



# Smart 1 Marketing Announces Partnership with Global Visual Content Platform Slidely

*Partnership Provides High-End, Cutting Edge Video Ad Resources to Small Businesses*

COLUMBUS, OHIO, UNITED STATES, January 16, 2018 /EINPresswire.com/ -- Video content has quickly surpassed all other trends in digital marketing when it comes to consumer engagement.



Through our partnership with Slidely, we're providing wide-stretching access and leveling the playing field for digital promotion."

*Smart 1 Marketing CEO Todd Swickard*

That's why today Smart 1 Marketing announced a unique partnership with global visual content platform Slidely, maker of Promo. This partnership will harness the power of high quality video and make it accessible and affordable to small businesses in an effort to drive their online, digital marketing efforts.

"Through our partnership with Slidely, we're providing wide-stretching access and leveling the playing field for digital promotion. Video ads get the best results, by far, and a larger return on investment, but securing good video content for ad

campaigns has traditionally given an unfair advantage to bigger companies because of the high cost until now," Smart 1 Marketing CEO Todd Swickard said.

"Smart1 is one of just a handful of digital marketing providers that will have unrestricted access to millions of videos, music and photos through Slidely. This partnership will allow us to create professional, high-quality, attention grabbing campaigns that draw eyes and dollars to small businesses at a price they can afford."

Today, more than 85 percent of the U.S. audience watches online videos and more than half of the video content is viewed on mobile devices. Marketers who use video and adapt it for optimal playback on mobile grow revenue nearly 50 percent faster than non-video users. By 2019, internet video traffic will account for 80 percent of all consumer internet traffic.

Slidely is a visual content platform and creator of PROMO, the number 1 video creation solution for businesses. Through this partnership, Smart 1 clients have access to millions of premium quality video clips, pre-edited licensed music and custom messages so videos can be quickly, easily and affordably created and incorporated into campaigns that can compete with big brands' campaigns.

"PROMO was created with business owners and marketers in mind. Professional video creation is no longer hindering successful advertising for businesses," said Tom More, Slidely Founder and CEO. "Through strategic partners like Smart 1, we can ensure more businesses are leveraging our resources backed by a targeted strategy and digital marketing plan that helps drive their business."

## ABOUT SMART 1

Smart 1 Marketing is a digital marketing/advertising strategies firm leading its industry in growth and client satisfaction through excellence in innovation, client support, services and strategies. Co-founded in 2009, Smart 1 now bodes a team of 25 dynamic associates distinguished by their

functional and technical expertise. Combined with results and efficiency driven innovation, the Smart1 team has gained a go to reputation with clients and peers alike.

#### ABOUT SLIDELY

Slidely is a visual content platform and the developer of PROMO, the #1 video creation solution for businesses and agencies. Slidely's mission is to empower businesses of all sizes to achieve their goals with the power of video.

With Promo, businesses can create video ads quickly, easily and affordably, that can compete with the big brands.

Promo makes creative videos accessible to businesses of all sizes, providing access to over 3.5M premium quality video clips, pre-edited licensed music and a user-friendly interface for customizing messages and logos.

Slidely, an official Facebook and Instagram Marketing Partner, is a privately held company with offices in Tel Aviv, San Francisco and Warsaw.

Chris Herbert  
Redefining Public Relations  
6144488703  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.