

PROMOTIONAL SPOTLIGHT

Branding • Engagement • Profit

This week's spotlight is on

PA Media Group's Video Marketing Summit



The PA Media Group, comprised of **PennLive** and **The Patriot News (Harrisburg)**, recently hosted a video marketing seminar designed to educate marketers about the importance of including video in their overall marketing strategy. The event featured a speaker from Google Marketing Solutions who shared eye-opening statistics about the popularity

and projected growth of video content. A panel discussion included experts in production, digital strategy, and video marketing who offered their insights, and answered questions.

Industry reports estimate that by 2020, 82% of all Internet content will be video - which allows advertisers the opportunity to tell a story on an emotional level with the use of sight and sound. A successful video marketing campaign should include a combination of :06, :15 and :30 ads.



Held at the conference center on a local college campus, more than 100 people attended the event, including representatives from the education, automotive and healthcare segments. For more information, contact **Carol Volkman**.

