

Forward Vision Marketing Offers Explainer Video Animation to Improve Online Customer Conversions

Full-service business to business marketing agency makes online corporate videos simple, affordable with hand-crafted animation.

DALLAS, TX, USA, October 22, 2013 /EINPresswire.com/ -- Today [Forward Vision Marketing](#), LLC, a full-service business-to-business marketing agency, announced [video animation](#) services to create effective, engaging [explainer videos](#). Many of today's leading technical and industrial companies have employed this type of eye-catching video to boost online customer interaction and simplify the explanation of technical products and ideas.



Research shows that on average, less than 30 percent of the words on a typical web page are actually read by website visitors. According to Internet Retailer, visitors who view product videos are 85% more likely to buy than visitors who do not. Short explainer videos have proven to be best return on investment and are a fun and engaging way for businesses to educate website visitors about new products, technical processes, inventions and technologies.

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Kelly Stark

“Corporate videos for tech companies won’t engage online audiences if they are long and boring,” said Kelly Stark, founder of Forward Vision Marketing. “However, a one-minute, animated product video can easily and clearly

communicate technical concepts that would otherwise require a million words.”

Forward Vision works closely with clients throughout video production. The process includes research and script development, concept development, voice-over talent, and final visualizations using hand-crafted animation or live-action motion graphics. To view samples of explainer videos created by Forward Vision Marketing for leading technology companies, visit: .

For a limited time, Forward Vision Marketing is offering a 15% discount on all our video animation styles.

About Forward Vision Marketing, LLC

Forward Vision is a full-service marketing agency that understands technology and how to achieve the best results in a business-to-business marketplace. We specialize in communicating technical product features to the customer, accomplishing clear business objectives and measuring the results.

Headquartered in Dallas, Texas, Forward Vision Marketing serves customers around the world in website development, SEO, online advertising, branding, marketing strategy, press relations, brochures, data sheets, white papers, trade show booth strategy, and videos. To learn more about Forward Vision Marketing, visit: www.forwardvision.net.

Press release courtesy of Online PR Media: <http://bit.ly/HfDEVE>

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