGE YOUR AUDIENCE TODAY!

Find out how we can help you engage your audience using video.
Contact us at **312.873.6881** or visit us at **hubbardone.com/videocommunication**.

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