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Monthly News & Updates



August 2021

Video Brochures are Highly Effective in Sales and Marketing



If you're like most people in marketing, increasing profits is constantly on your mind. When your strategies work, you feel the thrill of success. When they don't, you feel the frustration of disappointment. To avoid that, here's how companies have skyrocketed their marketing profits in an affordable, highly effective way.

While few products yield marketing success in every industry, [Video Brochures](#) are the exception. Out of all the products we've sold in over 30 years in business, we've never seen anything produce return on investment any better. Our customers love them, and many of their results are similar to the ones below.

For example, [Miramax](#) wanted to heighten the "buzz" around a new feature film they were about to release. To do so, they partnered with MediaFast to create a Video Box with a 7" HD/IPS screen along with promotional items to fit inside. The success it produced was so great that they've since used this strategy several more times for other feature films.

Also, [Sotheby's](#) has partnered with MediaFast on multiple occasions to create a Video Brochure to help them secure properties to sell and engage buyers. Their success has been fantastic, and as a result, their agents have regularly outperformed their competitors.

This Month's Case Study: Cornerstone OnDemand



After years of success with emails, letters, messages and in-person visits, the salespeople from [Cornerstone OnDemand](#) were having a hard time getting meetings with many of their top prospects. "It was almost like the well had run dry," said one of them. Then, after various considerations to make improvements, they purchased 50 Hardcover Video Brochures with Custom Mailer Boxes from MediaFast and had their salespeople distribute them.

Within no time, responses began coming in. They also followed up with prospects who didn't respond right away only to learn that many were planning to respond but just hadn't gotten around to it yet. Because of this, they ordered 150 more. After experiencing similar results, they decided to make Video Brochures and Custom Mailer Boxes a key part of their annual marketing strategy, and it has remained so ever since.

To learn how other companies have had success with Video Brochures, please visit our [Case Studies](#) page. Or, to learn more about our company, please visit [MediaFast.com](#)

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