

# With VideoSparks Business Can Reach Millions In Just 2 – Minutes

Short videos are one of the most shareable content online, allowing businesses to reach and engage millions. VideoSparks intends to crank up the notch on video engagement with its short length website video production.

BriefingWire.com, 3/17/2014 - The attention span of online surfers continues to decrease. Studies show that the attention time of online consumers have decreased from 12 seconds in 2-11 to 8 seconds in 2013. This decline has been matched with an exponential rise in the content competing for their attention. As a result, recent years have shown a sharp shift in online consumer behavior, forcing businesses to make their marketing campaigns provide greater user experience instead of making hard sales. VideoSparks offers marketers the opportunity of packing in several blog length posts within a 2-minutes.

Marketing strategists have realized that the only way they can direct useful traffic to their websites or to keep their brand image afloat is by allowing their customers to share their content. This form of indirect marketing is only possible if their target audience shows a strong brand allegiance. Studies have shown that this is only possible if the content is valuable to the user in any way – enjoyable, informative, empowering, etc.

During the recent years the marketing landscape has shifted primarily because of the active role played by social platforms and search engine updates. Marketers have begun incorporating videos as one of the shortest and compelling medium of delivering their message that not only creates a lasting impact, it also delivers results. “More and more businesses are turning towards video marketing to keep audiences interested and enhance their reach across the globe. Research shows that having a product or business video on the website can increase its chances of sale by 85% and compels more and more users to try out the service” said a spokesperson.

VideoSparks offers business its unique brand of 2-minute specials—high quality short-length marketing videos. Business can now use VideoSparks to present compelling and engaging content to their targeted audience within 2-minutes. Additionally, VideoSparks caters different marketing tones. These include development of a company promotional video, an animated video production, explainer videos, and more.

VideoSparks offers not only diversity in its style but in its multidisciplinary research as well. The studio is not only involved in researching latest development in video animation but also keeps abreast of latest marketing and business trends. As a result, VideoSparks understands business from a unique perspective— understanding clients like partners in their process of creating compelling videos.

“Don’t just be our client, be our partner in the creation of your next big commercial’ explained the spokesperson.

## **About VideoSparks**

Located in Beit Shemesh, Israel, VideoSparks is an animation studio dedicated to developing compelling animated videos to drive campaigns for business, corporate, and non-profit organizations. VideoSparks' services include animated video production of promotional videos including explainers, commercials, corporate, business, and others. With a team of dedicated professionals from diverse backgrounds, VideoSparks' activities also include research in marketing trends giving them a firm grasp of not only high-end animation, script writing, and film, but current business demands as well.

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