

EXECUTIVE PROFILE VIDEOS



Marketing's main function is to shorten the sales cycle. Strategic marketing does that by effectively communicating to the right demographic using the right channels and tools.

gulf broadcast
Tools for Storytellers

• video marketing

• lead generation

• content production

Leverage your personal brand Get people taking about you

By **Mahmood Al-Yousif**

Question. When people go to the 'about' page of your website what do they see? A few paragraphs of generic text explaining your mission and company history?

The most frustrating thing when researching about a company or service is not seeing the people who run that company and what makes them tick. For B2B companies to be successful they must inspire trust.

This is why an informative and engaging corporate profile video is one of the most powerful marketing tools available.

Starting a conversation with your audience as a human and not a faceless corporation is the key

benefit of a corporate profile. Seeing how hard you and your team work to meet the demands of your customers is better than any brochure or spreadsheet.

Getting one's vision out to the public can be tricky, which is why videos that leverage your personal brand as guide are much more successful at spreading your message than conventional text.

The content of corporate profiles presents the unique side of your company as told by your executives. You can share stories that appeal directly to the needs of your customers and explain your personal achievements and experience that make you

the right person for the job. What's crucial is that your message comes directly from you.

There are numerous ways in which you can use a corporate profile video to build up your brand image.

Regular quarterly updates about company performance or new product launches for example. Profile videos are also perfect for super-charging the 'about' page on your website.

If you're looking to build trust and continuously stay ahead of your competition, a series of professionally produced corporate profile videos is must have for any business.

"Our communication efforts are designed for maximum engagement to promote stakeholder loyalty and repeat business."

<http://gulfbroadcast.tv>